

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Agencies expect increased radio-TV billings in '65. p19  
Long-awaited radio programming form coming from FCC. p34  
Ownership plan for top 50 markets is unpopular. p26  
The year in radio-TV: a BROADCASTING chronology. p40

COMPLETE INDEX PAGE 7

SERIALS LIB  
USAF AIR UNIV  
UNIT ACC BRANCH  
MAXWELL AFB AL

36113 EXP 2/65



**EVERY  
BROADCASTER  
DESERVES THE BEST  
IN '65**



**NEWS  
NEWSPICTURES  
NEWSFILM  
AUDIO**

**UNITED PRESS INTERNATIONAL**



*Lemoore Naval Air Station, near Fresno, has 6,600 workers and a payroll of \$20 million.*

You are covering a \$2 billion California market when you advertise on KMJ — Fresno. This important market — which includes Lemoore Naval Air Station — is part of California's rich Inland Valley.

KMJ covers the Fresno area. Combine KMJ with the other three Beeline stations and you cover all of this rich inland market, including Western Nevada. And you do it economically. Get on the Beeline.

**McCLATCHY BROADCASTING COMPANY**

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

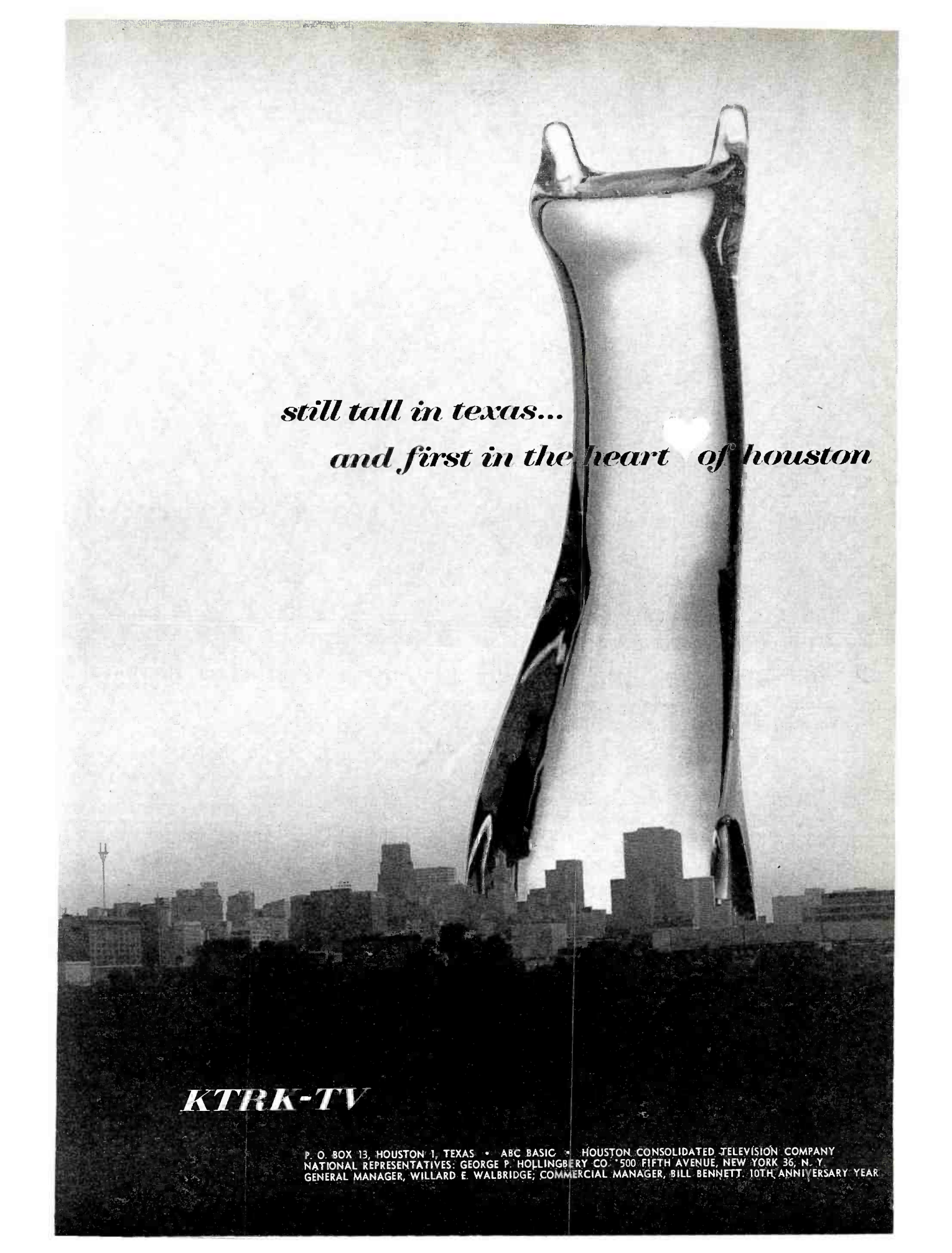


**KBEE • Modesto**

**KFBK • Sacramento**

**KMJ • Fresno**

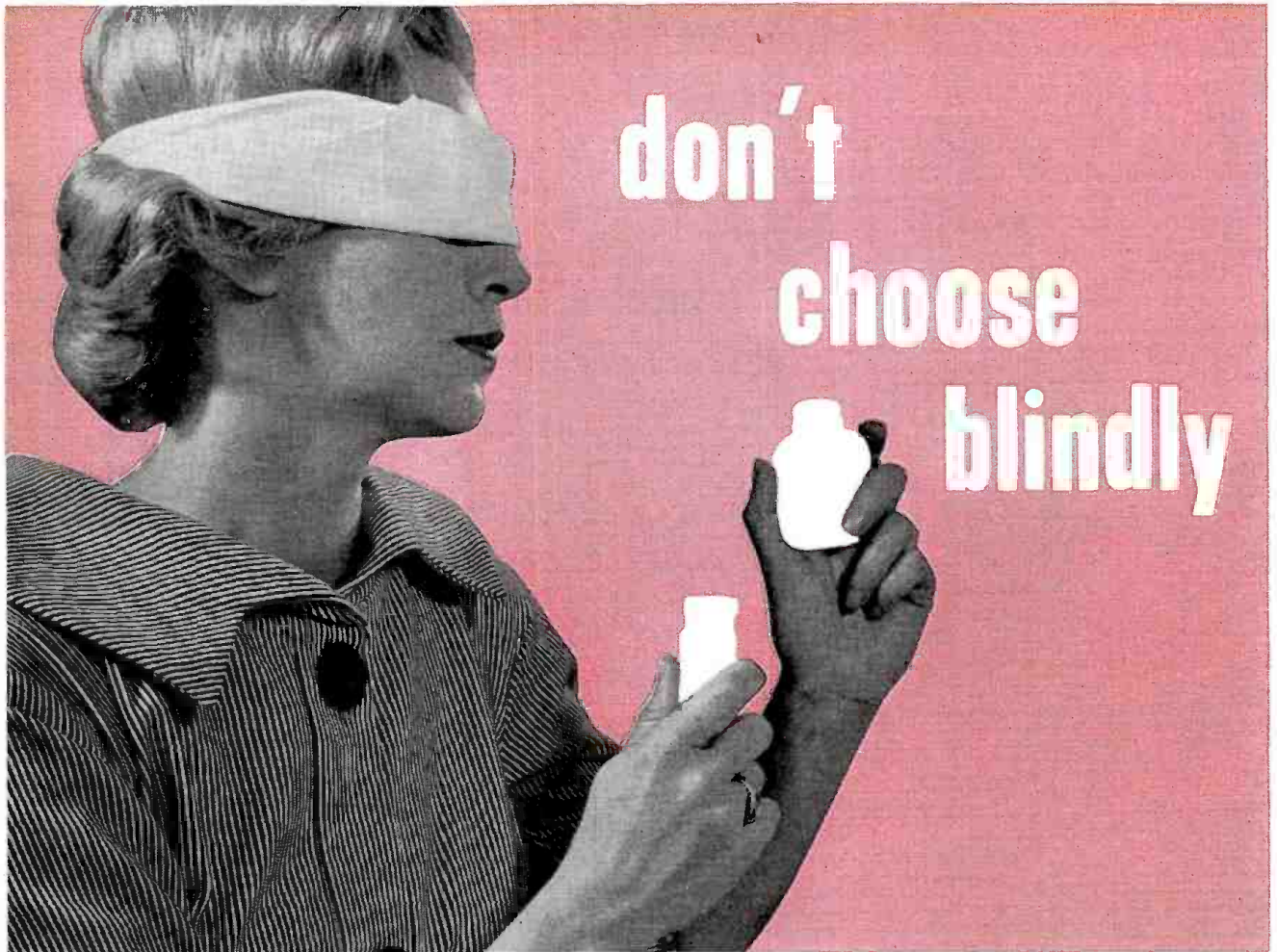
**KOH • Reno**



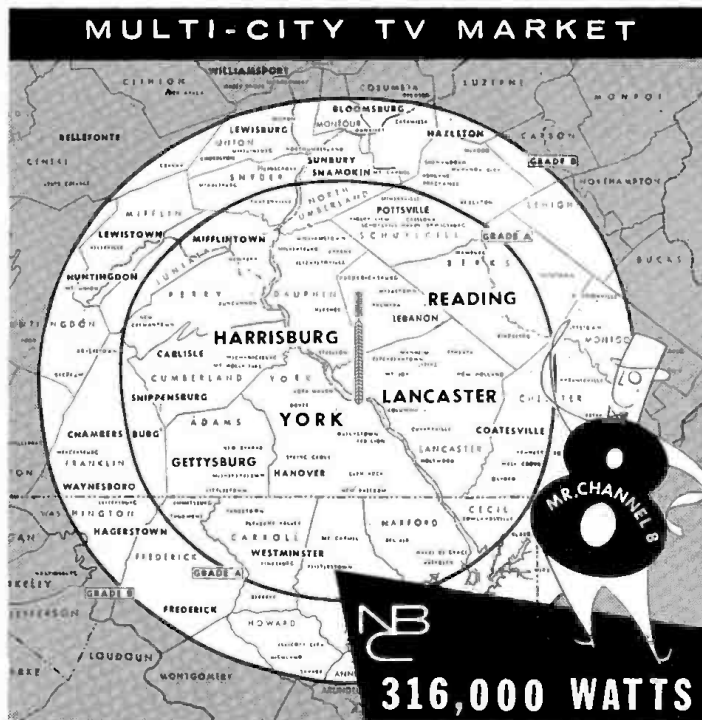
*still tall in texas...*  
*and first in the heart of houston*

***KTRK-TV***

P. O. BOX 13, HOUSTON 1, TEXAS • ABC BASIC • HOUSTON CONSOLIDATED TELEVISION COMPANY  
NATIONAL REPRESENTATIVES: GEORGE P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y.  
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT. 10TH ANNIVERSARY YEAR



*the facts show you...* **WGAL-TV** reaches the **entire** market



Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don't cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

# WGAL-TV

## Channel 8

### Lancaster, Pa.

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

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

## Fly specks

Quantity of complaints about broadcasting that the FCC receives from the public ran about the same during fiscal 1964 as during fiscal 1963—about 12,000—or one for every 151,666 people, not counting duplicate complaints. Most, as usual, were about advertising—5,259. Programming was subject of 3,686 complaints. Operating practices accounted for 1,203 complaints and alleged violations, 643.

## Cinema note

NBC-TV is having second thoughts about cutting back its schedule of movies from two nights a week, as in current season, to one night in 1965-66. Some time ago network indicated to affiliates it would go to single movie period per week, but since then ratings of its Wednesday and Saturday night films have been good. Also in NBC's revised thinking: ABC's Sunday night movie this season and CBS's plan to show weekly movie in prime time next season (see page 36).

## Farm bloc

Broadcast representatives in Washington are conducting vigorous campaign at FCC in opposition to draft of proposed rulemaking on antenna farms. Proposal would provide machinery for farms that had prior approval of Federal Aviation Agency (BROADCASTING, Sept. 14). But representatives of National Association of Broadcasters, Association of Maximum Service Telecasters, National Association of Educational Television Broadcasters and communications attorneys and engineers, feel commission would, under proposal, abdicate authority to FAA. Moreover they oppose notice of rulemaking on ground it would make FAA even more intractable than they say agency now is in dealing with broadcasters.

*Possibly as result of this campaign, commission last week postponed vote on issuing notice. But postponement is said to be only breathing spell. Officials predict commission will invite comments on proposal.*

## CATV's unpardonables

Before there can be peace and harmony between CATV and old-line TV broadcasters, it's agreed that many inequities will have to be met but most important and least talked about is practice of some CATV operators of blacking out commercials of originating TV stations and either substituting their own or filling in with so-called public service announcements. While no survey has been made, it's

# CLOSED CIRCUIT<sup>®</sup>

known that number of CATV operators are following this practice, not only as to television pickups, but also in feeding of aural broadcasts.

*Enlightened CATV operators, particularly those also in broadcasting, contend that those operators who take out commercials are a minority in "shyster" category. They feel that if there is legislation, it must preclude any interference with or degrading of signals picked up. And they also frown upon solicitation of contributions from viewers for so-called "special events" on ground that it constitutes one form of pay-TV.*

## War chest

All-Industry TV Stations Music License Committee is getting most tangible sort of support—money—for its decision to continue fight for lower music rates from American Society of Composers, Authors and Publishers. Committee considered taking same reductions ASCAP granted networks for their owned stations (BROADCASTING, Nov. 2) but decided to fight on for "an equitable rate" (CLOSED CIRCUIT, Nov. 9). Charles Tower of Corinthian Broadcasting, committee chairman, has received overwhelming station endorsement that thus far includes (1) not one dissent, and (2) more than \$200,000 in additional fees to help pay for continued efforts.

## Educated bite

Some broadcasters feel educational broadcasters are going over-board in putting bite on broadcasters in wake of pitch of FCC Chairman E. William Henry for commercial stations to come to aid of their noncommercial brethren. Particularly alarmed are broadcasters who already have been told (since educators' meeting in Washington Dec. 7-8) that they should contribute 10% of gross to educational stations. This, based on round \$2 billion gross (including networks) would mean \$200 million contribution.

*Pitch for contributions, it's learned, in certain areas has been based on accumulating "Brownie points" with FCC because of Chairman Henry's position. Broadcasters generally have resented attitude as one approaching blackmail, feeling that contributions should be made voluntarily and based entirely on ownership's judgment of community welfare. Moreover they dislike approach of non-commercial stations which propose to program for*

*mass audience along entertainment lines but without commercials. Issue is expected to get hotter if demands for commercial support increase.*

## Cheap color

Device that adds color to black and white TV receivers and reportedly increases factory cost no more than \$12 may make appearance at Vienna meeting of International Radio Consultative Committee in mid-March. Group holding rights to British invention, including some Americans, plans to have prototype built in Europe early next year, demonstrate it to leading world electronic firms and offer licenses. It's felt set could be marketed in United States for bottom price of about \$125.

## Work goes on

Senate Freedom of Communications (Watchdog) Subcommittee is in midst of seven-volume work on 1964 political broadcasting that will be along lines of 11-pound opus it issued after 1960 elections (BROADCASTING, April 23, 1962). New report, unlike controversial, reform-urging predecessor, is expected to find progress in both fairness and equal-time performances of FCC and broadcasters (and credit some to panel's own 1962 recommendations). But it's anticipated watchdogs still see room for improvement, especially in refining details of fairness doctrine and Section 315.

*Report, being shaped with eye on Feb. 1 publication, will include all speeches of Messrs. Johnson, Humphrey, Goldwater and Miller, campaign policy documents, transcripts of all network 15-minute newscasts and political documentaries plus recommendations.*

## Near the power center

Figures associated with broadcasting are set for key roles in organization of presidential inauguration ceremonies. In addition to J. Leonard Reinsch, president of Cox Broadcasting, who's been named radio-TV consultant to Dale Miller, inaugural chairman (see page 56), are following: Leonard Marks, Washington radio-TV lawyer who was Johnson-Humphrey financial chief during campaign, has been named White House liaison officer with Inaugural Committee. Mrs. Leonard Marks is assigned to publicity. Mrs. E. William Henry, wife of FCC chairman, is chairman for decorations for Inaugural Ball.

# TALENT SCOUT

This General Motors personnel expert is searching out bright young talent. He and others like him are charged with the important task of selecting the best prospects from among thousands of qualified people for jobs in industry. He conducts interviews at dozens of colleges every year.

His job calls for an analytical and understanding mind. He is very careful to get all the facts before making a decision. He looks into the background of each student—scholarship, mental attitude, previous work experience, health and scope of interests. Often the difference between the merely competent person and the future leader can be reduced to a matter of desire. It takes expert judgment to spot the real thing.

Getting its share of outstanding young men each year is vital to General Motors' future. And so, naturally, are the "talent scouts" who find them for us. They deserve much of the credit for the continuing success of the GM team.

## GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



# WEEK IN BRIEF

Heaviest radio-TV advertising agencies predict 1965 will bring further increases in broadcast billings. Top executives at agencies guess TV will rise 8%, radio 9%, with over-all gain about 8%. See . . .

## HIGHER BILLINGS IN '65? . . . 19

FCC poises to act on radio program reporting form and new logging rules. Form is less awkward than one originally proposed by commission, but still will require "assiduous planning." See . . .

## AM-FM PROGRAM FORM IS READY . . . 34

The year of 1964 in radio-TV is reviewed in BROADCASTING special report. Every news event from billings to regulation indicated, followed by reference to issue of magazine story appeared in. See . . .

## RADIO-TV IN 1964 . . . 40

Shock in broadcast industry follows announcement of FCC's proposal to set for hearing any attempt by VHF owner in top 50 market to sell station to another top-50 owner. Plan called illegal. See . . .

## OWNERSHIP PLAN UNPOPULAR . . . 26

Congressman Cleveland drafts bill to submit to Congress that would authorize state boards of education to spend federal funds to buy commercial television time for educational programing. See . . .

## ETV TO BUY COMMERCIAL TIME? . . . 35

Springfield TV company asks FCC to take all community antenna television systems under its regulatory wing. Firm asks for declaratory ruling, may take matter to court if FCC doesn't respond. See . . .

## FCC PRODDED FOR CATV ACTION . . . 30

Broadcasters are divided on issue of 'leapfrogging' by community antenna TV systems. Some want limits put on how far TV stations' signals can be relayed. Disagreement hurts NAB-CATV plans for compromise. See . . .

## NAME OF THE GAME: LEAPFROG . . . 31

FCC Hearing Examiner McClenning recommends revocation of WKYN and WFQM(FM) San Juan and WORA-FM Mayaguez. Ex-manager of Puerto Rican stations blamed for pick-up of armed forces broadcasts. See . . .

## THREE REVOCATIONS URGED . . . 27

Quinn Martin, after years of testing, says best formula for good television programs is independent production and top facilities. Costs can be kept down and quality up if producer has the reins. See . . .

## MAGIC MIX FOR TV SHOWS . . . 36

What did the FCC do in 1964? Chairman Henry tells all—or at least the major points. List topped by CATV problems, NBC-Westinghouse swap of stations, prelude to payola and plugola examination. See . . .

## HENRY ISSUES ANNUAL SYNOPSIS . . . 30

### DEPARTMENTS

AT DEADLINE .....	9	LEAD STORY .....	19
BROADCAST ADVERTISING .....	19	THE MEDIA .....	26
BUSINESS BRIEFLY .....	21	MONDAY MEMO .....	16
CHANGING HANDS .....	28	OPEN MIKE .....	14
CLOSED CIRCUIT .....	5	PROGRAMING .....	34
COMMERCIALS IN PRODUCTION	22	WEEK'S HEADLINERS .....	10
DATE BOOK .....	12	WEEK'S PROFILE .....	65
EDITORIAL PAGE .....	66		
FANFARE .....	39		
FATES & FORTUNES .....	53		
FILM SALES .....	37		
FINANCIAL REPORTS .....	38		
FOR THE RECORD .....	57		
INTERNATIONAL .....	52		



## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

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

**WTIC MEANS  
GREATEST COVERAGE**

**TOP PERSONALITIES**

**ADULT ACCEPTANCE**

**DEDICATED SERVICE**

**IN RICH, RICH  
SOUTHERN  
NEW ENGLAND**



**WTIC**  **50,000 watts**

**HARTFORD, CONNECTICUT**  
REPRESENTED BY THE HENRY I. CRISTAL COMPANY



## KWK puts in plea for another chance

KWK St. Louis has asked FCC to reconsider its order revoking station's license. Commission ordered revocation on 3-2 vote in 1963 because of fraudulent contest conducted by station (BROADCASTING, June 3, 1963).

KWK, which has taken appeal to U. S. Supreme Court, asked commission to substitute fine up to maximum of \$10,000 or short-term renewal, or both, for revocation order.

In petition filed with FCC last week, station said complete change in officers, directors and controlling stockholders of both licensee and its parent corporation, Milwaukee Broadcasting Co., has occurred since revocation order. Arthur M. Wirtz, chairman of both companies, and James E. Coston, president of both, control majority stock of Milwaukee.

KWK said its record under new officers has been "spotless" and its performance and "lessons learned from the license revocation proceeding provide" necessary assurance licensee will operate in public interest.

## All common carriers are in FCC province

FCC said Wednesday (Dec. 23) it has jurisdiction over all common carriers relaying broadcast signals, regardless of whether service is across state line or intrastate.

Decision, described by some commission officials as "important," was handed down in case involving application for microwave service to relay TV signals between Sacramento and Redding, both California.

Commission said it, not state, has jurisdiction in such cases.

Proposed customers in case are Redding television stations, KRCR-TV and KIXE-TV. They would be furnished programming of KOVR(TV) Stockton-Sacramento and KVIE(TV) Sacramento.

But major impact is expected to be felt in connection with community antenna television systems. Decision, in effect, disposes of request by some 20 common carriers for declaratory ruling on whether commission has authority over common carriers serving CATV's with point-to-point microwave service wholly within one state.

Vote was 6-0, with Commissioner

Station cited large financial losses flowing from revocation order which, it said, imperil continued existence of parent company's other stations, WEMP-AM-FM Milwaukee. KWK said losses, resulting from drop in advertising revenue and cost of litigation, total more than \$1,650,000.

If FCC adheres to revocation order, KWK said, it will "destroy" two stations and "wipe out" group of employe-stockholders who have invested all their savings in Milwaukee Broadcasting.

FCC in October 1963 denied earlier petition for reconsideration. And U. S. Court of Appeals sustained decision.

Latest petition follows action by FCC Commissioner Frederick W. Ford in first offering, then withdrawing, suggestion that commission consider reopening KWK case on its own motion (CLOSED CIRCUIT, Dec. 14).

KWK, in its petition, suggested FCC ask for remand of case from U. S. Supreme Court, where petition for review is pending. Or, if FCC indicated willingness to grant relief, station said, it would withdraw petition for review by high court.

In accompanying petition, KWK asked for expedited consideration of request for reconsideration.

Frederick W. Ford absent.

California case arose with application by Pacific Telatronics Inc., to establish Redding-Sacramento microwave service. Pacific Telephone and Telegraph Co. had opposed grant, asserting service was intrastate and Telatronics needed state authority.

FCC, however, said all common carriers that pick up broadcast signals from stations, or relay them to stations, are in interstate commerce and subject to its control.

## Set makers start tax repeal drive

Move to persuade Congress to repeal manufacturers' 10% excise tax on radio and TV receivers has begun.

Committee of three representing radio-TV makers met with Treasury Department and congressional staff tax aides to urge: (1) outright repeal of tax, (2) refunds of levies on radio-TV sets and phonographs on dealers' floors to prevent lull in sales while tax repeal is under consideration, and (3) income tax credits for consumers who have purchased taxable sets and components re-

tailoring for \$100 or more for same reason.

Principal justification for repeal, group said, was 1962 All-Channel Law, requiring all TV receivers to include UHF tuners as well as VHF, thus raising price of sets.

**Help UHF** - Government tax experts were told excise tax repeal would help stimulate growth of UHF by offsetting increased set prices giving UHF stations larger audiences.

Electronics Industries Association trio consisted of James F. Haley, Motorola; B. S. Durant, RCA, and James D. Secrest, EIA executive vice president.

## KPRO, WLOB sales announced

Broadcast personality Dick Clark is buying KPRO Riverside, Calif., for \$435,000 plus \$150,000 option to purchase real estate, it was announced Wednesday (Dec. 23).

Subject to FCC approval, Mr. Clark's Progress Broadcasting Co. is buying 1 kw fulltimer on 1440 kc, from W. E. Dyche Jr., Edgar B. Younger, John Blake and Tome E. and Tolbert Foster. Sellers also own KREO Indio, KYOR Blythe and KROP Brawley, all California. Broker: Blackburn & Co.

Also announced Wednesday was sale of WLOB-AM-FM Portland, Me., by Sherwood J. Tarlow and associates to Atlantic States Industries Inc. for \$250,000. Atlantic States, publicly held cor-

### Inter-season greetings

Brief institutional campaign congratulating Baltimore Colts and singing praises of Baltimore as excellent sports town was run Sunday (Dec. 27) by Baltimore Orioles.

Orioles, through Robert Goodman Agency, Baltimore, bought one-quarter of radio coverage of National Football League championship game between Colts and Cleveland Browns on WBAL, which carries Oriole and Colts games.

Although game was carried nationally by CBS, WBAL as participating-team station had preemptory rights in market.

poration traded over-the-counter, owns WTSA Brattleboro Vt., and is buying WNVY Pensacola, Fla. WLOB is 5 kw fulltime on 1310 kc, and is affiliated with CBS. WLOB-FM is on 97.9 mc with 3 kw.

Approval by FCC of control of WICC-AM-TV and WJZZ(FM) Bridgeport, Conn., by Kenneth M. Cooper also was announced Wednesday. Mr. Cooper, 47% owner, becomes 66% owner, through sale of 28.6% of stock to company for \$370,000 by John A. Hill, 23.8% and others.

Action was taken without prejudice to whatever action FCC may take on license renewal application for WICC-TV and with reference to commission letter of Nov. 4 to that station.

WICC-TV (ch. 43), operated for several years, ceased operation but retained construction permit. Nov. 4 letter was sent by FCC to all UHF grantees not on air asking for information on construction plans (BROADCASTING, Nov. 9).

Wicc is on 600 kc with 1 kw day and 500 w night. WJZZ is on 99.9 mc with 9 kw.

## Conelin, Emerson get promotions at FCC

FCC Wednesday (Dec. 23) appointed John Conelin, assistant chief of litigation division, General Counsel's office, as chief and associate general counsel.

Leonidas P. B. Emerson, legal assistant to FCC Chairman E. William Henry named head of Office of Opinions & Review Board. Appointments are subject to Civil Service review.

Mr. Conelin succeeds Daniel R. Ohlbaum, now deputy general counsel (BROADCASTING, Nov. 23). Mr. Emerson replaces Sylvia Kessler, named member of Review Board (BROADCASTING, Nov. 9).

## AB-PT claims Howard was insubordinate

Attorney for American Broadcasting-Paramount Theaters told court last week of insubordinate activity of Lisa Howard, ABC-TV newswoman, while contesting suit by Miss Howard in which she asks \$2,008,000 and reinstatement as network commentator (BROADCASTING, Dec. 21). New York State Supreme Court Justice Louis Capozzoli referred to reinstatement request as "extraordinary" form of relief.

Miss Howard's dismissal from five-minute news program (Monday-Friday, 2:55 p.m. EST) had been attributed by network to "partisan political activity," and AB-PT counsel asserted last week that her participation in committee supporting President Johnson and Senator

## WEEK'S HEADLINERS

**Glover DeLaney**, VP and general manager of WHEC Inc., Rochester, N.Y., named manager of Broadcast Division of Gannett Co. Inc. Gannett Newspaper stations are: WHEC-AM-TV; WINR-AM-TV Binghamton, N. Y.; WDAN Danville and WREX-TV Rockford, both Illinois. He joined WTHT Hartford, Conn., (no longer on air) as commercial manager in 1938 and named manager in 1941. He joined WHEC in 1953 as general manager. Mr. DeLaney was general manager of KOVR(TV) Stockton-Sacramento, Calif., from 1958-1963, when he returned to WHEC. He continues as general manager of WHEC in addition to new position.

**For other personnel changes see FATES & FORTUNES**

Kenneth Keating (R-N. Y.) had compromised her position as objective commentator. He also described interference by Miss Howard in planned interviews with President's wife, and presidential candidate Barry Goldwater.

Miss Howard's attorney argued award of financial damages alone could not compensate her for loss of daily exposure on TV. She is under \$500-week contract with ABC through December 1965.

## Fairness doctrine gains support from ACLU

American Civil Liberties Union has proclaimed its endorsement of FCC's fairness doctrine in statement prepared for release today (Dec. 28).

ACLU notes possibility of censorship attendant upon government regulation but says ". . . each FCC step toward actually increasing diversity—without interfering with program content—deserves the backing of civil libertarians . . ."

However, ACLU has "strong reservations" about "requirements" which force stations to submit broadcast transcripts to persons or groups attacked. ACLU does not take stand on requirement but questions its advisability and practicality.

## More Rubinstein switches

Helena Rubinstein Inc., New York, announced Thursday (Dec. 24) that Fuller & Smith & Ross, New York, will handle approximately \$2 million in billings for various cosmetics and toiletries, including Nudit, and Super Biodorant, new product.

Thus far this year an estimated \$5 million of Rubinstein's billings have

changed agencies. Warwick & Legler picked up \$3 million from Ogilvy, Benson & Mather on Aug. 31.

## Budget Bureau gets proposed radio form

FCC has referred its proposed AM-FM program reporting form to Bureau of Budget for review (see page 34). If bureau approves form, final FCC adoption appears likely by margin of as much as 6-1. Commissioner Rosel H. Hyde appears only dissenter.

Budget Bureau, responsible for passing on all such forms, will submit it to committee composed of broadcast industry representatives for study.

FCC decision to submit form to bureau was taken at meeting Wednesday (Dec. 23) without formal vote.

## Comsat-NASA to launch TV satellite in spring

Transatlantic television and communications via satellite may be commercial reality in spring, following signing Wednesday (Dec. 23) of agreement between Communications Satellite Corp. and National Aeronautics & Space Administration to put "Early Bird" Syncom communications satellite up as soon after March 1 as possible.

Comsat will pay NASA estimated \$3.5 million for launch. After July 1, Comsat plans additional satellites for globe-encircling system.

## duPont takes six color specials on ABC-TV

Six one-hour color TV specials on large cities, countryside and culture of U. S. will be sponsored by duPont Co. Wilmington, Del., on ABC-TV during 1965-66 season. Agency is BBDO, New York.

Series will be produced by Norman Baer and Phil D'Antoni, who handled one-hour productions of *Elizabeth Taylor's London* and *Sophia Loren's Rome*. Dates have not been set but specials will be scheduled in prime-time November 1965-April 1966.

## Subcommittee's demise?

Some staff members on House Special Subcommittee on Investigations (it probed broadcast ratings) are seeking other jobs since getting advice from Representative Oren Harris (D-Ark.), chairman, that it's uncertain subcommittee will be renewed or, if it is, what its scope may be. Special panel, whose authorization ends Jan. 3, is designed to investigate regulatory agencies.

...a  
combination  
of  
pragmatism  
and  
imagination."

This is William Schuman.

A man whose soaring intellectual agility and personality are merely additions to his creative power as a composer. This first President of the Lincoln Center for the Performing Arts is a man of many worlds—composer, educator, editor, publisher, speaker and author. As one of the five most performed living American-born composers, Mr. Schuman's enthusiasm for life conveys itself in the music he has given us for close to 30 years. BMI is deeply proud of William Schuman, and all the many other great figures in Concert Music whose performing rights we are privileged to license.

**BMI**

BROADCAST MUSIC, INC.

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

*William Schuman's major works include:*  
Eight Symphonies, Credendum, A Song of Orpheus, American Festival Overture, New England Triptych,  
Four String Quartets, A String Trio, and numerous pieces for vocal and instrumental combinations.

# Please Note!

## Broadcasting

reaches *more PAID circulation* than the next four vertical publications combined.

## Broadcasting

reaches *more PAID agency and advertiser circulation* than the next four vertical publications combined.

## Broadcasting

carries *more advertising lineage* annually than the next four vertical publications combined.

## Broadcasting

delivers, dollar for dollar, *more than twice as many PAID agency-advertiser readers* as any of the four vertical publications.

# Why Not!

After all,

## Broadcasting

is *THE* Businessweekly of Television and Radio.

1735 DeSales Street, N.W.  
Washington 6, D. C.

## DATEBOOK

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

■ indicates first or revised listing.

Dec. 28-29—Conference of the marketing education division of the American Marketing Association. Sheraton-Chicago hotel, Chicago.

### JANUARY

Jan. 6—Luncheon of the International Radio & Television Society. Speakers are: Ron Cochran, ABC; Walter Cronkite, CBS, and Chet Huntley, NBC. Waldorf-Astoria, New York.

■Jan. 6—"TV: the political image-maker," forum discussion of New York chapter of the National Academy of Television Arts and Sciences. Moderator: Walter Cronkite. Guests: Senator Jacob K. Javits (R-N. Y.), Representative John V. Lindsay (R-N. Y.), Ted Rogers, assistant to the president, Metromedia Inc., and Bill Wilson, formerly of Papert, Koenig, Lois, and now producer for NBC news and public affairs. Donnell Library Center of the New York Public Library.

Jan. 9 — South Carolina AP Broadcasters Association meeting. Columbia, S. C.

Jan. 11-12—Canadian Radio Sales Bureau, sales and management conference. Constellation hotel, Toronto.

Jan. 15-17—Board of directors meeting of American Women in Radio & Television. Hilton hotel, New York.

Jan. 16 — Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower Inn, Chicago.

Jan. 18-19 — Oklahoma Broadcasters Association mid-winter convention will hear Robert J. Burton, president of Broadcast Music Inc., Robert J. Rawson, chief of FCC Renewal and Transfer Division, and Thomas Wall, attorney with Dow, Lohnes & Albertson, Washington. Sheraton Oklahoma hotel, Oklahoma City.

■Jan. 19—Association of National Advertisers workshop on advertising planning and evaluation. Speakers include: Thomas B. McCabe Jr., marketing vice president, Scott Paper Co., chairman, ANA; Dr. Clark Wilson, Harvard Business School research adviser, BBDO; Norton Garfinkle, president, Brand Rating Research Corp.; Robert Cunningham, supervising statistician, AT&T; Arthur Pearson, director of market research, Bristol-Myers Co.; Joseph Eastlack, associate director-advertising research, Bristol-Myers Products Co.; Gilbert Miller, division manager, E. I. duPont Nemours & Co., and Eric Marder, president, Eric Marder Associates. Plaza hotel, New York.

Jan. 20—Luncheon of the International Radio & Television Society. Featured speaker is Douglas L. Smith, director of advertising and merchandising at S. C. Johnson & Son. Waldorf-Astoria, New York.

Jan. 22 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Jan. 22-23—Meeting of radio code board of National Association of Broadcasters. Los Angeles.

■Jan. 22-23—Winter meeting of Arizona Community Television Association. Bruce Merrill, president of National Community Antenna Television Association, will speak. Ball Hi motor hotel. Phoenix.

Jan. 22-24—Advertising Association of the West, mid-winter conference. Disneyland hotel, Anaheim, Calif.

Jan. 24—Iowa AP Radio-Television News

Association winter workshop. Des Moines. Jan. 25—Deadline for comments on FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with newswire services (AP-UPI).

■Jan. 25—Meeting of North Carolina AP Broadcasters. Durham.

Jan. 25-29—Winter meeting of radio and TV boards of National Association of Broadcasters. Palm Springs Riviera, Palm Springs, Calif.

Jan. 26-28—Twentieth annual Georgia Radio-TV Institute of the Georgia Association of Broadcasters. Featured speakers include FCC Commissioner Robert E. Lee; Broadcast Music Inc. President Robert Burton, and John Chancellor of NBC News. University of Georgia, Athens.

Jan. 28-30—Winter convention of South Carolina Broadcasters Association. Columbia.

Jan. 29 — Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

Jan. 29-31—Regional and board of directors meeting of National Advertising Agency Network. Guest House motor inn, Birmingham, Ala.

### FEBRUARY

Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service awards.

Feb. 2-3—Advertising Federation of America/Advertising Association of the West convention. Statler-Hilton, Washington.

Feb. 3—Luncheon of the International Radio & Television Society. Featured speaker is Representative Oren Harris (D-Ark.). Waldorf-Astoria, New York.

■Feb. 3—Breakfast meeting of Television Bureau of Advertising to discuss "Your Association: Surviving or Succeeding?" Sheraton Park hotel, Washington.

Feb. 4—1965 meeting of the Minnesota AP Broadcasters Association. Minneapolis.

Feb. 4-5—Annual conference of presidents of state broadcasting associations under auspices of National Association of Broadcasters. Shoreham hotel, Washington.

Feb. 5-6 — Radio-Television News Short Course sponsored by School of Journalism of University of Minnesota and Northwest Broadcast News Association. William B. Ray, director of Complaints and Compliance division of FCC, and Bruce Palmer, president of Radio Television News Directors Association, will speak. Minneapolis.

Feb. 5-6—Utah-Idaho AP Broadcasters annual meeting. Downtowner Motel, Boise.

Feb. 6—Directors Guild of America, annual Awards Dinner. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 11—Western States Advertising Agencies Association's "Man of the Year" award luncheon. Embassy Ballroom, Ambassador hotel, Los Angeles.

Feb. 10-11—Michigan Broadcasters Association mid-winter convention and ninth annual Legislative Dinner, Jack Tar hotel, Lansing.

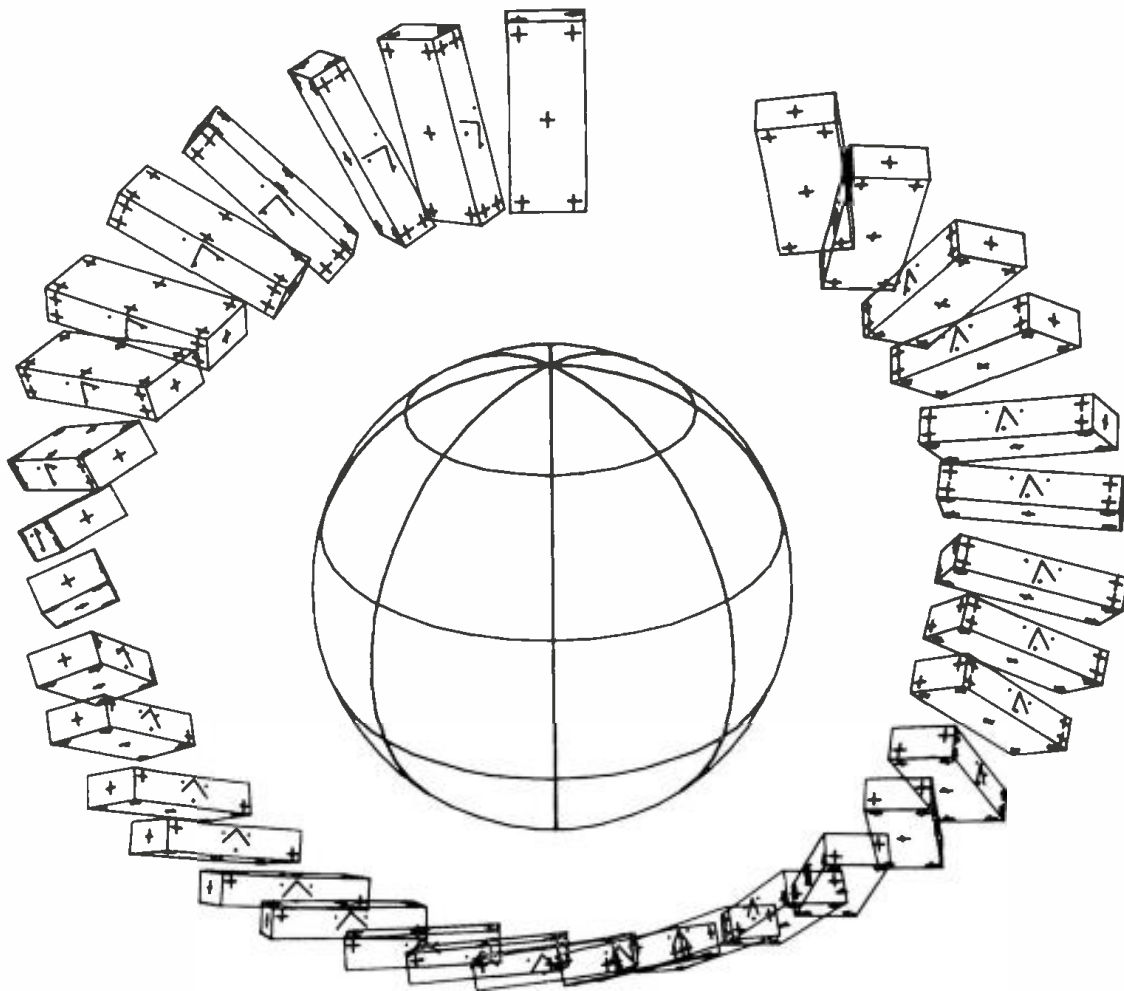
Feb. 21 — Reply comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Feb. 23—International Broadcasting Awards banquet of Hollywood Advertising Club. Hollywood Palladium.

Feb. 26-27—Spring meeting of the Arkansas Broadcasters Association. Jonesboro.

### MARCH

March 3—Luncheon of International Radio & Television Society. Paul Rand Dixon, chairman of Federal Trade Commission, will speak. Waldorf-Astoria, New York.



Picture of a satellite in orbit—as drawn by a computer

The domino-shaped box in the drawing above represents a communications satellite orbiting the earth.

The various angles and positions of the box show the relative positions of the satellite during one orbit.

The drawing was made, not by a man, but by a computer at Bell Telephone Laboratories to help scientists visualize how the satellite would behave.

What the computer did is called *simulation*. Working from data given it, the computer calculated, or simulated, the satellite's position at various instants and produced the

picture on microfilm. The picture told us what we needed to know.

We use such simulation a great deal to save time and hold down costs in developing and testing new products and services.

Computers help us plan coast-to-coast transmission systems, new switching logic, and data systems. They also help us study problems relating to telephone usage at given times of the day or year.

Not all of our simulation is done on computers. Often we can simulate by other means.

We test new kinds of undersea telephone cables in buried, brine-

filled steel pipes that duplicate the pressures and temperatures of the ocean's bottom at various depths.

Ingenious equipment in one of our laboratories sends test telephone pulses racing around an electronic ring that simulates a 6000-mile circuit containing 5300 repeaters to boost voice volume.

Many additional examples of simulation could be cited. Often they help us spend our time and money more efficiently in developing new services and improving present ones—in making sure that America continues to enjoy the world's finest telephone service at the fairest possible prices.



**Bell System**

American Telephone and Telegraph Co. and Associated Companies

AVAILABLE  
FOR  
TELEVISION

"Enough suspense  
to bring sweat to  
stone foreheads!"  
—*Time Magazine*



HAYLEY MILLS  
JOHN MILLS  
HORST BUCHHOLZ

ANOTHER QUALITY  
MOTION PICTURE FROM  
WALTER READE/STERLING, INC.  
241 E. 34TH STREET, N.Y.C. 10016



*Luxury Living!*  
*Sensible Location!*

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished  
world of the  
**HOTEL New Weston**  
Madison Ave. at 50th St.  
New York • Plaza 3-4800



World-Famous  
**NEW WESTON BAR &  
ENGLISH DINING ROOM**

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.

**OPEN MIKE®**

**Proper approach**

EDITOR: Thank you very much for the representative and dignified handling of my "think piece" on "The powerful PR job TV can do abroad" in BROADCASTING, Nov. 30.—*William Dozier, president, Greenway Productions Inc., Hollywood.*

**Applause**

EDITOR: Although you have heard my compliments over the years, this is the first time I've sat down to applaud. The Dec. 14 issue was one of many that prompted applause, but notably so in the sustained quality of interest and reportage. Truly a remarkable document of the all-pervasive nature of our field.—*Dr. Ruane B. Hill, director, instructional Communications Center, University of Wisconsin, Milwaukee.*

**More on radio**

EDITOR: The special report on radio (BROADCASTING, Dec. 14) is great. By any chance, do you plan to have reprints available? I sure would like a couple of copies if you have them.—*Jan Gilbert Stearns, broadcast supervisor, McCann Bottler Service Group, McCann-Erickson Inc., New York.*

(A limited number of copies of the Dec. 14 issue are available at 50 cents each.)

EDITOR: I both enjoyed and found very useful your special [Dec. 14] report as I am sure most broadcasters and others associated with the broadcasting industry did. . . . Perhaps in some future issue you will find it desirable to do an article on the radio programming and production companies that exist to service the industry.—*Milton Herson, president, Mark Century Corp., New York.*

EDITOR: I read with great interest your section devoted to radio programming in the Dec. 14 issue. You have a quote as to the programming format of KLAC Los Angeles . . . since Metromedia acquired the station in July 1963, KLAC is indeed a middle-of-the-road station . . . playing the best of the pop music of today and highlighting standards of the past decade, in modern dress. . . .

Our news facilities are the largest of any independent station in Los Angeles and highlight on-the-spot coverage. . . . KLAC would fall more into "general-purpose radio" bulwarked by a personality format which is synonymous with our sister station, WNEW New York.

I believe the phrase "middle of the

road" is a misnomer unless the other ingredients mentioned are put with it.—*Alan Henry, vice president and general manager, KLAC Los Angeles.*

**What's in a name?**

Dear Sir (you cur): Regarding your Dec. 14 article on how the top 50 markets program [SPECIAL REPORT: Radio programming], you guys never sent me any form to fill out. How come you never sent me any form to fill out. Don't try to make up by sending me a form to make out now, because I am plenty miffed.

All those other guys got their name in your book. I didn't get my name in your book and after all, I am . . .—*Robert Martz, program director, WOHO Toledo, Ohio.*

(Questionnaires for the article on radio programming were sent to every commercial radio station on the air. The comments used in the Dec. 14 report were considered by BROADCASTING to be representative and typical of the more than 1,500 replies.)

**Perseverance pays**

EDITOR: Bill Stegner, a blind engineer at KGHM, has asked me to write asking if you know any engineers working in the same capacity as his, so he could get in touch with them.

Mr. Stegner is a transmitter engineer at a directional station and has permission to operate alone. When he first requested permission from the FCC, it said it was impossible, although he had his first-class license since 1954. For nine months the FCC did permit him to work with another first-class engineer at the transmitter. During this period he perfected his audio meter-reading device, which was inspected and approved by the FCC.

We are sure there are many blind licensed engineers employed as studio engineers—perhaps on nondirectional stations. But because of the FCC's flat refusal when first approached about Mr. Stegner's employment, we do believe this is a first.—*Carole Williams, commercial manager, KGHM Brookfield, Mo.*

**Helping hand**

EDITOR: The section of your Dec. 7 issue listing the county-by-county television set penetration . . . has proven quite invaluable to us in competition with the local newspaper. Their ABC penetration in the home county is only 83% to our 94% and we're selling ourselves as the only way to reach the difference.—*Jay Sondheim, general manager, WLYH-TV Lancaster-Lebanon, Pa.*

BROADCASTING PUBLICATIONS INC.  
 PRESIDENT ..... SOL TAISHOFF  
 VICE PRESIDENT ..... MAURY LONG  
 VICE PRESIDENT ..... EDWIN H. JAMES  
 SECRETARY ..... LAWRENCE E. TAISHOFF  
 TREASURER ..... B. T. TAISHOFF  
 COMPTROLLER ..... IRVING C. MILLER  
 ASST. TREASURER ..... JOANNE T. COWAN

# Broadcasting

THE MAGAZINE OF TELEVISION AND RADIO

Executive and publication headquarters:  
 BROADCASTING-TELECASTING Bldg., 1735 DeSales  
 Street, N.W., Washington, D. C. ZIP code  
 20036. Telephone: 202 Metropolitan 8-1022.

EDITOR AND PUBLISHER  
 Sol Taishoff

## Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR  
 Edwin H. James

EDITORIAL DIRECTOR (New York)  
 Rufus Crater

MANAGING EDITOR  
 Art King

SENIOR EDITORS: Bruce Robertson (Holly-  
 wood), Frederick M. Fitzgerald, Earl B.  
 Abrams, Lawrence Christopher (Chicago),  
 Leonard Zeldenberg, David Berlyn (New  
 York), Rocco Famighetti (New York); ASSO-  
 CIATE EDITORS: Sid Booth, Sherin Brodey,  
 George Darlington; STAFF WRITERS: Sonya  
 Lee Brockstein, Barry Crickmer, Jim deBet-  
 tencourt, Larry Michie, Victor Rossi Jr.;  
 EDITORIAL ASSISTANTS: Bill Bayne, Sue  
 Schultz, Martha Schwieters. SECRETARY TO  
 THE PUBLISHER: Gladys Hall.

## Business

VICE PRESIDENT AND GENERAL MANAGER  
 Maury Long

NATIONAL SALES MANAGER  
 Warren W. Middleton (New York)

PRODUCTION MANAGER: George L. Dant; TRAF-  
 FIC MANAGER: Harry Stevens; ADVERTISING  
 ASSISTANTS: Robert Sandor, Richard LePere,  
 Carol Ann Cunningham, Claudette Artini;  
 SECRETARY TO THE GENERAL MANAGER: Doris  
 Kelly.

COMPTROLLER: Irving C. Miller; ASSISTANT  
 AUDITOR: Eunice Weston.

## Publications and Circulation

DIRECTOR OF PUBLICATIONS  
 John P. Cosgrove

William Criger, David A. Cusick, Lisa Ishii,  
 Christer Jonsson, Richard B. Kinsey, Tannor  
 Kopp, Edith Liu, James Williams.

## Bureaus

New York: 444 Madison Avenue. ZIP code  
 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR  
 EDITORS: David Berlyn, Rocco Famighetti;  
 STAFF WRITERS: John Gardiner, Ellen R. Mc-  
 Cormick, Robert Rosenblatt; ASSISTANT:  
 Frances Bonovitch.

NATIONAL SALES MANAGER: Warren W. Mid-  
 dleton; INSTITUTIONAL SALES MANAGER: Elea-  
 nor R. Manning; ADVERTISING REPRESENTATIVE:  
 Robert T. Fennimore; ADVERTISING ASSISTANT:  
 Beryl W. Stern.

Chicago: 360 North Michigan Avenue, ZIP  
 code 60601. Telephone: 312 Central 8-4115.  
 SENIOR EDITOR: Lawrence Christopher; MID-  
 WEST SALES MANAGER: David J. Bailey; AS-  
 SISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, ZIP  
 code 90028. Telephone: 213 Hollywood 3-3148.  
 SENIOR EDITOR: Bruce Robertson; WESTERN  
 SALES MANAGER: Bill Merritt.

Toronto: 11 Burton Road, Zone 10. Tele-  
 phone: 416 Hudson 9-2894. CORRESPONDENT:  
 James Montagnes.

ASSISTANT PUBLISHER  
 Lawrence B. Taishoff

BROADCASTING\* Magazine was founded in 1931  
 by Broadcasting Publications Inc., using the  
 title, BROADCASTING\*—The News Magazine of  
 the Fifth Estate. Broadcast Advertising\*  
 was acquired in 1932. Broadcast Reporter in  
 1933 and Telecast\* in 1953. BROADCASTING-  
 TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
 Copyright 1964: Broadcasting Publications Inc.

BROADCASTING, December 28, 1964

## A guide to WAVE watchers- native "birds" of the Louisville area



## Polychromatic Channel-peeper

Whatever this "Polly" wants, there's a good chance WAVE-TV sells her on it—in color! She and the other 778,599 birds in metropolitan Louisville\* can enjoy more than forty hours a week of local and network color on WAVE. You can reach more Polychromatic Channel-peepers on WAVE-TV because:

- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color!
- WAVE-TV leads in total market coverage—reaching more TV homes than any other Louisville station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!\*\*)

\* SRDS

\*\* ARB Market Coverage Information

# WAVE-TV

Channel 3 • NBC • Louisville

Represented by The Katz Agency

## Nothing radical about advertising in TV

Each time Liberty Mutual has introduced a new advertising campaign, entered a new medium or tied into a certain field of interest, we have been asked at one point or another, "What is the philosophy behind this radical departure from your traditional activities?"

This question sounded loud and clear back in 1961 when Liberty Mutual began placing its messages on ABC-TV's *Wide World of Sports* and then increased in volume and number this year when the company moved to sponsor a regular weekly series, *Gadabout Gaddis*, *the Flying Fisherman* in major market areas and *The American Sportsman* specials on network TV.

We must say that this question usually amuses us since our advertising activities over the years can hardly be called "traditional" and we've never followed any rigid rule. The basic philosophy behind all our moves (and undoubtedly everybody else's) is always the same: to help sell our product, which in our case is Liberty Mutual Insurance.

Until 1961, Liberty Mutual's advertising was concentrated primarily in print—mainly covering national and regional magazines. Our advertising approach was to reach the adult male homeowner in the suburban centers that make up the greater metropolitan coverage areas of the big cities.

In 1961, the opportunity to participate in *Wide World of Sports* was offered to us. After some thoughtful consideration, we decided it was the time to widen our horizon. At that time we felt that the predominantly male, adult audience generated by this show came nearest to meeting our marketing requirements. The results from this venture and subsequent sports programs in the same medium were satisfactory for general purposes. But, as our interest in using this burgeoning medium grew, we came to realize that by pinpointing our strong market areas and localizing our message wherever possible, we could obtain even greater response to the Liberty Mutual sales effort.

To put this thinking into operation, we sought a vehicle with a double purpose: an availability for market-by-market placement and a good identification for Liberty which could have some carryover from *Wide World of Sports* and our other television sports programing.

That's where *Gadabout Gaddis* entered the picture.

**Tested First** ■ Since this show focused on one area as opposed to the omnibus of interests represented on *Wide World*, it was agreed that a test could tell us many things. We placed the program in one market for one season, added heavy direct mail tie-ins and a strong local merchandising effort. We then stood by for results.

The results weren't good; they were excellent. Our biggest surprise, however, was the enthusiasm generated among our sales personnel. Since Liberty is a direct writer—the company does not employ agents or brokers—of casualty and property insurance, this is extremely important to us. If the Liberty Mutual salesman is excited about our advertising campaign, half our battle is won.

While all this was taking place, of course, future plans were in the process of being formulated. We didn't want to lose the national impact and prestigious identification which we were getting from *Wide World*, but the mass audience this program drew was a little too large for effective merchandising for us. Another ABC-TV program, *The American Sportsman*, seemed to solve that problem. As a type of outdoor-participant version of *Wide World* it gave us additional benefit: an audience profile which conformed very well to our merchandising plans for *Gaddis*.

In effect what we now have is the *Gaddis* show aimed primarily at the fishing enthusiast and *The American Sportsman* covering a wider range of sports-loving adults. These programs complement each other.

**Applicability** ■ But deciding on the proper medium and then finding the right vehicle make up only one side of the many coins we spend. The other: fitting our message to the programs in order to derive full benefit from TV advertising.

Both *Gadabout Gaddis* and *The American Sportsman* are in color. To our way of thinking, this alone would justify color commercials. But more to the point, our message becomes more emphatic in color. As dynamic as our Joie Chitwood automobile crashes have been in black-and-white, in color their impact is really outstanding. We feel that they can't help but cause exclamation. Also, we've done some commercials on location with both *Gaddis* and *Sportsman* which have a natural affinity for the programs.

Our experience with television has been one of success and reward. Our investment in the medium has matched our enthusiasm. We also have used radio advertising and have had good results in that medium.

As hard-headed businessmen, we must naturally point out that we are not tied irrevocably to television. But at this time, television best suits our purpose. Changing conditions could always alter the picture and force a second look at the situation.

That is the reason why we do not feel that any new move Liberty Mutual makes is a break with "tradition."

Controlled direction of advertising never is. But, for the moment, Liberty is very high, indeed, on television. And as long as this condition prevails, TV will continue to be high on Liberty Mutual's list.



Robert Mattox, who is assistant vice president of Liberty Mutual Insurance Co., Boston, joined the firm in 1936 as a sales promotion assistant and copy writer in the firm's advertising department. He is a graduate of Dartmouth College and worked for Sears, Roebuck & Co. in Boston and several small advertising agencies in that city before joining Liberty Mutual. His responsibilities in the company's advertising promotional department grew as Liberty Mutual expanded its activities.



# Thanks, Media/scope!

ARB was greatly honored to accept the bronze plaque this year, your highest award for creative media research.

The development of the individual, multi-media diary is a proud accomplishment for us. It is our sincere belief that this new technique represents a breakthrough in solving the problems of adequately estimating both at-home and away-from-home radio listening.

We are publishing a report on the study which won this award—*The Individual Diary Method of Media Audience Measurement*—and a copy may be reserved now for any member of the broadcasting or advertising industry who is genuinely interested in audience research.

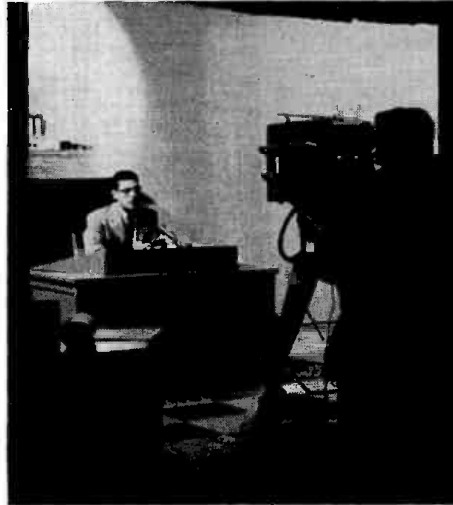
## THE AMERICAN RESEARCH BUREAU



Write: Publications Department, ARB, 4320 Ammendale Road, Beltsville, Maryland

# SUCCESSFUL ADVERTISERS BROADENED OUR VIEW

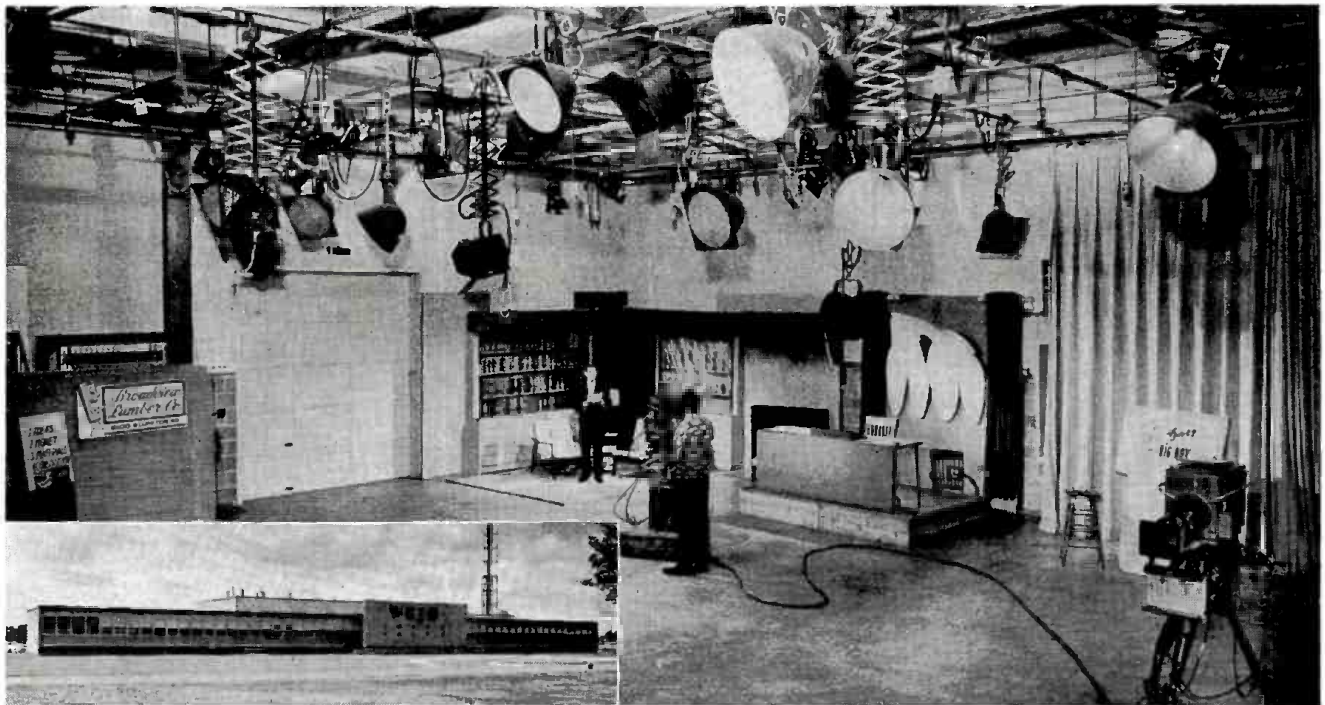
1953



## CRAMPED QUARTERS—NARROW OUTLOOK

Back in 1953, our Ft. Wayne station, WKJG-TV, began inconspicuously in "rented rooms" in the old Purdue Building. Hardly room enough to swing a camera! But we did swing some sales for early advertisers.

1964 ▼



**BIG, BEAUTIFUL STUDIOS — BROADER VIEWPOINT!** Today, WKJG-TV's modern, spacious facilities are indicative of the progressive "wide-screen" thinking of the whole *Communicana Group* whose dedicated role it is to *communicate in Indiana*. Actually, the successes of our advertisers have changed our size, pushed our growth ... in TV, AM, FM and daily newspapers. Try a slice of advertising success. Call Advertising Time Sales today!

The Communicana Group Includes:

THE COMMUNICANA GROUP  
INDIANA COMMUNICATORS



**WSJV-TV**

SOUTH BEND-ELKHART 28 ABC

**WKJG-TV**

FOOT WAYNE 33 NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart  
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



# Start of a new rise in billings

Agencies currently spending \$1 billion in radio-TV predict by eight-to-two margin both will increase; consensus sees 8% boost in television, 9% in radio

The nation's top television and radio advertising agencies expect 1965 to bring modest-to-strong increases in their already heavy broadcast billings.

This optimistic preview of new year prospects was drawn last week from soundings taken by BROADCASTING at a score of agencies whose 1964 radio-TV billings approached \$1 billion.

Executives at about eight out of 10 of the agencies questioned expected their broadcast outlays to rise in 1965 over 1964. None expected them to decline. About 15% foresaw no significant change, and 5% said it was too early to predict.

Television was nominated for increases by virtually 100% of those who responded. Radio gains were foreseen by about 60%, and the other 40% expected to maintain 1964 levels.

**Guess 8%** ■ Most agency officials

hesitated to put a numerical value on the broadcast gains they said they expect, preferring descriptions like "fair," "strong," "good" and "substantial." Among the minority who did make estimates, the average anticipated increase was about 8% in TV billings, about 9% in radio billings and about 8% in TV and radio together.

Spot broadcasting's probable gains appeared likely to exceed network broadcasting's, at least in television. More executives expected spot TV to out-gain network TV than thought network TV's advances would be greater than spot's. Much the same pattern was indicated in radio, although respondents were less specific in dealing with radio's prospects.

Although the over-all findings clearly pointed to billings increases, some of the individual forecasts were re-

strained. A few, for instance, specified that their gains would probably be restricted to those made necessary by rate increases. Others indicated their advances would go beyond rate increases—but probably not by much.

At the other extreme a number of agencies spoke confidently of widely expanded use of the broadcast media, particularly television, by their clients.

**Rates Worry Some** ■ Several agency executives voiced concern with network television rates but appeared to feel, for the most part, that the networks would hold the line during the coming year.

In spot television there was evidence of belief that more selectivity in buying may develop, with buyers becoming more willing to buy stations outside the top markets.

The over-all forecast of broadcast gains in 1965 coincides with evidence

## Most advertisers spent more in television this year

An analysis of television spending during 1964 indicates that approximately five out of six national advertisers increased their budgets over 1963 in network and spot TV.

This ratio predominated in a study of Television Bureau of Advertising gross time expenditures for the first nine months of 1964 and of 1963. Only 30 of 180 advertisers included in the analysis show decreases in TV spending during the period, and, with a few exceptions, the reductions in expenditures was minimal.

Accelerated spending by the majority of advertisers is calculated to raise investment in network and spot TV this year to approximately \$2,215,000, according to TVB. This represents an approximate 10% gain over 1964's \$2,031,000.

Alberto-Culver spent \$22.6 million gross in TV in the first nine months of this year, down \$700,000 from the comparable period of 1963, but apparently this foreshadows no cutback next year. Authorities at the firm's annual meeting earlier this month indicated 1965 billings would rise to \$45 million, almost all of it in television and with spot TV getting at least \$1 million a month (BROADCASTING, Dec. 21).

**Big Advertisers** ■ General Motors was down more than \$4 million in its TV expenditures for the first three quarters of 1964, and Procter & Gamble was up more than \$4 million.

Other large advertisers, seemingly on their way to recording substantial gains: General Foods, running ahead almost \$12 million; Coca-Cola and

Gulf Oil, almost \$7 million; American Tobacco, almost \$9 million; Chrysler, more than \$4 million; Mars Inc., almost \$6 million; Royal Crown Cola, \$3 million.

Other advertisers headed for attractive gains are Consolidated Cigar, Dow Chemical, Mennen, National Biscuit, Nestle, General Mills, Westinghouse Electric Corp., Xerox Corp., Standard Oil (New Jersey), Volkswagenwerk and U. S. Fruit, Wallace & Tiernan (Desenex), Continental Baking, Lestoil Products and Pet Milk Co.

Among advertisers behind their 1963 spending pace are Schlitz, down \$2 million; Shulton, down \$1.5 million; International Latex, down almost \$4 million; U. S. Steel, down \$1.4 million, and Johnson & Johnson, down \$1.2 million.

## START OF A NEW RISE IN BILLINGS *continued*

of increases in 1964. In radio, studies by the Radio Advertising Bureau, based on the first six months of 1964, have indicated full-year gains for both network and spot radio (BROADCASTING, Dec. 7).

In television, an analysis of figures compiled by the Television Bureau of Advertising indicates that in the first nine months of this year five out of six national TV advertisers increased their TV outlays over the comparable period of 1963 (see page 19).

Agencies covered in BROADCASTING's roundup last week included most of those with heavy radio-TV investments and also several whose total broadcast billings are more modest but whose client lists include at least some major TV and radio users. Highlights included:

The vice president and media director of a major agency indicated some increase in broadcast spending in 1965, resulting from both rate increases and expanded use of the media.

He predicted both network and spot spending will grow, but envisioned a growing spot TV trend in 1965 toward markets other than the major ones.

**Discriminating Buyers** ■ "The cost problem of television is going to mean that the top markets are not automatic buys," he said. "Agency buyers are headed for more selective purchases and will choose stations below the top 10, 20 or 50, depending on the value to be received. This trend will be helped by the diversion of funds into such media as transit advertising and FM."

A media executive at Compton advertising predicted that TV-radio spending would increase by about 5%. He also ventured that agency buyers will exercise "more discrimination" in purchasing spot TV.

A highly placed official at Ted Bates & Co., New York, said his agency expects substantial increases in broadcast billings for 1965, with combined spot and network radio possibly gaining by as much as 17%.

Television billings, both network and spot, he said, might be up 10% over 1964. However, he cautioned that these projections are necessarily rough estimates, and are based on the current assumption that the economy will remain strong.

A vice president of BBDO, New York, found it difficult to project TV-radio spending for 1965 because many of the agency's clients do not operate on a fiscal year. But he felt there would be an increase in broadcast expenditures, attributable to both rate increases and expanded use of the media.

Among BBDO clients expected to use broadcast substantially in 1965 are Pepsi-Cola and Dodge dealers in spot

and U.S. Steel, General Electric and Dupont in network daytime and evening scatter plans. U. S. Steel will launch an extensive spot TV campaign in 1965 for the first time.

**Optimistic View** ■ An official of McCann-Erickson, whose broadcast billings reached an estimated \$93 million in 1964, said spot and network television in the new year could both be expected to gain by 10%. Radio billings, he indicated, would probably maintain their 1964 level.

The M-E representative forecast greater use of spot television for test

### Autolite in TV push

Ford Motor Co.'s Autolite division, which tried TV last year after many years of heavy print advertising, plans to put the biggest share of its budget this year into TV. Agency is BBDO, Detroit.

Autolite's billings total about \$2.5 million, according to unofficial estimates, and about 65% is earmarked for TV in 1965. Among vehicles planned is an ABC-TV special on March 10 called "Grand Award of Sports" which the network has planned in cooperation with *Sports Illustrated* magazine.

marketing. He said broadcast advertising and advertising generally are apt to benefit from a generally healthy outlook for the national economy.

An executive of Sullivan, Stauffer, Colwell & Bayles, New York, said that caution would be the watchword for SSC&B's broadcast clients during 1965.

He saw advertisers taking a "long look" at programing during the season ahead, before buying time. There will be very little early buying of new network shows this year, he predicted, adding that "it might well be the latest season in history" for buys. So far, according to the executive, clients were "not greatly enthused" over the new shows being talked about by the networks for 1965.

**Good Times Ahead** ■ He also predicted a healthy economy in 1965 and increases in spot TV buys for SSC&B clients but not necessarily at the expense of the networks. Radio billing, he said, would probably be about level with or slightly ahead of 1965.

A media official at William Esty Co., New York, expected broadcast expendi-

tures by Esty to be "up, but not significantly."

Grey Advertising regards the overall 1965 outlook as "excellent," and TV-radio should share in this projection, a spokesman said. The agency has set a 1965 billing goal of \$105 million, compared to \$92 million this year, and a substantial portion of its spending is earmarked for TV-radio.

A vice president of N. W. Ayer & Son, said clients will spend more on broadcast advertising in 1965, some showing nominal increases and others reflecting definitely expanded use of radio and television.

Most of the spending increase, he indicated, will come in spot television.

An executive of Doyle Dane Bernbach, New York, predicted a "good" TV billing increase, about evenly divided between network and spot TV.

**Some More, Some Less** ■ An executive of Ogilvy, Benson & Mather said over-all broadcast spending by his agency's clients in 1965 will be at the same level as spending this year. He indicated that some clients would expand broadcast advertising, while others would cut back slightly.

An official of D'Arcy Advertising voiced the view that TV-radio spending in 1965 will be "a little ahead, but nothing spectacular." The gains will be achieved through a combination of increased rate costs and added business, he said, pointing out that D'Arcy has several new clients that are considering broadcast."

He said he expects expenditures in spot TV and radio to grow at a faster pace than in network TV, but observed that in 1965 D'Arcy intends to become more selective in its use of spot and will make a stronger attempt to "zero in" on the most responsive audience rather than the largest one.

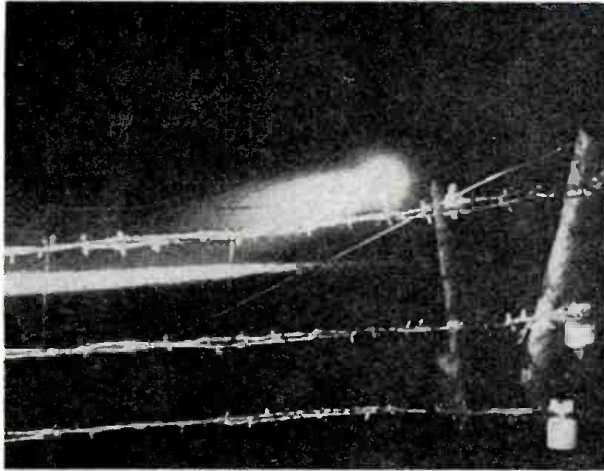
At Norman, Craig & Kummel, a key executive estimated a broadcast billing increase of from 5% to 10% during 1965, or between \$1.5 and \$3 million.

An executive of Gardner Advertising foresaw a fair increase in broadcast spending by Gardner clients. Examples: Pet Milk's Big Shot, a new product just out of the test marketing stage, will be involved in an extensive network TV plan during 1965; Yardley of London, which usually uses print, will start a big schedule on network TV in February—the first time this client has used television.

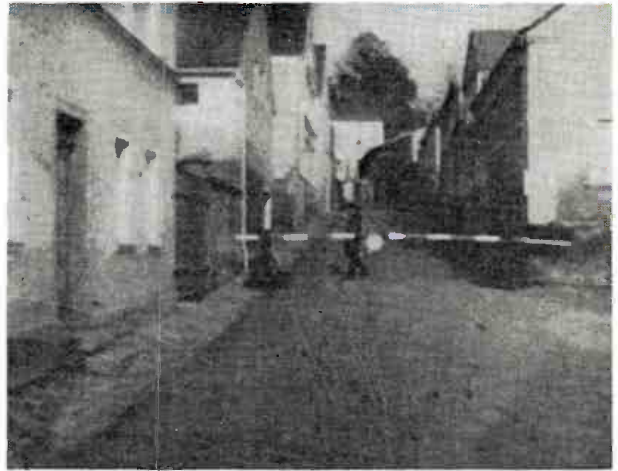
"We test everything, new commercials as well as new products," he said, "and if the test campaign is successful, then we go with it on a big scale."

An executive of Papert, Koenig, Lois doubted its broadcast billings ratio would rise in 1965—because it's already at 70%. Several clients, including Quaker and National Dairy, increased their broadcast spending last year, he

## Radio Free Europe starts a new series of television spots



A searchlight pierces the barbed wire and a guard paces behind a



barrier. The scenes, shot from West Germany looking into Czechoslova-

kia, are part of a new series of Radio Free Europe spots.

The dreariness of life in Eastern Europe behind the Iron Curtain is graphically depicted in a new series of television spots for Radio Free Europe which will be released by the Advertising Council during January and February.

The spots, available in a one-minute version and in 30, 20 and 10-second adaptations, were filmed by an international crew from Doyle Dane Bernbach, New York, with the production aid of Directors Group

Inc., New York.

Scenes were shot through the electrified barbed wire fence separating West Germany from Czechoslovakia. A menacing Czech guard tower "captured" by a power zoom lens serves as the central symbol of life behind the Iron Curtain.

Commercial copy makes the point that "the Iron Curtain is taller than men, thicker and stronger than machines . . . a place of little freedom and little truth," but that "Radio

Free Europe provides a bridge to Eastern Europe . . . that gets through with the truth . . . 18 hours a day, every day." Copy closes with an appeal for donations to help sustain Radio Free Europe.

Richard M. Earle, DDB, directed the commercials. Producer was John Ercole, of Directors Group. Leon Meadow of DDB wrote the scripts. William R. Farrell, director of marketing services for Monsanto Co., is the coordinator of the RFE campaign.

noted.

At Needham, Louis & Brorby, Chicago, an official speculated that that agency's clients would not increase their broadcast billings appreciably beyond the extent of rate increases in general.

**Sees Trend** ■ A media and programming executive at Ketchum, Macleod & Grove Inc., Pittsburgh, said that 1965 will see a "definite expansion" at his agency in both radio and television. He said the increase would result from the introduction of new products and the marketing of previously regional products on a national scale. Some increase was also attributed to rising costs.

Spending will be heavier in spot radio and television since many of the agency's clients are regional producers. Market testing, in both radio and television, will be on the upswing.

A spokesman for Parkson Advertising indicated that Parkson clients will spend about the same amount for broadcast advertising next year, and that budget increases will generally be "nominal."

A spokesman for Arthur Meyerhoff

Associates, Chicago, said broadcast advertising expenditures will increase about 5% for television and 2% for radio in 1965. Most of the increase will be due to rising costs, he said.

Rumrill Advertising, Rochester, N.Y., expects increased spending on broadcast advertising, according to a company spokesman. The general schedule will be up 5-10% with one client increasing his spending four times, the spokesman said.

"There will be a definitely expanded use of both radio and television," he said.

### Business briefly . . .

Renewals announced by CBS Radio last week for 1965 include: **The Campana Division of Purex Corp.**, Batavia, Ill., through Foote, Cone and Belding, Los Angeles, on *Arthur Godfrey Time*; the **Mennen Co.**, Morristown, N. J., through Warwick & Legler, New York on *CBS Morning Report* and *Jack Drees on*

*Sports*; **R. J. Reynolds Tobacco**, Winston-Salem, N. C., through William Esty, New York, on *CBS Morning Report* and **William Wrigley Jr. Co.**, through Arthur Meyerhoff Associates, both Chicago, for 48-weeks on *House Party*.

**Campbell Soup Co.**, Camden, N. J., through Leo Burnett Co., Chicago, will use spot television in selected markets in a February campaign to promote main dish uses of Franco-American spaghetti with ground beef, spaghetti with meatballs, and macaroni with ground beef. Both daytime and nighttime network TV will also be used in the campaign.

Six advertisers have signed up for first and second-quarter participations in NBC-TV prime-time programs: **Chevrolet Division of General Motors** through Campbell-Ewald, both Detroit, will be in *The Virginian* and *Wednesday Night at the Movies*; **General Cigar Corp.** through Young & Rubicam, both

New York, will be in *The Man from U.N.C.L.E.*, *TW3*, *Virginian*, *International Showtime* and *Daniel Boone*; **Carnation Co.**, Los Angeles, through Erwin Wasey Inc., New York, in *Daniel Boone*, *Mr. Novak*, *Wednesday* and *Saturday Night at the Movies*; **Carter Products** through Sullivan, Stauffer, Colwell & Bayles, both New York, in *Saturday Movies*; **S. C. Johnson & Son**, Racine, Wis., through Benton & Bowles, New York, in *Flipper*, *U.N.C.L.E.* and *Wednesday Movies*, and **Gerber Products Co.**, Fremont Mich., through D'Arcy Advertising, New York, in *Flipper*, *Mr. Novak* and *Karen*. **Auto-lite Division of Ford Motor Co.**, Wixom, Mich., through BBDO, New York, will participate in *Wednesday Movies*, *Daniel Boone* and the National Invitational Basketball Tournament. **Union Carbide Corp.**, through William Esty, both New York, will participate in *Wednesday Movies* and *Alfred Hitchcock Hour*.

**The Bonomo Division of Gold Medal Candy Corp.**, through Hicks & Greist, both New York, starts a 13-week spot television campaign in New York beginning Jan. 3 for its Cocilana cough drops. A total of 75 spots per week are scheduled.

**Liberty Mutual Insurance Co.**, Boston, through BBDO, Boston, has purchased the 26 new half-hour segments of *The Flying Fisherman* to be produced by Gaddis Productions for use in 50 major U. S. markets. Liberty Mutual has also taken an option for the completed initial 26 programs in 28 additional cities. Agreement gives the insurance company the rights to all 52 segments of series in the 50 markets through 1970.

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercials, production manager, director, agency with its account executive and production manager.

**Goulding-Elliott-Greybar Productions Inc.**, 420 Lexington Avenue, New York.

General Motors Corp., Detroit (Guardian Maintenance); five 60's for radio, tape. Victor B. Cowen, production manager. Agency: D. P. Brother & Co., Detroit. Dave Wine, account executive. James Orgill, agency producer.

The Chemstrand Co., Decatur, Ala. (Cumuloft); three for radio. Victor B. Cowen, production manager. Agency: Doyle Dane Bernbach, New York. Jack Hubler, agency producer.

Piel Bros., Brooklyn, N. Y., (beer); one 60 and two 30's for radio, tape. Victor B. Cowen, production manager. Agency: Papert, Koenig &

## 19-station network set for 9-game AAWU slate

Four sponsors have been signed to carry a nine-game TV schedule of AAWU basketball games to be originated by Sports Network Inc.

Games of the Athletic Association of Western Universities, to be carried on a 19-station network covering five western states, have been bought by Mobil Oil and Colgate-Palmolive through Ted Bates, New York; Oldsmobile through D. P. Brothel, Detroit, and General Mills through Knox Reeves, Minneapolis.

The schedule runs for nine consecutive Saturdays beginning Jan. 9 (3 p.m. PST to conclusion) on stations in California, Oregon, Washington, Nevada and Idaho.

## Hard-to-count auto radio audience surveyed

The cars are being counted in Wichita, Kan.

The elusive automobile radio listeners in that town are being toted up through a special survey made by Forbes Inc., a Wichita advertising and marketing agency, for KAKE and KLEO there. Forbes expects that after correlation with traffic count information the survey will show an auto radio audience as large or larger than home listening totals.

Personal interview and physical observation methods in service stations selected at random showed that 68%

Lois, New York. Mike Sloane, account executive. Johar Cholakis, agency producer.

**Heller-Ferguson Inc.**, 1606 North Highland, Hollywood 28.

Jos. Schlitz Brewing Co., Milwaukee (Primo beer); three 20's and three 60's for TV, live on tape; three 30's and three 60's for radio, for Hawaiian market only. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, Chicago. James Deasy, agency producer.

**Mid America Videotape Productions**, 2501 West Bradley Place, Chicago.

The American Oil Co., Chicago (gasoline); one 60 for TV, tape. Dale Juhlin, production director. Agency: D'Arcy, Chicago.

Sears, Roebuck & Co., Chicago (various); four 60's for TV, tape in color. Dale Juhlin, production director. Agency: Gourfain, Loeff & Adler Inc., Chicago. Jack Flatley, agency producer.

International Electric Co., Chicago (auto starter accessory); one 60 for TV, tape. Dale Juhlin, production director. Agency: Prichard & Mann, Chicago. Martin Mann, agency producer.

of the cars had radios operating, with an average of 1.48 listeners. The stations plan to use the test results to show the quality and quantity of the auto audience as well as station preference.

The survey showed a reasonably consistent listenership regarding station audience share Monday through Saturday, with a station preference shuffle on Sunday. The survey also noted station preference by make of car, broken down into four price ranges.

The interviews themselves were conducted by graduate and senior marketing students at Wichita State University. The students were supervised by Verne Bunn, market analyst and professor of marketing at the school.

## Agency appointments . . .

■ Whitehall Laboratories Division of American Home Products Corp., New York, has appointed Cunningham & Walsh, New York, to handle Acqua Filter and Infra Rub products formerly handled by Tatham-Laird, Chicago, and Sullivan, Stauffer, Colwell & Bayles, New York, respectively. Infra Rub billed approximately \$1 million in network television during 1964, out of an estimated \$1.2 million budget.

■ United States Brewing Co., Chicago, has appointed Scott & Scott Advertising Inc., that city, to handle Jet Near Beer, a new nonalcoholic beverage.

■ Flying Tiger Line Inc., Burbank, Calif., has appointed Cole Fischer Rogow Inc., Beverly Hills, Calif., to handle the carrier's air freight services.

■ Solarine Co., Baltimore producer of self-polishing waxes, has appointed S. E. Zubrow Co. Inc., Philadelphia, as advertising and marketing counsel.

■ Atlas Supply Co., Springfield, N. J., has appointed Compton Advertising, New York, to handle its Atlas line of tires, batteries and accessories. Atlas has done some spot radio in the past on a co-op basis.

■ Afta Solvents Corp., Glen Cove, N. Y., appoints Clayton Inc., New York, for Golden Touch polishing cloths and home cleaning aids. TV and magazines will be used.

■ Ore-Ida Foods, Ontario, Ore., names Cancilla, Gore & Knapp, San Francisco, for the firm's frozen potato products. Ore-Ida is currently using a saturation spot schedule in San Francisco TV; may expand to other markets.

■ Jordan Marsh Co., Boston-based department store chain, appoints Arnold & Co., that city, effective Jan. 1, 1965. Ruby Newman, Arnold vice president,

will be account executive.

▪ The National School of Home Study, New York, appoints Harry W. Graff Inc., that city, to handle advertising. Radio, TV and other media will be used.

## Consistent advertising for appliances urged

Large-scale advertising for color TV sets resulted in record advertising expenditures by the home entertainment industry in 1964, Jack M. Williams, vice president for advertising and sales promotion, RCA Sales Corp., said last week. He said advertising budgets in 1965 will show another increase as manufacturers continue to promote their color sets at a record pace.



Mr. Williams

Mr. Williams told a meeting of the Sales Executives Club of New York that color TV became a billion dollar industry in 1964. About \$750 million was spent for color television receivers, he said, with the rest of the money being spent for broadcast equipment.

The RCA executive said that the home instruments industry should adopt a "Christmas all year approach" in promoting its products, rather than the traditional seasonal sales push.

## Spot TV up 39% in grocery ads in 2 years

The continually growing dominance of spot TV as the advertising medium for the grocery-product field is spotlighted in a new study prepared by the television division of Edward Petry & Co. and distributed last week.

Titled "Nothing Succeeds Like—Grocery Product Spot Television in the Sixties," the study discloses that between 1961 and 1963, expenditures in this category rose by \$112 million to \$401.6 million, a gain of 39% over the two years. The report notes that spot TV overtook network TV for leadership in the grocery-products field by 1960 and has widened the gap over other media since that time.

While spot TV registered a 39% rise in expenditures in the grocery field from 1961 to 1963, the report pointed out, network TV grew by 8% to \$257.4 million; magazines increased by 4% to \$136.1 million and newspapers declined by 26% to \$117.8 million.

BROADCASTING, December 28, 1964

## Eastman makes use of 'instant confirmation'

Agency timebuyers dealing with Robert E. Eastman & Co. will no longer have to play the waiting game, according to an announcement made last week by Mr. Eastman, president and board chairman of the station representative firm. Confirming the order usually takes a good deal of time the announcement stated, the buyer places the order with the rep, the rep sends the order to the station for confirmation and then the "waiting period" begins.

Mr. Eastman's plan, now in operation, is called "instant confirmation." Salesmen are supplied with confirmation contracts, filled out at the time the order is placed. The contract is signed on the spot and the buy is completed.

"The role of the representative is not only to sell, but also to serve," Mr. Eastman stated. "Instant confirmations, we believe, is a big step in achieving that end."

## Also in advertising . . .

**New name** ▪ Cooke/Irwin Inc., Los Angeles, on Jan. 1, will change its name to Cooke & Levitt Inc. Charles Levitt continues as senior vice president and the only other expected change in personnel is the departure of George Irwin, executive vice president of Cooke/Irwin.

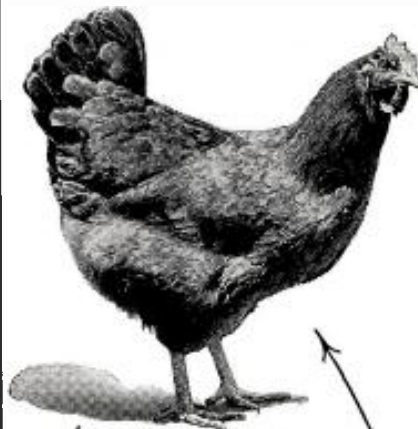
**More Names** ▪ Fladell Advertising Associates, New York, has become Fladell, Winston, Pennette Inc. Ernest Fladell, who remains president, noted that the name change "gives recognition to the two executives, Stanley Winston (executive vice president) and Michael Pennette, (vice president and creative director) who have played a major role in the agency's rapid expansion."

**Name change** ▪ Fred Bernstein & Associates is the new name of a Charleston, S. C., advertising agency formerly known as Tobise & Co. Headquarters is still 24 Vendue Range. Fred L. Bernstein acquired the firm in 1963.

## Rep. appointments . . .

- WCIA(TV) Champaign and WMBD-AM-FM-TV Peoria, both Illinois: Edward Petry & Co., New York.
- WXTR Pawtucket, R. I.: Stone Representatives Inc., New York.
- KBGO Waco, Tex.: McGavren-Guild Inc., New York.
- Wwok Charlotte, N. C.: McGavren-Guild Inc., New York.

## Nothing like it in broadcasting—anywhere, anytime, anyhow!



WHICH CAME SECOND?



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLY COLOR TV NETWORK

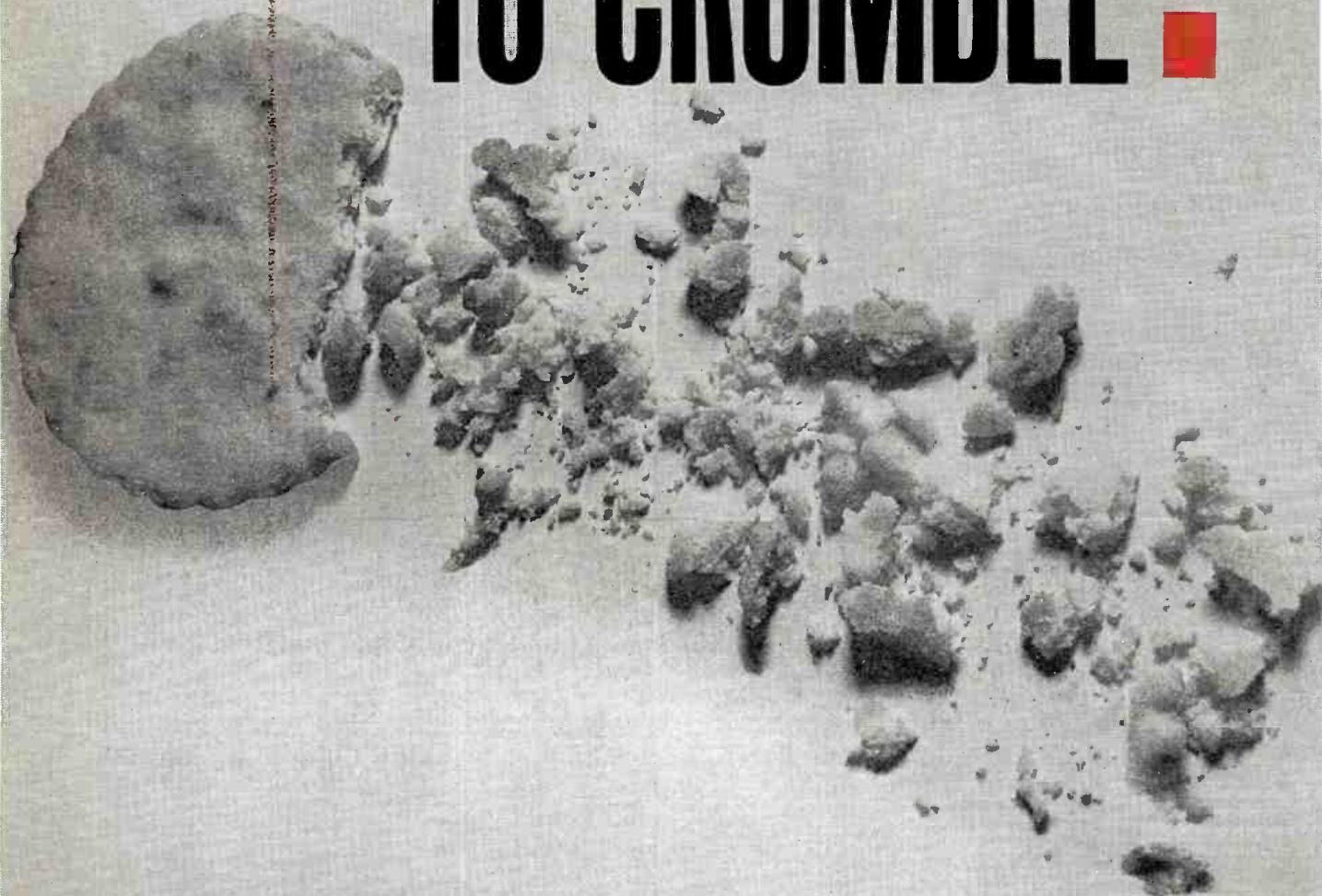
<b>WLW-T</b> Television Cincinnati	<b>WLW-D</b> Television Dayton	<b>WLW-C</b> Television Columbus	<b>WLW-I</b> Television Indianapolis
--	--------------------------------------	--	--

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION  
a subsidiary of **Avco**

# WHY

# WAIT FOR THE COOKIE? TO CRUMBLE?



www.why.com



The way the cookie crumbles doesn't have to be accepted with resignation. A better philosophy is to find out *why* it crumbled and what made the buying decision go against you.

In most cases, it's a matter of not getting your full story through to enough of the right people at the right advertiser and agency levels. Logically, it pays to safeguard against such informational gaps in salesmanship by regularly stating the facts about yourself through the pages of a well-read broadcast business publication.

**BROADCASTING** for example. You couldn't pick a better atmosphere wherein your message has such added immediacy and significance . . . where it **actually** reaches so many of the men and women responsible for broadcast buying decisions—and at the opportune moment when they're thinking about television and/or radio.

A good business publication (such as **BROADCASTING**) fills an indispensable place in their lives. It is just as indispensable as part of your own promotion and selling pattern. No amount of personalized selling, individual presentations or willy-nilly direct mail can possibly cover all the obvious bases—much less the hidden ones—in this complicated advertising business.

**BROADCASTING** more than any other journal, carries your story to **all** levels of decision-makers at the very times they're thinking about, planning, formalizing their investments in radio-TV markets and stations. It reaches them **quickly . . . frequently . . . thoroughly . . .** while they're **receptive** to ideas . . . with enhanced **believability** and **memorability**. For **BROADCASTING** imparts a special urgency to all they read within its pages.

Use other business publications if your budget allows. But **BROADCASTING** is **basic**—the sure ingredient of your campaign that will keep the cookie from crumbling unpredictably. And at a **far lower cost** per contact than salesman's calls or individual presentations.

The many people you have to sell regularly **pay** to receive **BROADCASTING** every week. They do so because they **want** and **need** **BROADCASTING**. You **want** and **need** their approval. So the wisdom of talking to them through their **favorite** broadcast business publication is obvious.

 **Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
1735 DeSales Street, N.W., Washington, D. C. 20036

# Top 50 ownership plan is unpopular

## FCC's ACTION CALLED ILLEGAL AND AGAINST FREE ENTERPRISE

The FCC's move to impose an automatic hearing whenever a VHF television station in the top TV 50 markets is sold to a broadcaster already owning a station in that list of cities (BROADCASTING, Dec. 21) will do no good, and indeed will probably do harm.

This is a reaction in the broadcast-

whose stations are not in the top 50. They stand to benefit, it's explained, because the commission's action eliminates most of the serious buyers of VHF's in the top cities, existing major multiple owners.

But, a warning: As soon as an eligible multiple owner buys one VHF in a major market, he becomes liable to

broadcasting industry.

**Officially Quiet** ■ The networks had no immediate comment on the FCC proposal. But among network sources willing to discuss it privately, the consensus was that, if adopted, the policy would be a real deterrent to the upgrading of properties not only by multiple station owners but by single station owners too.

Hearings take time and attract opposition, they said, and hence the prospect of hearings would discourage such sales. These sources, all of whom spoke unofficially, thought it a bad idea.

John E. McCoy, vice president and secretary, Storer Broadcasting Co., charged that the move is based on "the erroneous assumption that multiple ownership is bad. There's never been a demonstration that this is so. All evidence in fact is that group owners provide a better service to the public than single station owners or purely local owners," he said.

Mr. McCoy claimed the action discriminates against the multiple owners who might have less than the five VHF maximum they're allowed. A broadcaster with only two V's in the top 50, is now frozen from acquiring any more. Nobody is going to walk into a hearing, he said.

**Not Lawful** ■ He also questioned the legality of the procedure. The commission seems to be establishing a



Mr. Blackburn



Mr. McCoy



Mr. Tornberg

ing industry to the commission's Dec. 18 announcement putting a virtual lid on station sales in the top 50 markets if the buyer is licensee of a major-market station.

The only possible beneficiary, it's surmised, may be a few multiple owners

the hearing process.

The FCC's action was also attacked as anti-free enterprise, and as illegal.

A check with brokers and multiple owners showed none seeing any advantage to the move; almost all foreseeing difficulty and possible distress to the

## The cost of radio-TV salesmen keeps going up

Radio sales managers in the largest markets receive \$10 more a week on the average than their opposite numbers in TV. This is one of the results of a survey made by the Broadcast Management Department of the National Association of Broadcasters and announced last week.

The average weekly salary of a radio sales manager in markets with 2.5 million people or more is \$464. The weekly average for the same job in television in the large stations (serving areas with a million or more people) is \$454.

The salaries and wages report,

based on a survey during a normal payroll week in the early fall, shows:

■ Average wages rose by 6% in radio and by 7% in TV compared with 1963. This compares to rises of 4% in radio and 7% in TV in the 1961-1962 period.

■ Largest rise was to salesmen—up 8.9% in radio and 15.9% in TV. Next largest was to sales managers—up 7.5% in radio and 12.7% in TV.

■ Ranges in radio gross weekly compensation (including overtime and bonuses) are from a low of \$72 for traffic managers to a high of \$187 for sales managers. In TV the range runs from a low of \$77 for

floormen to a high of \$311 for sales managers.

The report—one for radio and another for television—contains wage information covering nine key jobs in radio stations and 17 key jobs in TV stations, William L. Walker, broadcast management director, said in announcing the results. The tables containing this information are broken down into nine market size classifications. All but the largest market size are split to differentiate between stations in the north and south.

Some samples (all figures are weekly):

principle, he said. This should have been issued first as a rulemaking proposal so comments could have been made by those affected.

James W. Blackburn, president of Blackburn & Co., station broker, felt the move might open top 50 stations to new faces, "especially those group owners in the second 50 markets who might want to trade up."

"We've had more buyers than sellers in the last few years," he said, "and this is going to cut down on the number of buyers considerably. After all it's only the multiple owner already in major markets who has the financial ability and the know how to buy into a top 50 city."

Edwin Tornberg, of the station brokerage firm bearing his name, thought most present owners in the top 50 markets will hold onto their properties—unless they're getting out of business entirely—because they would know they could not get back in if they have as much as one other station in the top 50. This, Mr. Tornberg felt, would increase the "scarcity" factor that normally drives prices up.

But, he also felt, that the principal prospects for buying into the top 50 markets would tend to be the smaller, generally less sophisticated and probably less well financed buyers. This factor, he surmised, might balance out the "scarcity" feature and keep prices at about their current levels.

**Price Boom Coming** ■ Below the top 50 markets, Mr. Tornberg guessed, prices almost certainly would rise. It would be in those markets that sales activity would concentrate, he thought.

Another broker who asked not to be identified thought the proposal would have little practical effect in the top

50 markets. Most of the owners in those markets, he felt, are not apt to sell anyway. These owners, he said, are primarily major group owners, networks or local newspapers—organizations that could afford to absorb the losses TV suffered in its early days and that don't generally incline toward disposing of their properties. He agreed, however, that prices in the markets below the top group, are apt to increase.

A broadcaster who asked for anonymity stressed the fact that this "freeze", as he put it, runs counter to the FCC's oft-expressed wish for an additional network. "Everyone knows", he said, "that a successful network requires base stations in major markets. How is that going to come about when the logical prospects for a new network, the top group owners (all of whom are already in the major markets) are prevented from upgrading their properties so a real base for networking can be established?"

**Not the American Way** ■ Many broadcasters and brokers commented against what one broker termed "this unwarranted restriction on the free enterprise system."

Among the smaller groups mentioned as possibly benefiting from the commission's move were (all own at least two VHF stations):

H. and E. Balaban Stations, Illinois; BFR Group, South Dakota; Bi-States Stations, Nebraska; Black Hawk Stations, Iowa-Minnesota; Broadcasting Co. of the South, in South Carolina and Alabama; Central Minnesota TV Stations; John C. Cohan Stations, California; Columbia Empire Stations, Washington; Communicana Group, Indiana; R. H. Drewry Stations, Texas and Oklahoma; Frontier Broadcasting Stations, Wyoming; J. B. Fuqua Stations, southeast.

Also Harriscope Stations, Montana and Wyoming; Harron-Gray Stations, New York and Texas; Harte-Hanks Newspapers Stations, Texas; Heart of the Black Hills Stations, South Dakota; Herald Publishing Stations, southeast; Rex G. Howell Stations, Colorado; Kerr-McGee Stations, Illinois and Oklahoma; Lindsay-Schaub Newspapers Stations, Illinois; Meyer Broadcasting Co. Stations, North Dakota; Midnight Sun Stations, Alaska; North Dakota Broadcasting Stations; Northern TV Stations, Alaska.

Palmer Stations, Iowa; Roy Park Stations, North Carolina and Tennessee; Polaris Stations, Indiana and North Dakota; Donald W. Reynolds Stations, southwest; Springfield Television Stations, New England and Ohio; John B. Walton Jr. Stations, Texas; Wichita TV Stations, Kansas, and Zanesville Publishing Stations, Ohio and West Virginia.

## Examiner asks 3 revocations

Links former manager

for AFRS broadcasts by

WKYN, WFQM (FM), WORA-FM

An FCC hearing examiner has recommended the revocation of licenses of three commonly owned Puerto Rican radio stations in a case involving the rebroadcast of Armed Forces Radio Service programs.

The stations, WKYN and WFQM (FM), both San Juan, and WORA-FM Mayaguez, are controlled by Alfredo R. de Arellano Jr.—president of the three licensee corporations—and members of his family.

But the station official whom Examiner Forest L. McClenning links most closely to the violation is George A. Mayoral, who was an officer and director of one of the licensee corporations, Quality Broadcasting Corp., and manager of WKYN.

The charges against the stations involve the rebroadcast in 1962 of portions of three man-in space programs, which were the product of pooled network coverage, and of at least eight Mutual Broadcasting System news shows that the network had furnished to AFRS in New York.

AFRS, a branch of the Department of Defense, provides radio-TV programs to Armed Forces personnel in areas outside the continental U. S. where commercial programming is not available or adequate. The service relies mainly on commercial broadcasters for programming material.

**AFRS Interceptions** ■ Examiner McClenning said the evidence indicates the stations had violated commission rules by rebroadcasting the AFRS news shows from international stations without permission of the Department of Defense or the U. S. Information Agency, which operates the two government stations involved. The examiner also said permission had been requested but was denied.

Mr. McClenning said the stations violated commission rules by failing to identify the taped programs as being mechanical reproductions and by operating in such a fashion as to give the impression the news programs were "coming directly and simultaneously from the Mutual Broadcasting System."

In addition, he said the stations' response to commission inquiries concerning the rebroadcasts were "in part eva-

■ Sales managers—Radio, from \$136 to \$464, with a national average of \$187. Television, from \$189 to \$454, with a national average of \$311.

■ Announcers—Radio, \$78 to \$345, with \$104 average. Television \$105 to \$237, with \$153 average.

■ Technicians—Radio, \$80 to \$192, with \$101 national average. Television, \$95 to \$180, with \$129, average.

■ Chief engineers—Radio \$98 to \$257, with \$125 average. Television, \$158 to \$279, with \$207 average.

■ TV cameramen—From \$73 to \$160, with \$96 average. TV floor-men—From \$51 to \$118, with \$77 average.

sive, lacking in candor and constituted misrepresentations made with the intention of deceiving the commission."

The examiner said that Mr. de Arellano who, with his family, stands to suffer the greatest financial loss, had no knowledge of the unauthorized broadcasts and did not participate in the "misrepresentations" to the commission.

But the examiner said Mr. de Arellano cannot escape responsibility. He noted that Mr. Mayoral, who at the time of the alleged violations was station manager of WKYN and an officer and director of the licensee, as well as representative of a 30% stock interest, "was cloaked by Mr. de Arellano with broad authority in day-to-day operation of WKYN." That station taped the broadcasts in question and fed them to the other two.

"Full authority for responding to the commission's inquiries was delegated to [Mr. Mayoral] and his statements were submitted to the commission without prior review or independent efforts at verification by Mr. de Arellano or other principals," the examiner said.

In the hearing, the stations had argued that permission for rebroadcast was not required under the rules since the originating stations, which were op-

erated by USIA for the benefit of an overseas audience, are not stations within the definition of the Communications Act.

**No Distinction** ■ Examiner McClenning, however, said neither the Communications Act nor the commission's rules make any distinction between domestic and international stations nor between government-owned and privately owned outlets.

The examiner acknowledged that, as the stations asserted, commission rules do not require the identification of recorded or transcribed programs "where the time factor is unimportant." But he said that the stations' announcements in connection with the news programs, "were deliberately calculated to mislead or deceive." Among those deceived, according to the examiner, was the Shell Co. of Puerto Rico, which sponsored the programs with the understanding they would be transmitted by cable.

The news programs were part of a 15-minute program featuring the commentary of Mutual commentators Fulton Lewis Jr. and Bill Costello. The examiner said that on 11 occasions in 1962 the Lewis programs had been taped in New Orleans and airmailed to Puerto Rico, where the stations broadcast them from three days to a week

after their original airing.

But in each of those cases, the examiner said, the tapes were "edited to delete all dates, time references and other material which would indicate the date of original broadcast."

There was no express indication in the examiner's decision to the reasons for the alleged violations. However, testimony cited in the examiner's decision indicated that the stations were concerned about cable costs in connection with Man-in-Space programs.

The examiner also noted that the Lewis programs were taped at WJMR New Orleans and mailed to Puerto Rico after a representative of the Shell company complained about the audio quality of the cable transmissions.

Examiner McClenning said Mr. Mayoral, who left WKYN in November 1963, taped the first two Man-in-Space programs and gave instructions for taping the third. He denied knowledge of the recording and rebroadcast of the AFRS news programs, but the examiner said evidence indicates he participated in those activities.

Mr. Mayoral's letters and statements to the commission, concerning the rebroadcasts, the examiner said, were attempts to mislead the commission.

## 502 affiliates, sales up in '64 for MBS

MBS reported 502 affiliates at the close of business on Dec. 17, the network's president, Robert F. Hurleigh, announced Dec. 18.

Mr. Hurleigh said Mutual has 96 outlets in the top 100 markets; 41 in the next 50, and 35 in the following 50, giving it 172 stations in the nation's top 200 markets. MBS also has 330 affiliates in nonmetropolitan markets, and its affiliates now represent 39% of all network radio stations.

Raymond M. Smith, general sales manager for Mutual, said "sales this year have already topped '63 sales by 18%—and that's not even including the figures for this January."

Mr. Smith said Mutual added 26 new advertisers during 1964. These include American Express, American Motors, Chrysler Air-Temp, DuPont, Hartford Insurance, Miller Brewing, Pillsbury, Stewart-Warner, and Vick Chemical.

## Changing hands

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

■ WGSM Huntington, N.Y.: Sold by Edward J. Fitzgerald Sr. and family to

*Best Wishes for a  
Happy and  
Prosperous  
New Year*

### **BLACKBURN & Company, Inc.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

#### **WASH., D. C.**

James W. Blackburn  
Jack V. Harvey  
Joseph M. Strick  
RCA Building  
Federal 9-9270

#### **CHICAGO**

H. W. Cassill  
William B. Ryan  
Hub Jackson  
333 N. Michigan Ave.  
Financial 6-6460

#### **ATLANTA**

Clifford B. Marshall  
John G. Williams  
Mony Building  
1655 Peachtree  
Rd. N. E.  
873-5626

#### **BEVERLY HILLS**

Colin M. Selph  
C. Bennett Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
CRestview 4-8151

Peter A. Bordes and Joseph L. Rosenmiller for approximately \$500,000. Mr. Fitzgerald is also selling WGBB Freeport, N.Y. (see below). Messrs. Bordes and Rosenmiller own WCTC-AM-FM New Brunswick, N.J., and have controlling interest in Sentinel Publishing Co., East Brunswick publisher of six weekly newspapers in area, and WESO Southbridge, Mass. WGSB is a 5 kw daytimer on 740 kc.

■ WGBB Freeport, N.Y. (Long Island): Sold by Edward J. Fitzgerald Sr. and family to Susquehanna Broadcasting Co. for \$452,000 plus obligations (also see above). Susquehanna, controlled by the Louis J. Appell Residuary Trust, owns WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WHLO Akron, Ohio, and WICE Providence, R. I. WGBB is on 1240 kc with 1 kw during the day and 250 w at night.

■ KJSB Jamestown, N.D.: Sold by James M. Pryor Jr. to Edgar V. Crilly for \$367,500. KJSB is 5 kw fulltimer on 600 kc. Broker: Hamilton-Landis.

## New TV stations

As of Dec. 23 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 59 were commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

Information received regarding plans of holders of construction permits includes:

**WHIQ(TV)** (ch. 25) Huntsville, Ala. Alabama Educational Television Commission permittee. Noncommercial station expected to go on the air in August 1965. Address of the six-station Alabama Educational TV Network is 2151 Highland Avenue, Suite 206, Birmingham, Ala. (35205). Bids on equipment are currently being asked. Station is expected to have ERP in neighborhood of 250 kw visual.

**WBKD(TV)** (ch. 50) Detroit. Kaiser Broadcasting Corp. permittee. Studios, offices and transmitter are at Southfield, Mich., near the junction of Eleven Mile and Inkster Roads. A downtown Detroit office is being maintained in the Penobscot building. Transmitter and antenna are RCA, tower is Stainless, VTR's are Ampex and RCA and cameras are RCA and Visual. Executives include John A. Serrao, general manager; James T. Lynagh, program and production manager; Gene Hill, director of engineering; Robert Dannenberg, business manager; Bruce Martyn, sports director; Richard Freeman, sales manager; Robert Pasquinelli, promotion manager; Tom Johnston, assistant program manager for sports and special projects. The basic hourly rate is \$800 and one-time open minute \$185. Station will have 35 kw visual and ERP will be

well over one-half million watts. Washington attorney is Wilmer, Cutler & Pickering.

**WKBP(TV)** (ch. 41) Burlington, N. J. Kaiser Broadcasting Corp. permittee. Transmitter will be at the Philadelphia antenna farm and negotiations are underway for studios. Thomas A. Breen is station manager. Station will have 35 kw visual and ERP will be over one-half million watts. Washington attorney is Wilmer, Cutler & Pickering.

**WNJU-TV** (ch. 47) Linden (Newark) N. J. New Jersey Television Broadcasting Corp. permittee. Headquarters address is 1020 Broad Street, Newark. Station is expected to go on the air in the spring of 1965. Equipment RCA color and black and white with 30 kw transmitter being installed in the Empire State building and an RCA custom-designed antenna to be mounted on the building, 1,200 feet above the ground. ERP will be 526 kw visual, 107 kw aural. Joseph Schacter, will be business manager and Fred Sayles director of New Jersey programing. The basic prime time hour rate is \$800. One minute is \$200. Evening time will be devoted to quality ethnic broadcasts and the daytime schedule to New Jersey-oriented programing. Washington law firm is Marmet and Schneider.

## 13 mayors from 2 states attend WDSU-TV seminar

A special seminar held by wdsu-TV New Orleans Dec. 16 to familiarize itself with the community problems in the outer areas of its coverage drew mayors from 13 Louisiana and Mississippi towns, the station said.

A. Louis Read, general manager of WDSU-TV, said the seminar was designed to "learn how our station can be of greater service to the many important communities in our coverage area which may be miles and hours away physically, but only a fraction of a second away electronically." The mayors at the meeting heard seven speeches by wdsu-TV personnel and asked questions after each address.

The seminar grew out of the station's Celebrity Six Caravans, which sent station personnel and equipment into outlying communities, where they participated in local events and filmed the happenings for local news coverage. Not enough time for discussion of community problems was available at these meetings, wdsu-TV felt, so it arranged the seminar. The mayors represented cities with a total population of 150,000.

### EXCLUSIVE BROADCAST PROPERTIES!

**SOUTHWEST** —Major growth market fulltimer with regional coverage. Earning \$75,000 per year. Total price of \$550,000 includes \$50,000 in real estate. *Contact—Boyd Kelley in our Dallas office.*

**SOUTHWEST** —Daytimer with excellent frequency adjacent to major city. Real estate included. Will earn \$15,000-plus in '64. Total price \$100,000 with \$35,000 down. *Contact—DeWitt "Judge" Landis in our Dallas office.*

*Hamilton-Landis*

& ASSOCIATES, INC.

John F. Hardesty, President

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D.C.  
1737 DeSiles St., N.W.  
EXecutive 3-3456

CHICAGO  
Tribune Tower  
DElaware 7-2754

DALLAS  
1511 Bryan St.  
Riverside 8-1175

SAN FRANCISCO  
111 Sutter St.  
EXbrook 2-5671

**RADIO • TV • CATV • NEWSPAPERS**

*America's Most Experienced Media Brokers*

# FCC prodded for CATV action

## Springfield TV company wants it to issue declaratory ruling that all such systems are subject to its rules

The FCC was asked last week to issue a declaratory ruling that all community antenna television systems — those that do not use microwave relays as well as those that do—are subject to its jurisdiction.

At the same time, the commission was asked to require the off-air systems to provide the same temporary protection for local television stations as is now required of microwave-fed systems. The measure, imposed pending adoption of rulemakings, requires microwave-served cable companies to carry the signal of a local station and to refrain from transmitting programs for 15 days before and after the station broadcasts them.

The request for a ruling was made by Springfield Television Broadcasting Co., which owns and operates four UHF stations — WWLP(TV) Springfield, WRLP(TV) Greenfield, WJZV(TV) Worcester, all Massachusetts, and WKEF(TV) Dayton, Ohio.

Springfield said that unless the commission takes the requested action, "the uncertainty and conjecture" concerning

its authority over off-air CATV's will have an adverse impact" on the development of UHF.

**Springfield's Experience** ■ The company, which has long urged stringent regulation of CATV's, cites the difficulties it says its WRLP has encountered as a result of operating in an area served by some 20 CATV's only one of which uses microwaves. The station, which originated some local programs, became a full satellite of WWLP because of the impact of the CATV competition, Springfield said.

The commission's authority over microwave-fed CATV's—about 250 of the 1,600 systems—is well established because of the jurisdiction over the use of microwaves. However, there is sharp disagreement, even within the commission, as to its authority over off-air systems.

Springfield's request for a ruling constitutes the second time in two months the commission has been asked to assert jurisdiction over all CATV's. In October ABC petitioned the commission for

a rulemaking to limit the areas beyond which a station's signals could not be carried. (BROADCASTING, Oct. 19). Such a rule presupposes commission authority over all CATV's.

By requesting a declaratory ruling, Springfield indicates readiness to take the matter to court. If the commission declines to respond to the request for a ruling, Springfield can ask the federal district court for an order requiring the commission to issue a statement as to its authority.

If the commission should rule that it lacks authority over off-air systems, Springfield could appeal that response to the U. S. court of appeals.

**Microwaves Make No Difference** ■ Springfield said that protection should be required of all CATV's since "there is no distinction" between the impact on a local station of an off-air system and one using microwaves.

The company said that commission jurisdiction over all cable companies is grounded in the fact that they are "not only a link but a vital service within the overall interstate communications system." Springfield also said that CATV's, "by receiving television signals and distributing them . . . through wires . . . clearly fall within the definition of 'wire communication'" over which the Communications Act gives the commission authority.

Springfield added that the prolifera-

## Henry issues annual synopsis of FCC achievements

Community antenna television, an order that NBC and Westinghouse reswap stations in Cleveland and Philadelphia, political broadcasting decisions and a new look at payola and plugola are reviewed in a year-end statement issued last week by FCC Chairman E. William Henry.



The chairman found "widespread improvement" in the nation's various communications services and cited the following as "significant developments" in broadcasting during 1964:

■ The FCC considered proposals for regulation of CATV, sought to protect local TV services and initiated an inquiry into the role of broadcasters as system owners and vice versa.

■ The commission found that NBC had improperly used its power of

network affiliation to coerce Westinghouse Broadcasting Co. to trade its Philadelphia stations (now WRCV-AM-FM-TV), for the network's Cleveland outlets (now KYW-AM-FM-TV). The stations are to go back to their original owners.

■ The FCC armed itself for a renewal examination of payola and plugola by giving its chairman subpoena power.

■ A report on political broadcasting experience of radio and television stations is being prepared for the 89th Congress. The commission ruled during the 1964 campaign that a presidential news conference requires equal time but found the President's report to the people on "current events affecting the country's security was exempt."

■ The commission voted 5-1 on Dec. 18 to require hearings on applications for additional stations in the top 50 television markets by licensees of stations in those markets (BROADCASTING, Dec. 21). Earlier it had tightened its rules on service area overlap of commonly owned commercial stations, sought disclosure of publicly held stock owner-

ship.

■ The emergency broadcast warning service was strengthened so that the President can communicate speedily with the public in times of crisis from wherever he may be. Supplemental FM state and regional defense networks were augmented.

■ The commission lifted its freeze on AM's and FM's.

■ It initiated a schedule of fees for application filings.

■ It aided expansion of educational TV operations.

Chairman Henry also noted that commission enforcement activities "to make broadcast licensees live up to their responsibilities under law and rules" resulted in license revocation in four cases, denial of renewal in five, fines for 24 stations and short-term renewals for nine others.

He observed that the commission terminated its own proposal to limit commercials. But he failed to note the congressional uprising that preceded the commission's retreat. The FCC is continuing to watch performance, however, and is also trying to lick technical problems related to "loud" commercials, he said.

tion of CATV's is "undermining the fair and efficient distribution of radio services" it said is envisioned in the Communications Act. Accordingly, Springfield said, the commission has the authority to prevent the "corruption" of its TV allocations policy.

Springfield said the declaratory ruling is essential to the development of UHF television. The company noted that proposals for legislation affecting all CATV's, as well as ABC's petition, are under consideration. But it said "a substantial period of time will elapse" before action on legislation or a rule can be taken.

## Two new CATV systems formed

Formation of two more community antenna television companies and progress reports on construction of two new systems were among the CATV developments last week.

**Freeport, Ill.**—John Goddard and Charles W. Taylor of Freeport have formed Freeport Community TV Inc., and plan to apply for a franchise. Other applicants: Triant Stations Inc. (WFRL Freeport), Television Transmission Co. of Peru, Ill.; Meredith-Avco Inc., Northwestern Telephone Co. and National Trans-Video, Dallas.

**Mt. Carmel, Ill.**—WSAB Inc. (WSAB [FM]) and Jel-Pub Inc., both offering 2% of their annual gross to the city, have been identified as applicants in competition with Clear Vision TV Inc.

**Lee, Mass.**—A franchise has been granted to the Berkshire TV Cable Corp., Boston.

**Spray Beach, N. J.**—A system being built for Island Cable Co. is nearing completion and will carry New York City and Philadelphia channels. George Chasmer and Charles Beer of Beach Haven and Joseph Sayers of Atlantic City, both New Jersey, are principals in the firm and have franchises in other New Jersey communities: Ship Bottom, Long Beach Township and Beach Haven.

**Moreau, N. Y.**—Mohican TV Cable Corp., 80% owned by Jerrold Electronics Corp., Philadelphia, has broken ground for a system whose construction depends on FCC approval of microwave applications. Mohican also is an applicant in Glens Falls, N. Y.

**Piqua, Ohio**—Valley Antenna Systems Inc. has been formed to operate a system providing 10 TV channels for Columbus, Cincinnati and Dayton stations. Roger Thyer, Sam Jackson Jr. and C. Oscar Baker, all of Piqua, are principals in the new firm.

# Name of the game: leapfrogging

## Broadcasters split sharply on proposal to hem CATV's in and issue may doom NAB-CATV accord on federal regulation

A new issue, "leapfrogging", has upset the carefully drawn agreement between representatives of broadcasters and community television operators and it may result in a stalemate between the two groups. It has already divided broadcasters into rival camps.

Under preliminary consideration is a plan to have the subcommittees of the Future of Television in America Committee of the National Association of Broadcasters and of the National Community Television Association meet again early next month to see if a solution can be reached on the issue.

The leapfrogging issue was the factor that caused a full FTVA committee, which mustered only four of its seven members at its meeting Dec. 17, to reject the compromise agreed to by its subcommittee (BROADCASTING, Dec. 21). The compromise was on proposals to be jointly advanced by the NAB and NCTA for federal regulation of community antenna systems.

Leapfrogging, characterized by some participants as a misnomer, has to do with the importation of distantly originated television signals by CATV systems that do not pick up some stations that are closer to the site of the CATV operation. Key members of the NAB are adamant that a distance limitation be imposed in any agreement with NCTA. Other equally influential NAB members are just as definite in their opposition to the notion that the government ought to restrict the distance that CATV's can reach to get their program services.

Through the use of microwave relay links CATV systems theoretically could bring New York TV programs to San Diego. More practically, many CATV systems now bring in TV signals from cities as far as 300 miles from their communities.

**CATV May Object** ■ CATV operators may resist efforts to limit the distance that they may traverse to bring programs to their customers.

Bruce Merrill, chairman of the NCTA, said last Tuesday (Dec. 22) that making television signals available to areas beyond their normal reach is the "major function" of CATV.

"It would be difficult for us to accept any limitation on this job," Mr. Merrill said.

Mr. Merrill said he had had no word on what the FTVA group discussed or decided when it met two weeks ago.

Both subcommittees, he added, felt after their meeting in New York early in December that "we had worked out a plan we felt we could sell to our board and they could sell to theirs" (BROADCASTING, Dec. 7).

The agreement between the two subcommittees covered, it is believed, provisions that would give the FCC jurisdiction over CATV with these three major terms:

- CATV systems would be prohibited from duplicating programs carried by the local TV station for a specified time.

- Technical standards would be established to prevent CATV systems from degrading any TV signals carried on the cable.

- Except for narrowly defined elementary service (weather, time, on-camera bulletins), CATV systems would be prohibited from originating any programs or commercials.

These provisions are considered by some broadcasters to be inadequate to protect the existing television system. At least two members of the FTVA—Clair McCollough of the Steinman Stations and William Grove of KFBC-TV Cheyenne, Wyo.—were said to be particularly insistent that tighter rules for CATV be sought.

At the request of Mike Shapiro, WFAA-TV Dallas, chairman of the TV board of the NAB, a summary of the original agreement—which has never been made public—and of the tougher restrictions proposed during the FTVA committee meeting is being drawn for submission to all TV board members. The digest is being prepared by Dwight Martin, WDSU-TV New Orleans, chairman of the FTVA unit, and Douglas A. Anello, NAB general counsel.

Both the NAB and the CATV groups are working toward agreement on proposals for congressional legislation which would empower the FCC to exert its authority over cable companies, particularly where they have impact on local TV stations. The leapfrogging issue, for example, is based primarily on the insistence of some broadcasters that the FCC's 1952 Sixth Report and Order, which established the present table of allocations for television in the United States, be maintained. If a CATV system brings into its market TV signals of distant television stations, these broadcasters feel, this distorts and destroys the allocations principle.

Broadcasters on the other side of the leapfrogging argument say that adoption



## WJZ-TV completes \$300,000 renovation

WJZ-TV Baltimore has enlarged its elbow room, adding a new two-story administration wing, and film and storage area and completely renovating the older sections of the building. Cost of the project reportedly was in excess of \$300,000.

Dedication of the new structure was held Dec. 16.

Among those at the dedication of the wing, shown here from a front view, were Donald H. McGannon, president of the Westinghouse Broadcasting Co., which owns WJZ-TV; Thomas D'Alesandro III, president of the Baltimore City Council, and Spiro T. Agnew, county executive of Baltimore county.

of a protectionist policy for the present TV system would lead to importation of attendant federal restraints on television broadcasters. According to this view, the government cannot accord immunity to the TV operators against CATV competition without also asserting tighter authority over the TV operators themselves.

## ABC rebuts critics of its CATV stand

ABC last week denied that it was out to "cripple or destroy" community antenna television systems and defended its October plea to the FCC for a rule-making to regulate CATV (BROADCASTING, Oct. 19).

In a reply filed last Wednesday (Dec. 23), ABC found that "nothing in the oppositions erodes the strength of ABC's position. If anything the oppositions underline the current critical nature of the problems involved."

ABC called on the commission to

use the authority it has "from a public interest viewpoint" to give "particular attention and even protection" to the free-TV system that has evolved under the Communications Act and commission policies.

ABC's major proposal was for regulations to limit the area within which a station's signal could normally be carried by a CATV system. Last week, the network charged its opponents with claiming that "adoption of regulations of the kind proposed by ABC would result, in many instances, in the denial of a multiplicity of program services" to those willing to pay for it who are living in areas "where it is economically desirable for CATV entrepreneurs to install cables."

The network said it feels "there is a vital and important part for CATV in the overall television scheme." However, it does not feel CATV should thrive at the expense of free television.

If CATV continues to grow without federal regulation, in the direction that "CATV developments during the past few months clearly indicate," ABC

said, "the point will soon be reached where CATV may become more a public detriment than a public benefit."

The network said opponents "forecasting the crippling or destruction of CATV under the ABC proposals are simply 'crying wolf,' unless they are fearful that CATV can exist only if it is permitted to use television station signals" where the FCC might consider their use not in the public interest.

ABC charged that the National Community Television Association, "which strongly contests ABC's assertion of commission authority, has been busily operating on two fronts. In addition to its opposition to ABC's petition, NCTA also filed comments on Dec. 1 with the Public Utilities Commission of Connecticut. With one foot in Connecticut and the other in Washington, NCTA is trying to place a burgeoning industry with a tremendous impact upon the public interest in a never-never land of no regulation, state or federal."

Again championing the UHF cause, ABC attacked the plans of "systems of the type now being proposed in many of the major markets. . . carrying a dozen and more channels" as being detrimental to stations now serving the markets and impairing UHF stations, scheduled to go on the air, which "may never get off the ground."

## TV rival suggests shutdown of WCFL

WCFL Chicago, a union-owned station that has been broadcasting since 1926, should be taken off the air because its licensee, the Chicago Federation of Labor and the Industrial Union Council, lacks the legal qualifications to operate a station.

This assertion was made last week in a petition filed with the FCC by Chicagoland TV Co., one of the applicants competing with the federation for channel 38 in Chicago. The other contestants for the channel are Kaiser Industries Corp. and Warner Bros. Pictures Inc.

Chicagoland, in its petition, asks reconsideration of the commission's approval of WCFL's license renewal application last month. Chicagoland said it was a party to that proceeding because the federation would use its income from the station to prosecute its application for the TV facility.

Chicagoland based its assertion regarding the federation's alleged lack of qualifications on a search of the licensee's filings at the commission. According to the petition, the federation's 1962 constitution does not authorize the operation of a broadcast station.

Therefore, Chicagoland said, "it is



apparent that the federation is not legally qualified to operate a broadcast station. Chicagoland also said it could find no reference to any constitutional authorization in the original application for the station.

The petition raised some other questions growing out of the federation's role as the owner of a station. It noted that some of the officers and members of the federation's board are members of local unions representing employes of other stations in Chicago.

As a result, Chicagoland said, these unions have direct or indirect control over those other stations, which could be used to the advantage of WCFL. Chicagoland said FCC rules are intended to bar anyone connected with one radio station from having direct or indirect control over another radio station in the same area.

## Fire destroys studios of Bath, Me., station

WJTO Bath, Me., suffered a disastrous fire Friday, Dec. 18. The blaze, which started about 6 a.m., destroyed all of the station's studio and office equipment according to owner Winslow Porter. Loses had not been calculated last week but were expected to be "high, and only partially covered by insurance."

The station was back in operation at 2:30 p.m., the day of the fire, broadcasting from its transmitter site. Mr. Porter paid tribute to his fellow broadcasters for their aid. "We must have had 20 different stations offer to help us get back on the air," he said. "Elby Stevens [general manager of WFST Caribou] insisted on driving 280 miles to bring us office supplies and equipment. WCSH Portland lent us a remote unit, and WGAN Portland sent records," he continued.

## Media reports . . .

**Network rep** ■ Lago & Whitehead Inc., Wichita, Kan., has been named to handle advertising and public relations for the Kansas Broadcasting System, a state network of CBS-TV affiliated stations: KTVH(TV) Hutchinson-Wichita, KTVG(TV) Ensign, KAYS-TV Hays and its satellite, KLOE-TV Goodland.

**Affiliate switch** ■ WINQ Tampa, Fla., affiliated with Mutual, will become a CBS Radio affiliate effective Feb. 1. WDAE, Tampa's current CBS affiliate begins independent operation Jan. 31. WINQ owned by Rand Broadcasting, is 1010 kc with 50 kw fulltime. WDAE, licensed to Smiley Properties Inc., is a 5 kw fulltimer on 1250 kc.

BROADCASTING, December 28, 1964

# Rating council progress report

## Processing of accreditation applications from research firm may be started in February

The Broadcast Rating Council may eventually offer a service in which a broadcaster can order a rating council audit of an audience-measurement firm's report on a specific market.

Dr. Kenneth H. Baker, executive director of the council, said last week that this was "conceivable." But for the present, he stressed, the council is auditing the overall performance of rating services, not their results in a particular market.



Dr. Baker

Dr. Baker made the statement in reporting that auditors working for the council have completed or are completing the audit of field work done in 24 markets. These audits relate to the measurement services of The Pulse Inc., American Research Bureau and C. E. Hooper Inc.

Dr. Baker expressed hope that auditing and related procedures could be completed in time for the council to act on these firms' accreditation applications in February.

Field work preliminary to auditing of the A. C. Nielsen Co.'s audience-measurement services is now getting under way. It had been held up pending Justice Department clearance that Nielsen felt it needed under an antitrust consent decree.

Auditing is done for the council by Ernst & Ernst and Price, Waterhouse & Co., independent firms. They select the

markets where field work is to be done; identity of the markets is not known by either the council or the rating services until the audit has begun.

**Areas of Review** ■ The field audit includes an examination of sample design, implementation of sample design and refusal rates and methods of substitution, plus contacts with field supervisors, interviewers and respondents to validate the occurrence of interviews and the placement of diaries. Next step will be an examination of how the services process the raw data received from the field.

"We are running into fewer problems than we had anticipated," Dr. Baker said. "This may well be because the pilot audits we conducted last spring suggested solutions to problems even before they occurred."

He said the cooperation given to auditors by the rating services has been "uniformly good."

The auditors expect to check each rating service in about 30 markets a year. Some markets may be audited for more than one service. The 24 audited thus far are as follows (but Dr. Baker stressed that "there were not enough observations made in any one of them to constitute an audit of that market."):

Augusta, Ga.; Bristol, Va.; Cincinnati, Cleveland, Columbus and Dayton, Ohio; Elk City, Okla.; Elkhart, South Bend and Indianapolis, Ind.; Green Bay, Wis.; Hastings, Kearney and Lincoln, Neb.; Memphis; Missoula, Mont.; New York; Pembina, N. D.; Pittsburgh; Roswell, N. M.; Sacramento, Calif.; San Antonio, Tex.; Watertown, N. Y., and Worcester, Mass.


AVAILABLE FOR TELEVISION

"Delightful, madcap nonsense!"  
— N. Y. World Telegram & Sun

TERRY-THOMAS in

## MAKE MINE MINK

ANOTHER QUALITY MOTION PICTURE FROM WALTER READE / STERLING, INC.  
241 E. 34TH STREET, N.Y.C. 10016



# Better be prepared to plan assiduously

That's what the FCC's new radio program forms will require; news-public affairs also emphasized

The FCC appeared close to completion last week of part of a project begun four years ago—revision of its program reporting form for AM and FM licensees and adoption of the new logging rules that will accompany it. What may be the final draft was on the commission's agenda Wednesday.

The rest of the job involves a revised form for television licensees. And staff work on this document is said to be nearing completion.

The forms are being revised to bring them in line with a programing policy statement adopted by the commission on July 29, 1960. In that statement, the commission said it would "steer clear of the bans of censorship" but that it proposes to require broadcasters to submit programing proposals "prepared as the result of assiduous planning and consultations. . . ." The AM-FM form requires "assiduous planning."

Both the TV and AM-FM forms have been subjected to exhaustive study by the broadcasting industry and the commission. They have undergone many drafting changes, have been the subject of oral proceedings before the commission and have even been tested in the field by broadcasters who acted as "guinea pigs."

**Similar to Proposal** ■ The form, with its stress on news and public affairs programing, is basically similar to the proposed notice of rulemaking issued in June (BROADCASTING, June 1). But one change is that it combines into one document what had been two forms—one for license-renewal applicants and another for applicants for new stations, assignments and transfers of control and for major changes in facilities.

In some respects the document has been streamlined as a result of consultations with industry representatives. But its questions concerning past and proposed programing are still considerably detailed, a condition that may be tested in court.

W. Theodore Pierson, a Washington attorney representing a number of major licensees, has indicated his clients

would seek judicial review if the commission adopted either the TV or radio form in anything like its proposed state. Mr. Pierson feels both would violate the constitutional guarantee of free speech and the Communications Act's no-censorship provision (BROADCASTING, July 6).

However, commission approval of the form—actually Part IV of the broadcast application form—would not be the final word from the government. This can come only from the Budget Bureau, which must pass on all forms issued by government agencies to more than 10 persons.

**Commission's Hopes** ■ The commission hopes the new form will provide more meaningful information on radio programing than the current form, created for an earlier, and vastly different, era in radio checking. The form is also designed to provide more detailed information on licensees' commercial practices.

As presented to the commission Wednesday, the form does not require AM and FM licensees to report on the percentages of programs, by categories, that were carried and are proposed, as they do now.

Instead, it requires licensees to make a survey of their communities to determine their programing needs and interests and to report on "typical" programs, exclusive of entertainment and news, proposed to meet those needs and interests. The broadcaster would have to describe his method of determining needs and to identify all groups that responded to his inquiries.

And in one change from previous versions of the form, the licensees would be required to keep on file for public inspection the records on which their reports to the commission were based, along with copies of the programing proposals.

In an order accompanying the form, the commission indicated a determination to stand firm against criticism of its concern with the manner in which programing is devised. It said that although the "ultimate" decision on programing

is the licensee's, the commission has an interest in how he discovers and meets the needs of this era.

Furthermore, the commission said, licensees must make a "positive, diligent and continuing effort" to provide a program schedule geared to their communities. It also said the programing survey "must include" consultations with members of the general public, community leaders and representatives of professional and charitable groups as set forth in the 1960 policy statement.

**Commercials** ■ The form goes into more detail on commercial matters than the one now in use. Where the present form asks only the number of spots carried, the new one asks the amount of time devoted to commercials, in both hours and minutes and percentages of broadcast time.

It also asks the percentage of time to be allowed for commercial matter between 6 a.m. and 6 p.m. and in "all other hours" and the maximum amount of commercial matter to be carried in any 60-minute segment. In addition, it asks the number of 60-minute segments in the schedule containing commercial material ranging from no minutes to more than 18 minutes.

The new logging rules ease somewhat the requirements for counting commercial time. Licensees would not be required to enter the beginning and ending time of a spot, only the starting time and length.

The form, reflecting concern with informational programing, requires licensees to provide details on programs carried in the preceding year to inform their listeners about local, national and international problems of public importance.

It also asks licensees the amount of time devoted in the composite week to news, public affairs and "other" programs, exclusive of entertainment and sports. It also asks the minimum time that will be devoted to these categories in the coming license period.

**Details** ■ In addition, the applicant is asked to provide some details, such as title, source, length, regarding the news and public affairs programs he carried. He is also asked about the staff and facilities utilized for news programing, as well as the percentage of news programing time given—and expected to be devoted in the coming period—to local and regional news.

In the public affairs field, the applicant is asked his policy for making time available for the discussion of public issues, and to report on the staff and facilities used in producing public affairs programing. He is also asked the number of public service announcements

carried in the composite week and expected to be broadcast in the coming period.

Two questions are aimed at providing a picture of the general radio service available in an area. One asks the station's format—that is, whether it's country & western, good music, etc. The other asks how the station contributes to the "overall diversity" of programming in the area served.

FM stations are asked if they duplicate an AM station—if so, which one and to what extent.

**Additional Information Invited** ■ Licenses are invited to attach additional information if they feel the answers they supplied in response to questions about past programming don't accurately reflect their programming.

And, in a question that invites the licensee, in effect, to pass judgment on himself, the form asks whether his programming practices agree with the proposals he made in his previous renewal application.

The order accompanying the form says that licensees are responsible for advising the commission of "substantial" changes during the license period. The commission leaves the definition of "substantial" to the broadcaster, but notes an "obvious" example would be one in which a station switches format from all-talk to popular music.

## ETV buys on commercial TV

Representative Cleveland will offer that idea in next Congress

State boards of education would be authorized to spend federal funds to buy time on commercial television stations for educational programming, according to a plan being drafted for introduction in the 89th Congress.

Representative James C. Cleveland (R-N.H.), architect of the proposal, says the measure would involve an allocation of about \$1 billion yearly for use by state boards in programming educational stations, financing educational programs on commercial stations and establishing "extensive lending libraries—particularly those specializing in audio-visual aids. . ."

Representative Cleveland said state education boards "would be given the widest latitude in their use of funds under this program" to avoid the "spectre of federal control and its handmaiden, conformity. . ."

**Side Effects** ■ And, he added, "To

### \$1.5 million sale

In a substantial sale of syndication properties, CBS Films announced last week that RKO General Broadcasting is investing almost \$1.5 million for the purchase of *Twilight Zone* for its five owned stations, *Marshal Dillon* for Detroit and *Have Gun, Will Travel* for Boston.

James T. Victory, vice president, domestic sales, CBS Films, noted that *Twilight Zone* was placed into syndication a week ago. It consists of 134 half-hours and 17 one-hour episodes. Under terms of the contract, RKO General has exclusive rights in its five markets (New York, Los Angeles, Boston, Detroit and Memphis) to *Twilight Zone* for five years and also includes long-term rights for *Dillon* in Detroit and *Have Gun* in Boston. The stations will start carrying the series in October 1965.

the extent that a state board of education purchased television time from commercial stations, it would reduce the deleterious effects that some of the commercial programs are suspected of having on our children. Youngsters are going to watch television anyway and I am sure that educational programs can be developed that are entertaining as well as educational."

Representative Cleveland said his proposal would largely avoid constitutional questions that have previously blocked federal aid to primary and secondary schools.

"Certainly," he said, "there could be no constitutional objection against private schools' using programs already being broadcast generally for public schools and colleges in a state. . . [or] if private schools were to borrow audio-

visual aids as they are available from state boards of education."

State boards would be given full authority, "and, indeed, will be encouraged," Representative Cleveland said, "to enter interstate cooperative agreements to implement this program."

Stations sometimes serve more than the states to which they are assigned, Representative Cleveland continued, citing WMTW-TV Poland Spring, Maine, with transmitter at Mt. Washington, N. H., which serves New Hampshire, Vermont and Maine.

## Howell says FCC is fighting its own aims

In an article being published today (Dec. 28) in the *Journal of Broadcasting*, Rex Howell, chairman of the radio board of the National Association of Broadcasters and president of KREX-AM-FM-TV Grand Junction, Colo., said the FCC went too far in instituting the fairness doctrine. Mr. Howell feels the commission is working against the same goal it has set out to achieve.

He adds broadcasters are not opposed to the basic principles of the doctrine, but the proper way to attain fairness should rest with the individual broadcaster rather than a government agency.

Another article appearing in the *Journal*, published by the Association for Professional Broadcasting Education, Los Angeles, is the "Changing Role of Radio" by Frank Riggs, former radio-television officer for the Air Force Systems Command, in which he describes the changes radio has undergone since World War II.

Dr. Edgar E. Willis, professor of speech at the University of Michigan, in his article "Sound Broadcasting in Great Britain" said that although radio is declining in popularity, it continues to be a prominent force in Great Britain despite the influence of television.

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405



The combination of independent production and good facilities is the best insurance for getting good TV programs, in the opinion of Quinn Martin. Mr. Martin, naturally, is an independent producer, with two one-hour shows, *The Fugitive* and *12 O'Clock High*, on his current production schedule. Both series are on ABC-TV and that network is also involved with the production of his new pilot which hopefully will be a series on its 1965-66 schedule.

The new series, which QM Productions will produce on a 50-50

## The magic combination for successful TV

ownership arrangement with ABC-TV, is titled *Will Banner*, a sheriff in an eastern state, to be portrayed by Steve Forrest. The pilot of this modern day action-adventure series went into production this month at Samuel Goldwyn Studios, was written by Harold Jack Bloom and will be directed by Walter Grauman.

"There are a lot of things I can do as an independent producer that I couldn't do if I was working for a major studio," Mr. Martin said. "I can fight the studio, which the guy on salary can't, so he gets routine treatment which I don't have to put up with. I can get the facilities I need without having to share the studio overhead for a lot of things—and people—I don't need or want. I can pick my own people and pay them more and still come out with a lower budget."

At the Goldwyn Studios, where *The Fugitive* is produced, the producer has what is known as a "four-walls" contract. The studio provides facilities—stage space—and the backlog people (at salary plus 10%), but Mr. Martin hires all his own people to work on the set, like the art director, the cameraman, the gaffer (electrician). Under a similar arrangement at 20th Century-Fox TV, where he is producing *12 O'Clock High* (which is based on the theatrical motion picture produced by 20th Century-Fox some years ago), "I pay \$15,000 an episode and I have access to everything they own, including five stages with 90,000 square feet of floor space and a complete

wardrobe of World War II uniforms. But I pick my own people and do my own planning. There are hidden savings when you know where to look for them and where to anticipate the problems that can come up."

Mr. Martin does. His start in production was as a film editor and he knows the behind-the-camera part of the business as well as its creative side. "There's no real separation between the creative and the business end," he said. "Each depends on and influences the other. For instance, take budgeting. There are the basic costs and the extras like location shooting and overtime, but if you know your business they're not too tough to figure. I can read a script and come within one percent of the production cost."

"The producer working at a major studio doesn't have to do this. Someone else is deciding what the budget will be and how much of the studio overhead each feature picture or each program of a TV series is going to have to carry. There is of course an advantage to turning production over to the studio. There's a trained organization and you can put a script into the mill and a fairly good product will come out."

"However, I'd rather do it myself. When I was at Desilu [where he produced *The Untouchables*] no matter what I did, the studio overhead charges killed me."

This is no longer the case. In his arrangements as an independent producer, Mr. Martin provides the prop-

## Networks taper off on lineup changes

CBS-TV's changes in its current nighttime program schedule appeared set last week except for continued speculation that the network would consider its first use of movies in prime time. ABC-TV, meantime, announced *FDR*, a series devoted to the presidential years of Franklin Delano Roosevelt, would be scheduled Friday, 9:30-10 p.m. EST, effective Jan. 8, moving up *12 O'Clock High* to the 10-11 p.m. period. The 10:30-11 period had been station time.

CBS said that *Password* and *The*

*Baileys of Balboa*, which in the number of program changes planned (BROADCASTING, Dec. 14) were to move to Friday slots, would stay in their Thursday, 9-9:30 p.m. and 9:30-10 p.m. time periods, chiefly at the request of the advertisers in the shows.

As a result, *On Broadway Tonight*, a summer replacement, effective Jan. 1 will be scheduled on Friday, 8:30-9:30 p.m., instead of on Thursday as initially planned. This juggling permitted CBS to go ahead with its move of *The Entertainers* and *Slattery's People*, to Saturday, 10-11 p.m., and Friday, 10-11 p.m., respectively.

CBS-TV, it was reported, is virtually certain to have feature films in prime time next season (BROADCASTING, Dec. 21). The network is reported to have

agreed to purchase 20 films from Screen Gems and either eight or 10 from Universal Pictures, depending on whether Paramount Pictures can supply two, to make a package of 30.

Neither CBS-TV nor the motion picture companies would confirm the deals, but they didn't deny a report that agreements had been reached. It is believed CBS-TV would schedule the package of 30 films next season on Friday, 9-11 p.m.

## Program notes . . .

**Store sales** ■ Triangle Program Sales has reported sale of the *Podrecca Piccoli Theater* one-hour holiday special in color to 28 department stores for

## Programs

erty, the production know-how and the key personnel who convert the dead into scripts and the scripts into finished productions. The network and the studio contribute the financing. The three share equally in the profits, if any. In his deal with ABC-TV for a third series, the network will take care of all the financing and the profit will be divided 50-50.

As an independent producer, Mr. Martin also operates without an agent and so saves the 10% sales commission, which can be an appreciable sum as it comes right off the top. "I take this money and put it back into the show," he said. "The budget for each episode includes two round-trip tickets from New York, to get fresh faces into the program. Working at long distance involves taking a chance, but we follow the recommendations of New Yorkers in whom we have confidence and generally it works out. I try to avoid casting one expensive guest star and a lot of cheap supporting players. I'd rather forego the star and pay a good actor a bonus for doing a better than usual job in a supporting role.

"This extra money also allows me to shoot on location where the script calls for it. The audience probably doesn't know what it is, but they appreciate the feeling of reality that a little more trouble, a little more money contributes. People feel uncomfortable where there's anything phony about a show. Sam Goldwyn's classic comment: 'A bush is a bush, a rock is a rock; shoot it in Griffith Park,' no longer holds."

showing during the Christmas season. One store, the Walker Scott Co., San Diego, bought the show for in-store use to keep youngsters busy while their parents shopped.

**Film depot** ■ Bonded Film Service has announced completion of its film exchange depot at 550 Main Street, Fort Lee, N.J. Located on a five-acre tract, the new film depot site formerly housed the first film studio in the country.

**Shirley for series** ■ MGM-TV has signed Shirley Jones to star in its projected series, *Happily Ever After*, a possible comedy entry on CBS-TV for 1965-66.

**5 down, 8 to go** ■ Cinema Pictures Inc.

has completed five segments of *Hollywood Jamboree*, half-hour color country-and-western musical TV series, and will film eight more immediately after the holidays to round out the initial 13-program package. Robert G. Dicus, CPI president and executive producer of the series, expects the program to begin airing early in 1965.

## Film sales . . .

*Tell Me, Dr. Brothers* (Triangle): KSL-TV Salt Lake City and WWAY(TV) Wilmington, N. C.

*World Parachuting Championships* (Triangle): KTTV(TV) Los Angeles; WKBD(TV) Detroit, and WCSH-TV Portland, Me.

*Churchill, the Man* (Seven Arts): KRCG(TV) Jefferson City, Mo. Now in 70 markets.

*Volume 3 Films of the 50's* (Seven Arts): KID-TV Idaho Falls.

*Boston Symphony Orchestra* (Seven Arts): WFMY-TV Greensboro, N. C.

*Special Features* (Seven Arts): KTAR-TV Mesa-Phoenix.

## Judicial Conference

### asks for Hill action

A proposal that disclosure of information by a federal employe or by defense counsel for publication which might affect the outcome of a criminal trial be treated as contempt of court and carry a \$1,000 fine has been made by the Judicial Conference of the United States.

The conference, composed of the chief judges of the 11 federal circuits and representatives of federal district courts, took the action calling for legislation by Congress at its meeting Sept. 23-24. The results were made public last week for the first time.

A similar proposal, with some differences (each publication would have drawn a \$500 fine), was the subject of a bill introduced in the last Congress. No action was taken on it.

## NBC O&O's plan quiz show

A half-hour quiz program, said to be the first series to be designed especially for the NBC-owned television stations, will go on the air in early 1965. Titled *Everything's Relative*, the program will be telecast five days a week at noon by WNBC-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, KNBC(TV) Los Angeles and WMAQ-TV Chicago. It will be produced by the NBC-owned stations division in association with new Merritt Enterprises.

## Morse will be leaving

### 'CBS Reports'

A CBS News representative last week confirmed reports that Arthur D. Morse will be leaving his position as executive producer of *CBS Reports*. The network official said that the move is in no way related to earlier announcements of high level changes in the news division which included the appointment of Gordon Manning, executive director of *Newsweek* magazine, as vice president and director of TV news (BROADCASTING, Dec 21). A successor has not been named for Mr. Morse.

CBS recently changed the time period of *CBS Reports* from 7:30 p.m. Wednesday to 10 p.m. Monday.

Other changes being contemplated by CBS News involve the following assignment shifts for correspondents: Harry Reasoner from New York to Washington as White House correspondent; Martin Agronsky from Washington to Paris, Charles Collingwood from Paris to London, and Hughes Rudd from Chicago to Moscow.

## Radio series sales . . .

*30 Hours of Christmas* (Triangle): Kvor Colorado Springs; wvip Mount Kisco, N. Y.; KGMV Missoula, Mont.; WATW Ashland, Wis.; KSRV Ontario, Ore., and KRAC Alamagordo, N. M.

*12 Hours of New Year's* (Triangle): Wwny Watertown, N. Y.; wsva Harrisonburg, Va., and WATW Ashland, Wis.

*Word Picture* (Triangle): WpXy

## The helpful peacock

In an unusual assist, a special program on color tape that stars Fred Astaire was fed by NBC to CBS in New York on Dec. 20. The show on CBS was telecast 9-10 p.m. EST. CBS reportedly paid \$5,000 in costs for the NBC feed.

Three Astaire programs, produced by NBC in 1958, 1959 and 1960, were recorded on tape which can be played back only on the "heterodyne" machine—a type which only NBC has. CBS has purchased the rerun rights to the shows which were scheduled in the interim of dropping *Mr. Broadway* and scheduling the new *For The People* series that starts Jan. 24. (BROADCASTING, Dec. 21).

## Conservative group plans to push its views

A new conservative political organization founded in Washington last week will attempt among other things to "spotlight" conservative commentators and writers "who've never gotten off the ground."

Representative Donald C. Bruce (R-Ind.), chairman of the American Conservative Union, said the group would underwrite valid and competent research into economic and political issues in an effort to consolidate responsible conservatives.

Still in the formative stages—the union was founded Dec. 19 and Mr. Bruce was elected chairman—it will

encourage sponsorship of commentators and writers articulating its position. Some conservative commentators are heard only in local areas, largely due to lack of sponsorship, he said, and do not reach the greater audiences enjoyed by sponsored liberal commentators such as *Edward P. Morgan News and Comment*, sponsored by the AFL-CIO on ABC Radio.

(William F. Buckley Jr., a founding member of the Conservative Union and editor of *The National Review* magazine, will begin a syndicated, five-minute radio program

that will be offered by Stephen Associates Inc., New York beginning next month [BROADCASTING, Dec. 14].

Mr. Bruce said the union would hire a staff and establish offices in Washington. He is its chief executive and will take over fulltime at the end of his congressional term Jan. 3. He sought the Republican senatorial nomination in Indiana this year but lost and did not run for another House term. He was a commentator on WIRE Indianapolis and was associated with other Indiana stations for 19 years before being elected to Congress in 1960.

Greenville, N. C. and WGLB Port Washington, Wis.

12 Hours of New Year's (Triangle): KFMP(FM) Port Arthur, Tex. and KIML Gillette, Wyo., and to Schmidt's Beer

for WBBW Youngstown, Ohio, and WILM Wilmington, Del.; WSCR Scranton, WWYN Erie, WBRE Wilkes-Barre, WTRN Tyrone, WMAJ State College, WWPA Williamsport, WCRO Johnstown,

WMRF Lewistown, WCBG Chambersburg and WHJB Greensburg, all Pennsylvania.

30 Hours of Christmas (Triangle): WAJR Morgantown, W. Va. and KIML Gillette, Wyo.

## FINANCIAL REPORTS

### Once more into court for Corinthian, IRS

A seven-year legal fight to establish the principle of network affiliation contract depreciation—upheld by a U. S. tax court judge early this year—must continue for a while longer.

Because efforts to settle the Corinthian tax case have been unfruitful, the Internal Revenue Service said last week it will appeal the decision of U. S. Tax

Court Judge Howard A. Dawson (BROADCASTING, March 16) in the U. S. Court of Appeals in Chicago.

Judge Dawson's decision maintained there is sufficient evidence in the television industry to estimate the life expectancy of a network affiliation, and that "a reasonable allowance" is a straight line depreciation for 20 years.

In effect, Judge Dawson upheld the 1956 action of Corinthian Broadcasting Corp. in allocating \$4,650,000 to CBS affiliations with WISH-TV Indianapolis and WANE-TV Fort Worth, Ind. Corinthian bought the two television stations,

and their AM adjuncts for \$10 million in that year from C. Bruce McConnell. It allocated \$4 million to the CBS affiliation with WISH-TV and \$650,000 to the WANE-TV affiliation.

The IRS disallowed this amortization on the ground that network affiliations do not have a definite life. Appeal to the tax court followed, and Judge Dawson's decision came after hearing and litigation.

Shortly after the Dawson decision, the IRS and Corinthian began negotiations looking to a settlement. Last week's announcement was the first word since then that the talks had failed.

### SEC's November report of transactions

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its November issue of *Official Summary* (all common stock unless otherwise indicated):

**American Broadcasting - Paramount Theaters**—Herbert R. Hahn exercised option on 408 shares, now holds 1,876; Mortimer Weinbach exercised option on 677 shares, now has 2,030.

**CBS**—Clive J. Davis exercised option on 689 shares, now holds 1,731; Lewis Gordon exercised option on 995, now has 12,980.

**Crowell-Collier Publishing Co.**—Joseph Schwartz acquired 2,000, now holds 15,137.

**Metromedia Inc.**—John W. Kluge exercised option on 20,000, now holds 150,275 individually, controls 41,700 shares indirectly.

**Outlet Co.**—Frank C. Young Jr. acquired 200, disposed of 190, now holds 200.

**Reeves Broadcasting Corp.**—J. Drayton Hastie disposed of \$5,000 in 6% convertible debentures, now holds \$42,000 worth.

**Rollins Broadcasting Inc.**—John W. Rollins disposed of 1,000 shares of class B common, now holds 178,000; O. Wayne Rollins disposed of 1,800 shares of class B common, now has 521,160.

**Taft Broadcasting Co.**—Roger Drackett acquired 100, now holds 200; Hulbert Taft Jr. disposed of 7,647 shares, now has 105,571.

**Filmways Inc.**—Martin Ransohoff sold 2,000, now has 104,730; Mr. Ransohoff also controls 12,608 shares indirectly.

**MCA Inc.**—Lew R. Wasserman acquired 100, now holds 695,800; he also controls 2,500 shares indirectly.

**Audio Devices Inc.**—William T. Hack acquired 1,000 shares, now has 1,312.

### Filmways first quarter ahead of last year

Filmways Inc. has reported that earnings in its first fiscal quarter ended Nov. 30 were greater than last year's first-quarter earnings of \$70,331, equivalent to 12 cents a share, and revenues of \$2,512,383. Exact figures for the first fiscal quarter of this year were unavailable.

Lee Moselle, president of Filmways, told a stockholders meeting Dec. 18 that the gains resulted from increases in both television and movie production.

Mr. Moselle said Filmways expects to have at least two new weekly net-

work shows on television next season, and that the corporation's four current television shows would be renewed. They are *Mr. Ed*, *Petticoat Junction*, and *Beverly Hillbillies* all CBS-TV, and *Addams Family* on ABC-TV.

## Financial notes . . .

▪ The board of directors of the Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV, that city, has declared a dividend of \$1.50 per share of common stock payable Jan. 15, to stockholders of record Dec. 28. The announcement of the dividend said radio-TV income "continues in an upward trend."

▪ C-COR Electronics Inc., State College, Pa., has announced a spin-off of

Centre Video Corp., its community antenna television systems subsidiary to separate the firm's two business phases. C-COR stockholders are to be given three shares of Centre Video stock for every share of C-COR. Centre Video systems are located in Bellefonte, State College, Kane and Towanda, all Pennsylvania, and Follansbee, W. Va.

▪ Motorola Inc., Chicago, announced two new enlarged cash dividends of 37½ cents per share last week payable in January and April 1965 and proposed a stock split to be offered to stockholders at the company's annual meeting in May. One additional new share would be distributed for each two shares outstanding. If approved the stock outstanding will total about 6 million shares.

## PKL on Amex

Papert, Koenig, Lois, New York, last week became the first U. S. advertising agency to achieve a stock exchange listing as 920,137 of its class "A" shares were approved for trading on the American Stock Exchange. The action is expected to be effective within three weeks. The only other publicly owned agencies are Doyle, Dane, Bernbach and Foote, Cone & Belding.

PKL has declared a quarterly dividend of 10 cents a share payable Jan. 11, to stockholders of record Dec. 31.

## FANFARE

### CBS special prompts fund in Appalachia

Richard S. Salant, vice president and assistant to the president of CBS Inc., acted for CBS-TV, and Tom Murphy, Capital Cities Broadcasting, New York, past chairman of the CBS-TV Affiliates Association, for affiliates as they combined efforts last week to direct a spontaneous offer of money and goods for poverty-stricken families of the Appalachian region.

On Dec. 22, a day after a CBS-TV special (10-10:30 p.m. EST.) entitled *Christmas in Appalachia* was shown, the Salvation Army agreed to set up the Salvation Army Appalachian Fund to receive monies offered by viewers, by affiliated stations and by CBS itself, as well as an abundance of food, clothing and toys. Mr. Murphy went on

closed circuit to affiliates detailing the steps being taken.

CBS-TV spokesmen called the response "unprecedented" and "incredible." The program featured news correspondent Charles Kuralt touring the depressed area, interviewing people whose Christmas was expected to be barren. Immediately after the program—it was shown by some 150 affiliated stations—station switchboards lit up with callers asking where they could send materials and funds. CBS in New York initially received 450 calls and another 300 or more on Dec. 22.

### Parades, parties, games on WSJS festival slate

WSJS-AM-FM-TV Winston-Salem, N. C., has conducted a five-event Holiday Festival which began Thanksgiving Day and ended Dec. 24.

The first event was held on Thanksgiving Day when the mayor of Winston-Salem spoke over wsjs and all Christmas lights in the city were turned on. A parade was held on Nov. 28 with live coverage by wsjs-TV.

The third and fourth events were a basketball game at Wake Forest College on Dec. 5, and a free Christmas music concert from Wake Forest.

The festival closed with a series of theater parties on the mornings of Dec. 23 and 24.

### Drumbeats . . .

Winners ▪ Winners of the 27th annual writing and picture competition sponsored by Trans World Airlines, Kansas City, Mo., include: Andy Cassells, WHIO-TV Dayton, Ohio, for television news film; Joseph Phipps and Art Cioc-

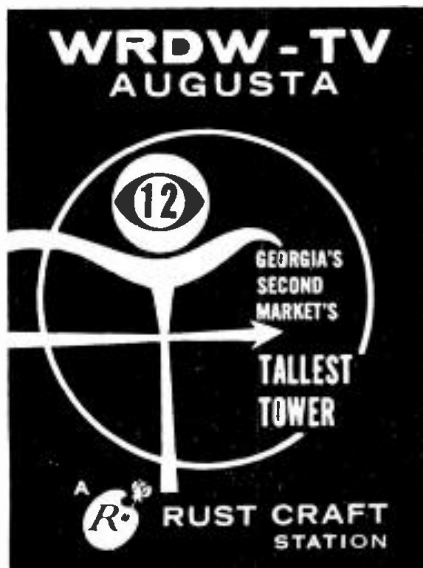
co, WFIL-TV Philadelphia, for television production, and Jim Bormann, wcco Minneapolis, for news writing.

40 for 40 ▪ WEEI Boston, said it received more than 42,000 entries in its 40th anniversary contest, which ran four weeks. Names were drawn for 160 transistor radios—40 each week.

## Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

**EMPLOYERS REINSURANCE CORPORATION**  
21 West 10th., KANSAS CITY, MO.  
NEW YORK, 101 John • SAN FRANCISCO, 220 Montgomery  
CHICAGO, 176 W. Jackson • ATLANTA, 34 Peachtree, N. E.



# For the record: radio-TV in 1964

It was a busy year, with new high revenues, a hard-fought and expensive national election, an active FCC, skirmishes on Capitol Hill and changes at NAB

The year 1964 was an eventful one for radio and television.

Not only did both bill more than ever before in their history but a great number of developments of vital interest to broadcasters occurred during the 12-month period.

Among these was the rapid expansion of community antenna television with more and more broadcasters entering the field. A national election in which an estimated \$40 million was spent to promote national, state and local candidates on radio and television furnished its problems. At the FCC there were a number of important decisions and a number of others were expected.

Throughout the year, week by week, BROADCASTING reported each event as it happened. A review of these issues covers the entire field of radio and television as well as of the related fields which influence broadcasting.

Following are references, grouped by subject, to some of the major news developments of the year with the date of issue. The references include all of 1964 and, in order to increase continuity, the last four months of 1963.

## Access

The attempts of broadcast newsmen to gain admission for their electronic gear into courtrooms and public hearings continued, with much discussion, little progress. The argument focussed on the right of the public to be informed versus the right of the individual to a fair trial. Justice Department concerned about pre-trial interviews—11/11/63; access is essential, according to ABC's Goldenson—1/20/64; New York County Law Association wants tighter restrictions on pre-trial statements and interviews—2/3/64; so does American Bar Association—8/10/64; CBS proposes an intermedia code for covering legislative and judicial proceedings, offers to finance a Brookings Institution study of problem—3/30/64; Brookings studies offer—8/17/64, agrees to make study—10/26/64; asks foundations to finance it—11/30/64; guide lines suggested at U. of Missouri seminar—4/13/64, 5/11/64; to gain access "mind your manners," broadcasters are told—4/13/64; 4/20/64; NAB news-code—6/1/64; rights of public and individual must be balanced, Missouri bar association president says—7/27/64; U. S. judge asks Supreme Court to open its doors to cameras, microphones, as example—8/17/64; courtroom conduct is main topic at convention of Radio and Television News Directors Association—11/16/64.

Lee Oswald could not have had a fair trial had he lived, American Civil Liberties Union asserts, blaming news media for his trial and conviction outside the courts—12/9/63; his on-camera shooting

raises new question: does seeing a crime on TV make you a witness, disqualifying you as a juror?—3/2/64; Judge Brown accepts those who watched Oswald killing on TV as jurors in trial of Jack Ruby—3/23/64, thinks there may have to be a new law—4/13/64.

Radio-TV barred from Ruby trial—12/23/63; Radio-Television News Directors Association protests ban—12/30/64.

Warren Commission charges news media with contributing to Lee Oswald death, jeopardizing his right to fair trial and disseminating erroneous information—

Electronic news gear barred from Bobby Baker hearing—3/2/64.

Nebraska Broadcasters Assn. protests ban on cameras by board of education—7/27/64.

Senate Judiciary Committee approves bill giving media right to go to court to get access to government information—7/27/64; Senate passes it—8/3/64.

U. S. Supreme Court agrees to review conviction of Billie Sol Estes to determine whether live TV coverage denied him a fair trial—12/14/64.



The battle for free access for cameras and microphones in public proceedings lost more ground than it gained in 1964. In Jackson, Miss., a patrol-

man (above) guards the courthouse door, where everything except the reporter was not only banned from the courtroom but from the building itself.

9/28/64; broadcast newsmen weigh implications—10/5/64; newsmen form steering committee on responsibility—10/26/64; state bar associations study guidelines for bar and press—11/2/64; American Bar Association names committee—12/14/64; New Jersey Supreme Court outlaws pretrial statements to newsmen by police or attorneys—11/23/64.

Texas judges use own judgment on camera-mike admittance—10/28/63.

WTHI-TV Terre Haute, Ind., films two murder trials—12/16/63.

U. S. Courts in Los Angeles bar cameras-microphones from adjoining areas as well as courts themselves—2/3/64, 2/24/64.

## Advertiser-Agency Relations

Interpublic Inc. (now Interpublic Group of Companies) becomes largest advertising organization in world, with acquisition of Erwin Wasey, Ruthrauff & Ryan. J. Walter Thompson Co. remains world's largest agency—10/14/63.

General Foods Corp. and four agencies plan two-year test of cost-plus-fees agency remuneration—10/21/63; most agency-client contracts call for traditional 15% media commission, many are not written, most ignore broadcast services—11/18/63.

Advertisers want more creativity from agencies, Needham, Louis & Brorby survey reveals—12/16/63.



Account switches in 1963 see \$101 million in broadcast billings change hands—12/30/63; pace steps up as \$91 million radio-TV business moves in first half of 1964—7/6/64.

#### Advertiser-Broadcaster Relations

Improvement needed, says K&E's Stewart—11/18/63.

TV rates too high, Alberto-Culver's Lavin asserts—11/25/63; savings could be made, says Campbell Soup's Budd—3/2/64; pricing policies favor big advertisers, Grant's Dellinger charges—6/15/64.

Attitude change is best measure of value of a TV spot—12/16/63.

Advertiser needs way to drop bad show fast, Leo Burnett's Matthews proposes—2/17/64.

Brown & Williamson asks what neighbors its spots will have—3/2/64.

Incentive discount for quality programing suggested by FC&B's Heck—3/16/64.

Radio good for employee-employer relations—11/25/63.

Radio is American Express' major medium—2/3/64.

Xerox commercialless UN specials, rejected by CBS-TV, will go on ABC-TV and NBC-TV—4/13/64.

Sponsors study best ways of using radio—6/15/64.

Kind of station, kind of audience, more important than ratings, radio buyers assert 9/16/63, 4/27/64, 5/11/64, 7/27/64, 8/3/64.

Too-loud commercials annoy FCC Chairman Henry—11/27/64.

Falstaff "sound of laughter" spots—3/2/64, are banned by NAB code, dropped by

market—12/9/63, 11/23/64; \$8 billion Spanish language market—5/25/64.

National radio profile called for by BBDO's Maneloveg—10/7/63.

Radio is good buy but too difficult, D. P. Brothers' Manuel says—10/21/63.

Radio can solve many marketing problems, RAB asserts—3/16/64.

Advertisers and agencies too skeptical about radio, McCann-Erickson's Foote tells NBC affiliates—6/8/64.

New world of radio is almost here, EWRR's Redd predicts—6/8/64.

Crosley Broadcasting Corp. proposes plan for measuring qualitative and quantitative values with same yardstick—11/25/63.

Clutter in TV, credits, promo spots, charity plugs and other nonentertainment material, leads viewers to charge TV with overcommercialization, lowers effectiveness of commercials and should be eliminated—11/18/63, 12/23/63, 2/17/64; BBDO says not as bad as thought—3/30/64; TV code board recommends deletion of "titles, teasers and credits"—5/25/64, plans study of viewer reaction—5/25/64, 6/1/64; ANA workshop itemizes clutter around station breaks—6/22/64; clutter less important than believability, according to NAB code director—3/16/64.

Liquor advertising, always a touchy subject, became a hot one as well when WQXR New York announced it would accept hard liquor commercials after 10:30 p.m.—3/23/64; Market 1 Network follows suit, while NAB objects and legislation is introduced to outlaw liquor advertising on the air—3/30/64; WQXR

NAB code authority rejects Kahlua—11/25/63.

Ben Strouse asks NAB to review policy—4/13/64, but National Alcohol Beverage Control Assn. urges continuation of no-broadcast ad policy by distillers—5/25/64.

Intermedia research of advertising effectiveness was started on several fronts: TV vs magazines by Foote, Cone & Belding—11/25/63; 5-media study by Alfred Politz—1/6/64; Milwaukee Advertising Laboratory (newspapers, radio-TV)—1/6/64; 2/24/64, 6/15/64, 7/27/64, 9/28/64; McClatchy market measure—6/1/64; Sindlinger—9/28/64; SRDS—9/28/64.

More TV sets than daily papers, TVB reports—7/6/64, but Newspaper Advertising Executives Assn. hears that TV is losing its advantage over newspapers—7/20/64.

American Medical Association charges "censorship" when TV networks refuse to sell AMA time for one-minute anti-Medicare spots—9/14/64; ABC-TV takes the spots—9/25/64; CBS gives half-hour to AMA, also to Senior Citizens Council—10/12/64.

General Foods produces own juvenile programs—9/21/64.

Rising media costs may mean decreased use, agency president warns—9/28/64.

Hubbard stations will continue ads for strike-bound companies—9/28/64.

Toy advertising poses problems for advertiser and broadcaster, toy maker asserts—11/16/64; retailers feel TV ads boost toy prices—12/7/64.

Advertisers, held responsible, should con-



The FCC in June held an oral proceeding on the TV program form. Three witnesses were on the stand at once. With their backs to camera (l to r): Douglas Manship, WRZ(TV) Baton Rouge, La.; Douglas A. Anello, NAB gen-

eral counsel, and Rex Howell, KREX-TV Grand Junction, Colo. Commissioners are (l to r): Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loevinger.

code subscribers—3/23/64, revised and accepted—5/11/64.

Radio revenues reach 10-year high in 1962, FCC reports, with breakdown of top markets—11/25/63; BROADCASTING survey shows upward trend—12/23/63, with all-time high of \$693 million in 1963—2/17/64; will be \$1 billion business by 1967, RAB president predicts—5/25/64.

Radio's top spot spenders, listed by RAB—3/9/64, and Petry—6/8/64.

Automotive products are biggest local radio advertisers—12/23/63.

Small retailers favor radio, survey shows—1/20/64.

Specialized radio taps the \$22 billion Negro

advertisers plan to promote hard liquor—4/6/64, but delay—4/13/64, and settle for institutional ads and liqueur promotion—5/25/64, 6/29/64; Schwerin survey shows New York adults have no objections to late evening broadcast liquor ads—6/29/64; WQXR broadcasts 15 straight-sell whisky commercials a week for three months without one protest—12/7/64.

Uniform rules are sought in place of present hodge-podge of state controls—9/9/63.

Washington State Liquor Control Board reverses crackdown on beer and wine commercials—9/16/63.

control TV programing, B&B's Rich tells ANA—11/16/64.

Corporate profits depend on TV expenditures, TVB's Cash tells Broadcast Advertising Club of Chicago—11/16/64.

#### Advertiser-Government Relations

Mrs. Esther Peterson named chairman of presidential committee on consumer interests—1/13/64; debates government role in advertising with General Foods' Larkin—11/16/64.

Food and Drug Administration moves to take Regimen Tablets off market—1/20/64; Federal grand jury indicts Drug Research Corp. and its advertising agency,

Kastor, Farrell, Chesley & Clifford, for misleading ads—1/27/64; both plead not guilty—2/3/64; Senate asks why FDA waited seven years to act—2/24/64; Drug Research signs New York consent decree on mislabeling and agency pleads guilty, in state only—4/20/64; FTC earlier dismissed complaints because of longevity—10/21/63

FDA charges Magic Secret is unsafe, mislabeled, but advertising continues—5/4/64; threatens crackdown on health claims for vegetable oil products—6/1/64

Federal Trade Commission introduces new philosophy that advertising must benefit consumer, in ordering Procter & Gamble Co. to drop Clorox Chemical Co.—12/23/63; AFA protests—2/10/64; P&G asks court to reverse FTC order—2/17/64

FTC accuses toy makers with deception in 1962 TV commercials—12/23/63; AMT Corp. agrees to consent order—1/13/64; American Doll & Toy Corp., Rainbow Crafts deny charges—1/20/64; Ideal Toy found guilty—2/10/64

Other FTC actions: American Home Products Corp. told TV commercials must clearly disclose Outgo limitations—10/14/63; is charged with false advertising of Preparation H—9/14/64; denies charge—11/2/64; complaint against Bayer aspirin is dropped—3/16/64; court orders FTC to reframe order against Carter Products—10/7/63; Chesborough-Ponds agrees to abide by FTC order—10/7/63; FTC takes Colgate-Palmolive Rapid Shave "sandpaper" case to Supreme Court—4/27/64, 10/12/64, 12/14/64; Frigidaire claims called misleading—8/10/64; Humphries Medicine charged with false radio advertising—9/14/64; Merck is charged with false claims for Sucrets—8/24/64; denies charge—10/12/64; Motorola is told to stop misrepresentations—2/10/64; National Alliance of TV Repairmen & Electronic Service Organizations signs consent decree—2/10/64; National Research Corp., charged with making false claims for Enuroi—11/18/63; denies charges—12/30/63; is told to stop claims—7/27/64; Sealy Inc. agrees to FTC order—12/2/63; Solmica of St. Louis signs consent order to refrain from false claims on TV—9/7/64; examiner warns J. B. Williams Co. to stop false claims for Geritol—5/25/64; Winston Sales Inc. ordered to stop misleading TV demonstrations—12/9/63

FTC adopts trade practice rules for phonograph records—10/12/64

TV makers says proposed rules on screen-size advertising would confuse public—10/26/64, 11/19/64

FTC staff increases 91.7%; payroll goes up 177% in 1954-64 decade—11/23/64

IRS starts proceeds to take tax-free status from Christian Echoes National Ministry, for political activities—11/23/64

Cooperative advertising became a matter of government interest. House Small Business Committee concludes advertisers who pool funds for co-op advertising do not violate antitrust laws; Senate Small Business Committee sets hearing on practice—9/2/63; which FTC holds does violate antitrust laws—9/16/63, 10/21/63, 8/17/64

Advertisers providing co-op funds for local use are asked by FCC for copies of station bills, as check on double-billing allegations—11/4/63; which put renewal applications into hearing—12/9/63; draw rebuke—2/17/64; FCC proposes rulemaking—3/30/64; but broadcasters say matter belongs to FTC—5/25/64, 6/1/64

Justice Dept. antitrust division starts investigation of newspaper ownership of stations—10/19/64

Federal Aviation Agency tall tower proposals—9/30/63, meet objections from broadcasters and FCC—11/4/63; Wisconsin pilots protest 1,629-foot tower for WKBT (TV) LaCrosse—10/14/63; Presidential study asked by private plane owners—9/7/64; FCC plan—9/14/64, meets broadcaster opposition—9/21/64; air safety concern causes FCC to let WAOW-TV Wausau, Wis., move transmitter closer to another than law permits—11/23/64

**Advertising**

Ad volume topped \$13 billion in 1963—2/10/64, may hit \$13.5 billion in 1964—2/3/64

Advertising code for American business is drafted—5/18/64, approved by Advertising Federation of America—6/15/64, and Advertising Association of the West—7/3/64

Advertising image needs improving—10/21/63; so does effectiveness—5/18/64

American public not deeply concerned about advertising, AAAA research

shows; radio-TV make strongest impact, cause most irritation—11/2/64

**Agency-Broadcaster Relations**

For sixth straight year, J. Walter Thompson Co. is top agency in radio-TV billings, with new record of \$160 million, BROADCASTING survey reveals—11/18/63; and for seventh year—11/23/64

Campbell-Ewald Co. uses closed circuit video-tape system to provide electronic tearsheets—12/30/63

JWT signs one-year pact with MPO Video-graphics for TV commercial production—2/3/64

McCann-Erickson demands best-buy spots or else—2/24/64; Best Foods' Dobbin comments—3/9/64

Benton & Bowles resists trend for stations to require 4-week renewal notice—3/2/64; creates client-controlled programs for TV on old radio pattern—6/22/64; institutes speed-up in buying—8/17/64

Older families than "young adult" might be better advertising targets, Leo Burnett's Banks suggests—5/25/64

Grey analyzes risks in time buying and how to minimize them—5/4/64

Doherty, Clifford, Steers & Shenfeld has own method of market selection—8/3/64

Dancer-Fitzgerald-Sample uses personality tapes as well as ratings in buying radio—8/3/64

Erwin Wasey, Ruthrauff & Ryan realigns buying on all-media basis in Los Angeles—8/3/64

JWT celebrates 100th birthday with over half of domestic billings in broadcast media—11/23/64

Media buyers become more selective in computer age—9/21/64; computers help but people make decisions—10/5/64

N. W. Ayer & Son advance audience estimates help clients buy TV more effectively—9/21/64

More effective radio research is prime need, AAAA's Crichton asserts—9/28/64

Station promotion should do better job for agencies, advertisers and stations, Bates' Severn tells BPA—11/23/64

**Allocations**

FCC proposes to add 400 assignments to UHF table, largely for ETV—10/28/63; National Assn. of Educational Broadcasters prepares its own table—11/11/63, 2/3/64; AMST calls for strict adherence to channel allocations—12/16/63; new table draws mixed comments—4/13/64; assignments changed in 10 markets—7/13/64

To aid development of UHF broadcasting, FCC asks networks to provide programs for UHF stations—12/9/63, 12/23/63; commissioners propose requiring VHF stations to share programs with UHF—1/27/64; Henry suggests equalizing number of VHF affiliates of each network in top markets with under three VHF stations—2/3/64, 2/10/64; WUHF (TV) Milwaukee asks FCC to make network shows rejected by affiliates available to UHF—2/24/64; networks discuss idea—3/23/64; reject it—4/6/64, along with all help-UHF plans—4/13/64; ABC-TV has new proposal—5/4/64, which fails to arouse enthusiasm—5/11/64; FCC considers revising financial requirements of UHF applicants—9/14/64, 9/28/64; changes duopoly rules to aid UHF—10/5/64; tells 29 grantees to get going or give up permits—11/9/64; 100 authorized stations not on air, mostly UHF—11/16/64

National Assn. of Manufacturers wants UHF ch. 14 and 15 given to land mobile radio—2/10/64; broadcasters oppose idea—3/30/64, FCC turns it down—5/25/64

EIA and Joint Technical Advisory Committee get six-month delay on comments deadline—10/12/64

Drop-ins of VHF stations in markets with only two VHF's was hotly debated—9/2/63, 9/30/63, 10/7/63, 10/28/63; FCC reaffirms decision to deny drop-ins in seven markets—11/18/63; comments—12/30/63, 2/3/64, 2/17/64, 7/6/64; permits short-spaced move of WVEC-TV Norfolk-Hampton, Va.—8/3/64, refuses to reconsider denial of short-spaced drop-ins—9/7/64

Citizens band radio found major source of TV interference—10/19/64

FCC proposes to end freeze on AM construction by order limiting growth of AM and aiding FM—9/13/63; broadcasters cool—9/23/63; court upholds FCC—12/30/63; order is prepared—2/24/64, 6/8/64, 6/15/64, issued, ending freeze after two years—7/6/64; criticized—7/13/64, 8/10/64; FCC adopts FM channel assignment table—10/12/64

Breakdown of 13 of the 25 Class 1-A clear channels begins as court affirms FCC right to order it—11/4/63; FCC explains why to House Commerce Committee—3/23/64; staff recommendations—6/15/

64; applications set for hearing—6/29/64; first grant made—7/20/64; freeze in clear channel adjacencies extended—8/3/64; delay asked—8/31/64; Westinghouse Broadcasting Corp. asks for stay in application of KREX Grand Junction, Colo., to move to 1100 kc—9/7/64; KFMB San Diego gets authorization to move to 760 kc—11/23/64

Battle of WABC New York and KOB Albuquerque over sharing of 770 kc channel gets hot with KOB application for new New York station on that frequency—10/21/63; WABC protests—11/25/63; KOB replies—12/2/63; case goes to court—12/16/63, 2/17/64

Superpower for clear channel stations is again an issue as court upholds right of FCC to act on it—11/4/63; Assn. on Broadcasting Standards opposes—11/11/63, 12/30/63, as stations apply for 500kw—11/18/63, 12/2/63, and others object—1/27/64, 4/6/64, 6/29/64, 9/7/64, 11/16/64; clear channel stations assert need for superpower—5/25/64

Presurprise operation by daytime stations is sought by bill in House—11/11/63; FCC will permit with power decrease—3/9/64, modification proposed—6/29/64; Committee for Equal Facilities formed—9/21/64; pushes for abolition of presurprise restrictions—10/12/64

FCC denies nighttime increase from 250w to 1 kw for Class IV AM stations—1/13/64; Community Broadcasters Association renews request—11/16/64

**Audience**

Nielsen finds 94% of U. S. homes have radios, 92% TV—12/16/63; Advertising Research Foundation finds TV in 93% of U. S. homes—8/31/64; so does Nielsen—12/7/64; Dept. of Labor reports more radio-TV homes than homes with toasters, vacuum cleaners—11/23/64

Increased TV viewing is found—1/20/64, 3/2/64, 4/20/64, and more radio listening—4/13/64, 4/20/64, 5/11/64, 5/18/64

Fewer complaints about commercials—6/15/64

Housewives reached better in evening—6/22/64; club women want more public affairs programming—7/20/64

Two little is known about teen-age attitudes—2/3/64, or TV's effect on children—6/15/64

Viewers know channel numbers, not call letters—3/30/64

Radio audience totals 80 million a day, Sindlinger finds; listens 1,238 million hours a week, WBC reports—9/28/64; 10-year listening charted by CBS—10/26/64

TV ideal way to reach farm families—10/19/64

TV viewing at record high—11/16/64

Network TV viewing up at night—12/14/64

**Broadcast Economics**

TV revenues continue to climb—9/23/63, 2/17/64; 1963 was record year, FCC reports—7/27/64; network billings up—3/16/64; spot too—9/9/63, 9/16/63, 10/7/63, 3/9/64, 5/11/64, 9/7/64, 9/14/64, 11/9/64, 12/7/64; 15-year growth charted by BROADCASTING—11/16/64

Cost of spot TV rises slightly as stations review price policies—6/1/64

Spot radio business gains—8/17/64

More than 300 new items to get TV introductions—10/28/63

TV spot billings average \$11.80 per TV family—8/17/64

General Motors is biggest radio advertiser—8/31/64

TV top medium nationally, second to newspapers locally—11/16/64

P&G is top TV network client—4/6/64, 4/13/64; 45 accounts used network TV for first time in 1963—4/6/64

TV's top 100 advertisers get eight newcomers in 1963—4/20/64

Top 100 newspaper advertisers spend more for TV—6/1/64; same goes for magazine toppers—6/8/64; big TV buyers keep increasing TV budgets—6/29/64; newspapers might cut into TV volume—11/23/64

Summer TV tests for 130 items—10/5/64

Radio billings totalled \$681 million in 1963—10/12/64, 10/19/64

More corporate ads on TV—10/12/64

Less full sponsorship, more spots, participations on network TV—9/7/64

Products sold in supermarkets advertised most heavily on TV—9/7/64

Detroit newspaper strike sends retailers to radio—9/21/64, 10/19/64

Airlines' TV advertising zooms—9/16/63

Auto makers up budgets for both radio and TV—9/16/63; 9/21/64

Banks large users of local TV—10/5/64

Brewers use more TV—7/27/64, stress malt liquor—3/9/64

Financial firms buy more TV—2/7/64

Garden products move to TV—3/30/64

Low calorie drinks become big TV spenders—6/15/64.  
 Oil companies like football on radio—8/10/64.  
 Political billings boost spot TV—10/12/64.  
 Low real estate billings radio's own fault—10/26/64.  
 Soft drinks use spot TV—11/2/64, 11/16/64.  
 Toiletries TV's top ad category—3/30/64; 9/14/64.  
 Toothpaste battle on TV—8/3/64.  
 Toy ads on TV continue up—11/25/63, 12/20/63; Bradley plans for fall—3/2/64; so does Mattel—3/2/64, after FCC calls for change in sponsorship identification on *The Funny Company* programs—9/23/63; toy volume of TV advertising mounts—10/5/64, 10/12/64, 11/2/64; Remco puts \$3 million into TV—10/5/64.

Travel uses more radio-TV—8/10/64.  
 Agricultural TV ads reverse trend and decline—6/15/64.  
 Cut rate plans abound. Religious programs offered on share-the-contribution basis—12/30/63, 1/6/64, 1/27/64; per inquiry offers flourish—2/17/64, 5/18/64; volume time buy at 25% of rate card offered—3/2/64; barter amounts to \$35 million a year in time exchanged for goods and services—3/16/64; radio preacher gets time at "token" fees—6/15/64; Bristol-Myers buys summer run-of-schedule spots at flat negotiated price—5/4/64; Broadcasters Service Bureau trade promotion for air time—10/12/64.

Station profits climb in 1964 after 1963 dip—7/6/64.  
 Employment up at radio stations, same at TV stations—11/23/64.

Network television is profitable for owners, affiliates—10/26/64.  
 Average broadcast employe profiled by Oregon professor—9/9/63.  
 Broadcast stocks win respect from Wall Street—1/6/64.

How to finance a station purchase or a TV series—12/2/63.  
 CBS buys New York Yankees—8/17/64; symbolic of general diversification by broadcasters—8/24/64.

Question of mutual funds with broadcast holdings rises in Metromedia purchase of WCBM-AM-FM in Baltimore—12/2/63, and transfer of KOMA Tulsa to Polaris Corp.—12/9/63; Metromedia reports one fund with more than 1% holding in seven station groups—12/9/63, 12/23/63; FCC to investigate—12/30/63; approves WCBM transfer after funds agree not to vote during inquiry—2/3/64.

Station reps install computers: H-R—10/26/64, Katz—11/16/64. Videochex, new monitoring service—10/12/64.

Can a network affiliation be depreciated for income tax purposes? Corinthian Broadcasting Corp. and Internal Revenue Service debate—10/28/63, 1/13/64; tax court says it can—3/16/64.

IRS fails to challenge court decision that costs of obtaining a license can be amortized in case of WDEF-AM-TV Chattanooga—1/20/64, but says this is not precedent for others—3/23/64.

Payment for agreeing not to compete is taxable income, tax court rules—2/17/64.  
 Money spent in unsuccessful bid for license is a capital loss, not an ordinary business loss, IRS rules—3/20/64.

IRS ruling that film contracts must be amortized on straight line basis challenged by NAB; questions stations on practices—3/30/64; Institute of Broadcasting Financial Management urges IRS to change rule—4/6/64, plans campaign of persuasion—5/25/64; IRS permits "income forecast" method of handling film depreciation—10/26/64.

IRS fails to challenge court decision that costs of obtaining a license can be amortized in case of WDEF-AM-TV Chattanooga—1/20/64, but says this is not precedent for others—3/23/64.

Payment for agreeing not to compete is taxable income, tax court rules—2/17/64.  
 Money spent in unsuccessful bid for license is a capital loss, not an ordinary business loss, IRS rules—3/20/64.

IRS ruling that film contracts must be amortized on straight line basis challenged by NAB; questions stations on practices—3/30/64; Institute of Broadcasting Financial Management urges IRS to change rule—4/6/64, plans campaign of persuasion—5/25/64; IRS permits "income forecast" method of handling film depreciation—10/26/64.

IRS fails to challenge court decision that costs of obtaining a license can be amortized in case of WDEF-AM-TV Chattanooga—1/20/64, but says this is not precedent for others—3/23/64.

Payment for agreeing not to compete is taxable income, tax court rules—2/17/64.  
 Money spent in unsuccessful bid for license is a capital loss, not an ordinary business loss, IRS rules—3/20/64.

IRS ruling that film contracts must be amortized on straight line basis challenged by NAB; questions stations on practices—3/30/64; Institute of Broadcasting Financial Management urges IRS to change rule—4/6/64, plans campaign of persuasion—5/25/64; IRS permits "income forecast" method of handling film depreciation—10/26/64.

IRS fails to challenge court decision that costs of obtaining a license can be amortized in case of WDEF-AM-TV Chattanooga—1/20/64, but says this is not precedent for others—3/23/64.

Payment for agreeing not to compete is taxable income, tax court rules—2/17/64.  
 Money spent in unsuccessful bid for license is a capital loss, not an ordinary business loss, IRS rules—3/20/64.

IRS ruling that film contracts must be amortized on straight line basis challenged by NAB; questions stations on practices—3/30/64; Institute of Broadcasting Financial Management urges IRS to change rule—4/6/64, plans campaign of persuasion—5/25/64; IRS permits "income forecast" method of handling film depreciation—10/26/64.

IRS fails to challenge court decision that costs of obtaining a license can be amortized in case of WDEF-AM-TV Chattanooga—1/20/64, but says this is not precedent for others—3/23/64.

Payment for agreeing not to compete is taxable income, tax court rules—2/17/64.  
 Money spent in unsuccessful bid for license is a capital loss, not an ordinary business loss, IRS rules—3/20/64.

IRS ruling that film contracts must be amortized on straight line basis challenged by NAB; questions stations on practices—3/30/64; Institute of Broadcasting Financial Management urges IRS to change rule—4/6/64, plans campaign of persuasion—5/25/64; IRS permits "income forecast" method of handling film depreciation—10/26/64.



The year opened with a smoke bomb—the report by a committee of 10 experts to the Surgeon General of the U. S. Public Health Service, Luther L. Terry, that cigarette smoking is a health menace. Federal Trade Commission staffers listened intently as Dr. Terry delivered the report. (L to r):

89th Congress did little in broadcast field—10/12/64; 89th Congress outlook—11/9/64.

Hoover true father of American system of broadcasting—10/26/64.  
 Cabinet post for CBS's Stanton rumored—11/9/64.

#### Cigarette Advertising

Cigarette advertising, with \$132 million-a-year billings in radio-TV, endangered as U. S. surgeon general's report accepts health hazards of smoking as established fact—1/13/64. Even before that, college radio stations are hit with cancellation of cigarette business—9/16/63; drug store chain bans cigarette ads—10/14/63; tobacco companies avoid controversial programs—11/11/63; move TV spots to after 8:30 p.m.—1/6/64; NAB president criticizes Lucky Strike "men and boys" commercials, is criticized in return—12/2/63, 12/16/63, 12/23/63; FCC avoids controversy—9/20/63, is urged to get into it by Sen. Maurice Neuberger (D-Ore.)—10/21/63; American Public Health Association calls for state legislation—11/25/63; American Medical Association pledges all-out investigation of cigarette-cancer relationship—12/9/63.

After surgeon general's report, NAB code boards study tobacco advertising—1/13/64; TV code board proposes restrictions—1/27/64, which TV board adopts—2/3/64; some radio stations drop cigarette ads—2/3/64; industry ponders policy—3/2/64, 3/9/64; CBS re-examines its policy—1/13/64, feels any drop in tobacco billings could be recouped elsewhere—1/20/64, de-emphasizes use of cigarettes by performers—2/17/64.

Government reacts with bill to authorize research to make smoking safe, which dies in House Rules Committee—1/20/64; revised version passed by House—5/25/64; Federal Trade Commission proposes warnings on packs, in ads—1/27/64; holds hearing—3/16/64, 3/23/64, reports on sales, advertising of major tobacco firms—4/27/64, orders warnings on packs by Jan. 1, 1965, in ads by July 1, 1965—6/29/64, as House Commerce Committee plans hearing on legislation to control cigarette advertising—6/8/64, and Rep. Walter Rogers (D-Tex.) introduces bill to require health warnings—6/22/64, but doctors say more research is needed—7/6/64; so does Council for Tobacco Research—8/24/64; FTC allows six-month delay on package warnings—8/24/64.

Tobacco companies give AMA \$10 million for research—2/10/64; American Tobacco drops sports sponsorship as Nielsen reports other programming more attractive to teenagers—2/3/64, and Brown & Williamson buys into NBC-TV's *Sports Special*—2/10/64; R. J. Reynolds cancels radio spots after 3 p.m. on stations with strong teen-age appeal—2/10/64; P. Lorillard drops TV spots for Newport—2/24/64; nine cigarette companies adopt advertising code—5/4/64, name Robert B. Meyner, former New Jersey governor, administrator—6/15/64; Sen. Neuberger asks them not to sponsor programs with youth appeal—6/15/64.

Cigar advertising increases on radio-TV—3/2/64; General Cigar—2/10/64, 8/10/64, Consolidated Cigar—4/27/64; 9/21/64.

Fred Downs, attorney; Charles Sweeny, chief of FTC's deceptive advertising division; George Dobbs, M.D., and Harold, attorney. As the year ended, the cigarette makers agreed on a self-imposed cigarette advertising code with its main goal being not to appeal to youth.

Advertising could make cigarette smoking unpopular, say David Ogilvy—4/20/64, and Ernest A. Jones—5/11/64.

Einerson Foote quits McCann-Erickson post, severs all ties with cigarette advertising—9/21/64; elected chairman of National Interagency Council on Smoking and Health—11/23/64.

President's Commission on Heart Disease, Cancer and Stroke asks for \$10 million to educate public on hazards of smoking, to use TV documentaries—12/14/64.

#### Civil Rights

Demands of Negro organizations for equal treatment in economic and social as well as political matters made news, created problems for advertisers, programmers and broadcasters. Massive demonstration in Washington, D. C., gets full coverage by radio-TV—9/2/63.

National Association for the Advancement of Colored People reports progress in gaining employment at film studios—9/2/63, demands at least one Negro on each technical crew—9/16/63; Screen Gems complies when *Hazel* chosen as target—9/30/63; California legislative counsel says demand violates state's Fair Employment Practices Act—10/7/63.

Greater use of Negroes in commercials asked by NAACP in meeting with AAAA—9/9/63, discussed by AAAA regional conference—11/11/63; question not whether but how to use them—11/18/63; fewer problems than anticipated—2/3/64.

Congress of Racial Equality plans meeting with TV advertisers—9/9/64, who agree to integrate Negroes into commercials—9/30/63; threatens KFVB Los Angeles with "sing-in"—3/30/64; KFVB hires Negro disk jockey—4/27/64; case reviewed at NARA convention—8/31/64; NARA plans training program—10/5/64.

Television shirks responsibilities to Negroes, New York Society for Ethical Culture charges—12/14/64.

United Church of Christ asks FCC to deny license renewals to WJTV(TV) and WLBT(TV), both Jackson, Miss., because of alleged discrimination against Negroes in programming, especially news—4/20/64; stations defend their program judgment—5/25/64; WJTV challenges church charges—8/3/64; Mississippi AFL-CIO ask denial of WLBT license—6/8/64; Negro candidate charges WLBT with attempted intimidation—7/20/64; local unions back WLBT—8/24/64.

Civil rights groups get primer on how to get time on air—7/20/64.

NAACP asks ads be withheld from Mississippi—8/17/64.

Urban League plans "broadcast skills bank"—8/17/64.

#### Color Television

Color sets are now in 3% of U.S. homes—5/18/64; makers predict more than 1 million sets will be sold in 1964—6/22/64, 10/5/64, 11/16/64, 12/7/64, and go up again in '65—10/17/63, 9/14/64, 12/7/64; Muntz and American TV start producing color sets—10/7/63; RCA drops price—5/18/64, so do Zenith and Admiral

—6/1/64; color tube production is up—3/9/64. Sylvania shows new tubes—6/8/64, 8/17/64; so does RCA—8/17/64; cameras shown at NAB—4/20/64; RCA enlarges plants for color tube production—9/21/64, will have rectangular tube on market in mid-1965—10/26/64; all-channel color sets in \$300 price class—10/12/64.

Color set owners prefer color programs—2/24/64; watch more—11/16/64; more color programming planned—8/10/64, 11/16/64; color promo spots build audiences for color programs—11/30/64.

Three compatible color systems considered for Europe—9/2/63; U. S. system advocated—9/9/63, 10/28/63; decision postponed—11/4/63; experts from 20 countries meet—2/24/64, fail to agree—3/2/64; competing systems are discussed at SMPTE—4/20/64; so is Mexican bicolor method—4/20/64; campaign for U.S. system planned—10/5/64.

#### Commercials

Efficiency of 20-second TV commercials tested by Schwerin—9/16/63, and TVB—3/16/63; Schwerin devises probability table for success or failure of commercials—12/2/63; finds words help—12/9/63; BBDO uses Channel One for commercial testing—3/16/64; 8/10/64; Vidioscope evaluation—4/6/64; Taft stations plan research—6/29/64; Market-scope offers new method—10/26/64.

Best commercials in world honored by Hollywood Ad Club—3/2/64; best in West picked by Advertising Assn. of the West—7/6/64; Fuller & Smith & Ross's Mahoney picks trend-setting commercials—4/27/64; "Ice-of-ifs" commercials decried by Young & Rubicam's Frankfurt—4/27/64; AAAA survey finds broadcast commercials have more impact than print ads—4/27/64; commercials on sponsored programs more effective than participating spots, agency survey finds—9/28/64; criteria for good commercial sought by ANA—11/30/64; Schwerin offers answer—11/30/64; German commercial wins International Film and TV Festival award—10/26/64.

Commercials dubbed from disks to cartridges rejected by agencies for low quality—9/20/63; NAB technical committees work on problem—10/14/63; NAB-RAB make survey—11/18/63; standards prepared—2/17/64; set—8/17/64; Ampex offers magnetic disc recorder-reproducer as solution—10/19/64.

Piggyback commercials continued as hot issue. Procter & Gamble refuses to pay for spots next to piggybacks—12/16/63, 9/7/64, 10/5/64; Katz seeks stricter definitions—12/23/63; NAB Code Director Howard Bell recommends outlawing them—1/6/64, with mixed reaction—1/13/64; P&G approves. Hele e Curtis objects—1/20/64; cuts back on TV spots—9/14/64; so does Alberto-Culver 1/27/64, 4/20/64, 8/10/64; TV code board rules each element of piggyback is to be counted as individual commercial—1/27/64; TV board approves—2/3/64, but agencies and advertisers defend piggybacks—2/3/64, 2/17/64, 3/23/64, 4/6/64, 7/27/64.

To remove confusion—2/17/64, NAB issues piggyback primer—3/16/64, explains policy to New York advertisers, agencies—3/23/64, who try to develop workable practices—6/8/64, as NAB gives examples of spots that are and that are not piggybacks—6/15/64, 7/27/64, 9/21/64, 10/12/64, 11/2/64, 11/16/64, 12/14/64.

Meanwhile, Corinthian stations ban piggybacks—3/23/64; Westinghouse sets special rate for them—6/1/64; so does Taft—6/29/64, CBS—7/13/64, Storer—7/20/64; Triangle takes at regular rates—8/17/64; so do most stations—8/31/64; Colgate-Palmolive says premium changes will bring immediate cancellation of all C-P business—9/7/64; some stations revise policies—9/28/64; others lose C-P spots—10/5/64.

Four-company spot raises question—9/28/64, but Alberto-Culver five-product spot is ruled integrated—11/2/64.

NAB exclusion of political spots in commercial count rejected by many stations—9/7/64, 10/12/64.

Radio commercials described in BROADCASTING include: CVA Co (wines)—10/7/63; Calavo Growers of California—8/10/64; Dodge (dealers) Advertising Assns.—5/11/64; Peter Eckrich & Sons (meat)—9/16/63; Falstaff Brewing Co.—3/2/64; E. & J. Gallo Winery—10/7/63; KABC-TV Los Angeles—9/21/64; Luft-hansa German Airlines—10/7/63; Pepsi Cola (diet cola)—10/21/63; Plumbing Industry & Education Fund—10/7/63; Post Office (ZIP code)—10/21/63; Southern California Pontiac Dealers—11/4/

63; United Presbyterian Church—6/22/64.

TV commercials described in BROADCASTING include: Air lines: Eastern—11/11/63 Northwest Orient—11/18/63; automotive: American Oil—9/7/64, B4 Laboratories (engine additive)—10/28/63, Dodge (dealers)—5/11/64, Ford—6/15/64, Ford (dealers)—11/30/64, Plymouth (dealers)—4/6/64, Texaco—7/27/64; beverages: brewers (pooled commercial)—7/6/64, Cherry Kijafa—11/4/63, Cinzano vermouth—10/26/64, Monsieur Henri wines—11/30/64; cigars: Dutch Master—11/16/64, El Producto—6/1/64, Muriel—10/5/64, White Owl—9/16/63; cigarettes: Lucky Strike Filter—9/7/64; foods: Armour—3/23/64, Bell Brand Potato Chips—12/23/63, Big Shot Chocolate Syrup—10/19/64, Burig Biscuits—7/27/64, Chun King (Chinese foods)—9/21/64, Peter Eckrich (meats) 9/16/63, Fairmont Foods (ice milk flavor)—10/21/63, Highland Potato Chips—11/16/64, Morton Salt—2/17/64.

Financial: Foundation for Commercial Banks—4/13/64, Mellon National Bank—12/23/63; toiletries: Beauty, Body, Bounce (shampoo)—7/20/64, Gillette (blades)—9/2/63, Hot Lather Shave Cream—11/2/64, Line Away, Magic Secret, Sudden Change (wrinkle removers)—4/20/64, Palmolive soap—3/9/64; toys: Milton Bradley—7/20/64, Ideal—10/7/63 Also: Aqua Lotion Chifon—10/19/64, General Electric (housewares)—11/9/64, Glass Container Institute—5/11/64, Heritage House Products (lawn seed)—8/17/64, Hush Puppies (shoes)—5/13/64, Lyndon B. Johnson (candidate)—9/21/64, Kem-Tone—1/20/64, Nu Soft (fabric softener)—3/30/64, Paper Mate (pen)—11/23/64, Republican National Committee—10/26/64, Sergeant's (dog-care products)—6/22/64, Don A. Talbot (candidate)—6/15/64, U. S. Army (recruiting)—6/22/64, Wolverine (shoes)—5/31/64, Wurzburg department store—9/21/64.

#### Community Television Antenna Systems

Many problems, few solutions for CATV. Major issue is FCC rule that CATV systems using microwave relays may not duplicate network or film programs of local station for 30 days—9/23/63; questioned by CATV group—10/14/63; is stumbling block in attempts of National Community Television Assn. to work out regulatory formula with FCC—11/25/63, 12/16/63; rule is upheld—12/23/63; NCTA opposes FCC proposal—12/30/63, 1/13/64; compromise expected—2/3/64, 2/10/64, as NAB seeks legislation—2/10/64, 3/2/64; FCC reconsiders—3/9/64; NAB still objects—3/16/64; court upholds FCC on microwave grants—4/6/64; NAB and NCTA disagree on FCC proposal—4/20/64, 4/27/64, 6/1/64, 8/10/64; FCC modifies nonduplication conditions—7/6/64; court of appeals reverses duplication ruling, says stations must demonstrate protectable interest in programs—7/20/64; earlier, United Artists sues CATV system for copyright infringement—3/23/64; NAB asks that CATV operators as well as broadcasters be forbidden to duplicate without permission of originating station—5/18/64; CBS asserts rights in programs—10/26/64; sues Teleprompter—12/7/64.

Broadcasters and CATV operators meet, discuss legislation to bring CATV under FCC control—9/7/64; TAME would give FCC same authority over CATV as over stations—9/21/64; broadcasters and community antenna operators alike criticize FCC proposed rule—10/12/64, 12/7/64; ABC urges FCC to regulate all CATV systems, cable as well as microwave—10/19/64; broadcasters favor idea—11/23/64, 12/14/64; CATV operators oppose it—11/30/64; UHF applicant asks for freeze on microwave applications until FCC rulemaking proposals are decided—11/9/64.

In Austin, Tex., FCC denies TV Cable of Austin permission to duplicate programming of KTBC-TV, owned by LBJ Co., as Capital Cable does, because TV Cable uses microwave relay, Capital Cable uses cable and so is outside FCC jurisdiction—12/16/63, 1/6/64, 1/13/64; FCC asks Capital Cable for copy of contract giving KTBC-TV option to buy 50%—4/6/64, is denied it—4/13/64, demands—4/20/64, gets it—4/27/64, but still won't let TV Cable duplicate KTBC-TV programs—5/4/64; option studied—5/11/64, 6/8/64, as TV Cable goes to court—6/8/64; Capital Cable will purchase TV Cable—8/29/64; does—11/23/64.

Should FCC protect TV stations against CATV competition?—10/28/63; KCOY-TV Santa Maria, Calif., protests CATV grant—2/10/64, 2/24/64, which is set aside—3/9/64, hearing called—6/22/64; FCC grants microwave service for CATV

in Brockway, Calif., over protest of KCRL(TV) Reno—3/16/64; WRLP(TV) Greenfield, Mass., cites losses from CATV competition—5/4/64, seeks help—7/20/64, 9/7/64, 9/28/64, drops local live programs—10/12/64, legislation is asked for—6/22/64; FCC asks broadcasters about their relations with CATV—8/24/64; when CATV comes into community, TV station revenue drops, NAB study shows—10/16/64; NAB says stations need full protection against CATV inroads—11/2/64; stations with CATV connections object to that view—11/16/64.

Should TV broadcasters also own CATV systems?—1/13/64, 2/10/64, 3/16/64, 4/20/64, 6/15/64, 7/13/64, 7/20/64; many do: Storer—9/9/63, RKO General—9/23/63, Autry—1/6/64, 2/24/64, Avco—7/6/64, Meredith—7/6/64, Rollins—10/19/64, 12/7/64, WBC—10/26/64.

FCC ponders broadcaster ownership of CATV—10/5/64; ABC argues broadcasters should have preference—10/19/64; broadcasters urge FCC not to exclude them—10/19/64, 10/26/64, 11/2/64, but translator group opposes broadcasters in CATV—11/30/64 and FCC takes new look at problem—12/14/64.

Telephone companies would rather operate CATV systems than let others hang cables on telephone poles—10/19/64, 11/2/64; AT&T says Bell System companies will do both—11/9/64; Southern Bell rates for CATV headed for court test in North Carolina—10/26/64, but Asheville, N. C., CATV company ponders buying Bell service—11/16/64; New York independent phone system forms subsidiary to enter CATV business—11/30/64.

Cox Broadcasting Co. applications for microwave relays—2/24/64, challenged by Steinman—3/23/64, 5/11/64, 9/21/64, and Triangle—5/25/64, 6/15/64, Triangle meets opposition to its own CATV expansion plans—6/8/64; 11/23/64, 12/7/64, 12/14/64; Jefferson Standard and Broadcasting Co. of the South clash over CATV—4/13/64; Meredith bid for Missouri franchises meets station opposition—4/27/64.

Television Accessory Manufacturers Institute (TAME) organized to fight CATV's "uncontrolled growth"—10/21/63, 12/23/63, 1/27/64, 2/24/64, 3/9/64, 3/16/64, 3/23/64, 4/6/64, seeks strong federal control—4/20/64; National Assn. of Microwave Common Carriers—1/13/64, 2/17/64; state associations of Broadcasters enter fight against CATV—5/8/64; National Electronic Distributors Assn. stays neutral—6/8/64.

FCC may move microwave carriers to another part of spectrum—6/1/64, 8/3/64; ABC urges that be decided before settling ownership questions—6/15/64; operators deny FCC jurisdiction over intrastate systems—9/9/63; Connecticut Public Utilities Commission issues rules for CATV—3/30/64, gets applications—4/6/64, 4/20/64, plans hearing—7/20/64; Pennsylvania PUC rejects proposal to regulate CATV—4/6/64.

CBS studies CATV—5/11/64; so does NBC—6/8/64; FCC creates special office—7/20/64.

Connecticut Public Utilities Commission, only agency in any state with authority to regulate CATV, opens hearings on 21 applications—9/21/64, 9/28/64, 10/19/64; must decide how much profit CATV should be permitted—11/9/64, may set rates—11/23/64; study effects on UHF—11/16/64; forbid financial inducement to get subscribers—11/30/64.

Sterling, Teleprompter and others seek New York City CATV permits—10/26/64, 11/2/64, 11/16/64, 11/23/64; NCTA challenges city's authority to regulate CATV as a public utility—12/7/64.

TV equipment interests challenge right of Raleigh, N.C. to issue a CATV permit—11/30/64.

Portsmouth, Ohio, CATV offers free installations, gets 667 new customers—11/18/63; Williamsport, Pa., system plans local programming—1/13/64, Farmington, N. Y., system offers new movies—7/6/64.

Teleguide service for tourists viewed as big city CATV—4/20/64.

How to buy CATV—6/22/64.

CATV can use pay TV coin box—6/22/64. CATV can add pay TV, but it's complicated and costly—7/13/64.

Tax relief sought—8/10/64.

Broadcaster and CATV can co-exist, Georgia seminar shows—8/10/64.

CATV growth charted—8/17/64; U.S. has more than 1,400 CATV systems with 1.6 million subscribers, NCTA estimates—11/30/64.

Profit potential exaggerated—12/14/64.

Could serve farmers if REA made low-interest loans available—12/14/64. Educators eye CATV—11/30/64.

ARB national survey includes CATV audience—10/19/64.

#### Conventions

Major meetings of organizations, associations and labor unions directly or indirectly associated with broadcasting, as reported between Sept. 1, 1963, and Dec. 14, 1964. ABC Radio Affiliates—4/6/64; ABC-TV Affiliates 12/9/63, 4/6/64, 12/7/64; Advertising Association of the West—7/6/64, 7/13/64; Advertising Federation of America—6/15/64; AFA-AAW Washington Conference—2/10/64; Advertising Research Foundation—10/7/63, 10/12/64; American Assn. of Advertising Agencies—9/16/63, 10/21/63, 11/11/63, 10/26/64, 11/2/64, 11/16/64, 11/23/64; American Bar Assn. 7/13/64, 8/17/64; American Marketing Assn.—9/30/63; American Society of Composers, Authors & Publishers—9/28/64; American Women in Radio & TV—11/16/64; Arizona Broadcasters Assn.—12/7/64; Armed Forces Communications & Electronics Assn.—1/25/64; Assn. of National Advertisers—11/18/63, 5/18/64, 8/22/64, 10/5/64, 11/16/64; Audio Engineering Society—10/21/63; Broadcast Pioneers—4/13/64; Broadcasters Promotion Assn.—11/25/63, 11/23/64.

CBS Radio Affiliates—10/7/63, 9/28/64; CBS-TV Affiliates—5/11/64, 12/7/64; California Broadcasters Assn.—7/6/64; Catholic Apostolate of Radio, Television and Advertising—4/20/64; Central Canada Broadcasters Assn.—11/11/63; Electronic Industries Assn.—6/22/64, 10/5/64, 12/7/64; Federal Bar Assn.—9/14/64; Institute of Broadcasting Financial Management—11/4/63, 11/16/64; Institute of Electrical and Electronic Engineers—3/30/64; International Advertising Assn. 6/15/64; International Christian Broadcasters—1/27/64; Iowa Broadcasters Assn.—5/18/64; Kentucky Broadcasters Assn.—10/26/64; Michigan Assn. of Broadcasters—9/14/64.

National Assn. of Broadcasters—fall conferences—10/21/63, 10/28/63, 11/18/63, 11/25/63, 10/19/64, 10/26/64, 11/2/64, 11/16/64, 11/23/64; national convention; television film exhibit—3/30/64; engineering meeting—3/30/64; exhibits previewed—3/30/64, 4/6/64; full report—4/13/64, 4/20/64; National Assn. of Radio Announcers—8/24/64, 3/31/64; NBC Radio Affiliates—6/8/64; NBC-TV Affiliates—6/8/64; National Assn. for Better Radio and Television—5/18/64; National Assn. of Educational Broadcasters—11/25/63; National Assn. of FM Broadcasters—4/6/64, 4/13/64; National Assn. of Music Merchants—7/6/64; National Assn. of Program Executives—5/18/64; National Assn. of Television and Radio Farm Directors—12/9/63, 7/6/64, 11/30/64; National Broadcast Editorial Conference—7/13/64; National Community Television Assn.—6/22/64; National Industrial Conference Board—9/30/63.

National Religious Broadcasters—1/27/64; New York State Broadcasters Assn.—8/3/64; Newspaper Advertising Executives Assn.—7/20/64; North Carolina Assn. of Broadcasters—5/18/64; Ohio Assn. of Broadcasters—5/25/64; Pennsylvania Assn. of Broadcasters—10/26/64; Radio Television Correspondents Assn.—12/9/63; Radio-Television News Directors Assn.—9/9/63, 11/16/64; Sigma Delta Chi—11/11/63, 11/18/63, 12/7/64, 12/14/64; Society of Motion Picture and Television Engineers—10/21/63, 4/20/64; South Carolina Broadcasters Assn.—8/24/64; State Bcstg Assn. Presidents Conference—2/24/64; Texas Assn. of Broadcasters—10/5/64; Television Bureau of Advertising—11/25/63, 11/23/64; Westinghouse Broadcasting Co. Conference on Public Service Broadcasting—11/18/63; Wisconsin Broadcasters Assn.—2/10/64.

#### Copyright

American Society of Composers, Authors and Publishers continues to provide major problems for broadcasters, with no relief in sight—10/21/63; gets most income from radio-TV—9/28/64.

U. S. Supreme Court sends appeal of All-Industry TV Stations Music License Committee for clearance-at-the-source licenses back to Circuit Court of Appeals—10/23/63, 11/11/63, 12/9/63, 3/2/64, appeals court gives broadcasters second turn down—4/20/64, and Supreme Court refuses to review decision—6/23/64; committee retains new counsel—3/10/64; ASCAP and TV networks reach informal agreement—11/2/64, but All-Industry Committee won't take same deal—11/9/64.

ASCAP and All-Industry Radio Music License Committee start negotiations—11/4/63, 11/11/63, 12/9/63; over 1,150 stations authorize committee to act for

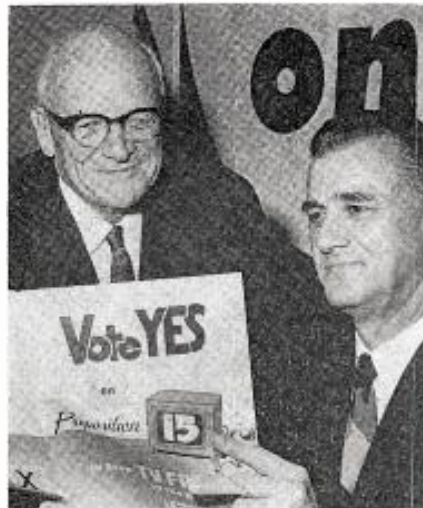
them—1/6/64; committee decides to seek court ruling on fees—1/16/64, asks for 22% cut—3/2/64, but ASCAP wants increase—3/16/64; Justice Dept. objects—3/16/64, and ASCAP withdraws offer—3/30/64, 4/6/64, offers new formula—4/20/64, which still doesn't suit Justice Dept.—4/27/64; radio networks ask for lower fees—5/4/64, 5/11/64, and ASCAP asks for increase—5/18/64; compromise sought—5/25/64; radio networks' payments to ASCAP revealed—6/15/64; Metromedia wants new kind of license—8/17/64, 12/7/64.

District Court Judge Sylvester J. Ryan offers to help negotiations for over-all settlement of music license disputes for both TV and radio, including broadcaster ownership of BMI—7/20/64.

Broadcast Music Inc. gets new president—Robert J. Burton—when Carl Haverlin retires after 16 years—12/23/63.

BMI policies get close scrutiny from Justice Dept.—9/30/63, 10/7/63, which files civil antitrust suit to divest BMI of broadcaster ownership—12/14/64.

BMI offers to extend radio licenses expiring March 11, 1964, for another year on



These smiles became even brighter after Nov. 3, when California voters outlawed pay TV in the state. Don Belding (l) chairman of the Citizens Committee for Free TV, looks over campaign literature with Jack Harris, KPRC-AM-TV Houston.

old terms—2/3/64, TV too—2/17/64.

BMI sets fees for theater network television—3/16/64; raises fees for personnel appearances—6/1/64.

BMI sells last publishing firm; is now exclusively music licensing organization—11/16/64.

Guideline for stations points way to savings in ASCAP, BMI fees—11/16/64.

New copyright law proposed to replace present one, in effect for 55 years—7/27/64, meets opposition—8/10/64.

SESAC methods attract governmental attention; Senate bill would require copyright identification for recordings—9/2/63; FTC investigates—9/30/63; broadcaster complains—10/14/63; All-Industry Committee asks stations about dealings with SESAC—12/7/64.

#### Editorializing

Broadcast editorials on increase. NAB finds—10/21/63; over 40% of AM stations editorialize—9/28/64.

Right to editorialize must be used or lost. CBS's Stanton tells affiliates—10/7/63.

House Communications Subcommittee endorses editorializing by stations—12/16/63.

NBC considering editorializing by NBC-owned stations, not network—6/8/64.

More aggressive editorializing urged at national conference—7/13/64, but practice brings WRAL-TV Raleigh, N. C., and WFTV (TV) Orlando, Fla., to FCC attention—4/6/64; WRAL-TV gets re-

newal with reprimand—8/3/64; WFTV demands editorial freedom—8/10/64. WDSU-TV New Orleans starts daily editorial cartoon—8/10/64.

#### Education

Money matters continued of great concern to educational TV station operators, with Dept. of Health, Education and Welfare as a major source of funds; requests—11/18/63, grants—12/23/63, more grants recommended—4/13/64, 11/30/64; Ford Foundation is also big donor—10/7/63, 1/6/64, 12/7/64; WNDT (TV) Newark-New York reports increased public support—2/3/64, gets criticized for accepting program funds from interested party—4/27/64, 5/4/64, and drops weekend programs to save money—7/6/64; KCET (TV) Los Angeles gets CP and over \$1 million—2/10/64, starts drive for \$1 million more—3/23/64; WHY-TV Philadelphia gets \$100,000 from NBC—2/17/64, so does WETA-TV Washington, D. C.—8/17/64; WENH-TV goes to public, raises \$61,000 in four months—9/14/64; Florida Educational Television Commission grants—9/21/64; National Home Library Foundation gives \$80,000 to NAB—9/21/64; commercial broadcasters urged to support ETV—10/5/64; record shows they have—11/9/64, 11/30/64. Educational stations should broaden programming beyond mere teaching. FCC chairman states—11/25/63; WGT (TV) Athens, Ga., puts feature films into prime time—2/24/64.

FCC plan to add 31 ETV channels in UHF band proceeds, despite objections—9/9/63; National Assn. of Educational Broadcasters submits different allocation plan, with room for 90 ETV stations—11/11/63; ETV groups ask FCC delay—1/20/64; new plan draws mixed comments—4/13/64.

Airborne ETV plan proposed—12/30/63, appraised—1/20/64, applied for—4/13/64, oral argument scheduled—7/27/64, made—9/21/64; approved—10/19/64.

ETV gets help from CATV; 93 systems carry educational programs—4/6/64. Washington county, Md., 5-year closed circuit ETV program passes all tests—7/27/64.

Network of educational radio stations planned by NAB—4/6/64.

Scrambled FM signals used by private college-of-air—6/1/64.

ABC protests plan for ch. 13 Rochester, N. Y. to be half commercial, half ETV—10/12/64.

NYC plans UHF ETV station for 1965—11/30/64.

Chicago commercial TV stations join teachers college in putting on 15-week course in TV teaching techniques—9/14/64.

#### Equipment

All-channel TV sets to which production is restricted after April 30, 1964, cause advance problems: radiation—11/18/63, Puerto Rico—11/18/63, stock-piling of VHF-only sets—2/3/64, increased prices—3/2/64; bills to remove or reduce excise tax introduced—2/3/64, 3/16/64, 3/23/64, 3/30/64, 8/3/64, 10/5/64, 11/16/64, 11/23/64; production of VHF-only sets accelerates—4/6/64, but all-channel set production rises faster—4/13/64; sales strategy set—4/27/64.

Home videotape recording attracts attention—12/23/63, 4/13/64, 6/15/64.

Set sales in 1963, up for TV, down for radio—2/17/64, as imports top \$100 million—5/18/64, cut into U. S. production—12/8/63; production-sales up for first half of 1964—3/17/64, 11/30/64.

ABC unveils photographic process combining techniques of still and moving pictures—10/12/64.

FCC considers stereo for TV—11/16/64.

Miniaturization dominates show of Institute of Electrical and Electronic Engineers—3/30/64, as transistors replace tubes in station gear—2/17/64.

Sophisticated equipment attracts interest, orders at NAB convention—3/30/64, 4/13/64.

Fast film processing for TV stations demonstrated—2/10/64.

Plumbicon tube described—4/13/64.

Portable microwave relay system introduced—5/25/64.

Portable cameras aid access for TV newsmen—1/27/64, 5/25/64.

AT&T's Picturephone service used by N. W. Ayer & Son, Philadelphia, to show and explain Sealtest commercial to WTTG (TV) Washington, D. C.—10/5/64.

#### Ex Parte

In 1958, House Legislative Oversight Committee found off-the-record contacts between applicants and individual FCC commissioners whose votes on station grants were allegedly affected. Since then those grants have been debated before FCC in court. From September 1963

through August 1964, the record shows: Miami ch. 10—12/20/63, 2/24/64, 3/9/64, 3/30/64, 6/8/64, WLEW-TV gets grant—8/3/64; unsuccessful applicants ask court to reverse FCC—9/7/64. Miami ch. 7—8/3/64. Orlando ch. 9—12/30/63, 2/24/64, 3/9/64, 6/15/64, 6/22/64. Boston ch. 5—12/2/63, 12/30/63, 1/6/64, 1/13/64, 4/20/64, 5/11/64, 8/31/64, 11/23/64. Jacksonville ch. 12—grant to WFGA-TV, first made in 1956, is reaffirmed—9/23/63. FCC proposes new rules for handling ex parte cases—3/30/64.

#### Federal Communications Commission

FCC is 30 years old—6/15/64. Complaints about programs, commercials bulk FCC mail—1/27/64, but not much—8/31/64. FCC imposed unprecedented number of sanctions on broadcasters in fiscal 1963: revoking five licenses, denying eight renewals, fining 20 stations and issuing 12 short-term licenses, with 25 stations in hearings—1/27/64. FCC budget for fiscal 1964 considered—10/7/63, 10/14/63, 10/21/63, cut—11/18/63, 11/25/63, set at \$15.6 million—12/16/63; FCC asks for \$1 million increase for fiscal 1965—4/27/64, cut by House—5/25/64, 8/3/64. Commissioners get pay raises—8/17/64. In past 10 years, FCC staff has grown 31%, payroll, 102%. Fairness doctrine, requiring broadcasters to present opposing views on controversial issues, raises many questions, much criticism, especially on requirement that time be given for answer to arguments made on paid broadcasts—9/2/63, 9/9/63, 9/16/63, 9/23/63, 9/30/63, 10/7/63, 10/21/63, 10/28/63; FCC swamped with complaints—10/28/63; stations report too many want time to reply—11/11/63; AFL-CIO plans survey on treatment of labor by radio-TV—11/25/63; Senators say broadcast views are too liberal—11/11/63, too conservative—2/3/64; stations are investigated for failure to comply—4/6/64; House bill would relieve broadcasters of responsibility to give free time to answer charges made in paid time—4/20/64, 6/15/64; FCC prepares primer to clarify policy—2/17/64, issues it—7/6/64, but gets more questions—8/31/64; doctrine is denounced, defended and labeled "not too bad," at Federal Bar Assn. meeting—9/14/64; Sen. John Tower (R-Tex.) calls it plan to promote Johnson administration—9/14/64.

Do dramas come under fairness doctrine? *Armstrong Circle Theatre* program on CBS-TV raises issue—9/16/63, 9/23/63, 12/16/63, but FCC dismisses complaint without answering question—1/6/64; *Dr. Kildare* offends funeral directors—1/13/64, and NBC tells FCC doctrine should not apply to dramas—1/20/64.

Life Line Inc. sponsored broadcasts on nuclear test ban treaty raise requests for free time to reply, which FCC says stations should give—9/23/63; whole thing repeats on foreign aid broadcast—11/25/63, and again on anti-poverty campaign—6/29/64, 7/6/64; FCC and NBC-TV reject request of Dr. Carl McIntire for time to answer FCC chairman's *Meet the Press* appearance—2/10/64, but when Dr. McIntire attacks Democratic National Committee on his paid for *20th Century Reformation Hour*—6/29/64, DNC asks for free time to reply—7/13/64, most stations grant it—7/20/64, 8/3/64.

FCC plan to adopt NAB commercial time limitations meets general opposition—9/2/63, 9/9/63, 9/16/63, 9/30/63, but advertising agency executive backs it—9/30/63; opposition rises—10/7/63, 10/14/63, 11/4/63, 11/18/63; legislation to halt FCC introduced in House—9/2/63, 9/30/63; House Communications Subcommittee holds hearing—0/21/63, 11/4/63, 11/11/63, 11/25/63, and approves bill—12/16/63, which is passed by House—2/24/64, 3/2/64, as FCC holds own hearing—12/9/63, then drops plan in favor of case-by-case approach—12/16/63, 12/23/63, 1/6/64, 1/13/64, 1/20/64, which starts with letters to stations asking about commercial policies—2/10/64, 3/9/64, renews four deferred licenses after check on commercial policies—4/6/64; FCC majority overrules chairman and renews licenses up for examination for overcommercialization—7/6/64, 7/20/64; he rebukes them for failure to follow through—7/27/64.

Fees for license applications set to start Jan. 1, 1964—9/30/63, delay suggested—11/11/63, taken to court—12/16/63, 12/23/63, delayed—1/6/64, but approved—2/17/64, prohibition proposed—3/9/64; fees put into effect—3/23/64, back in

court—5/4/64, FCC upheld—7/20/64; U. S. Supreme Court ruling sought—11/2/64; fees for name change cost GE \$2,918—11/30/64.

Proposal to limit horse race broadcasts is criticized—9/2/63, dropped—6/15/64, 6/22/64, but ban on betting information remains—6/29/64.

Lottery law violation seen in bank commercials—3/2/64.

Combination rates raise question in Illinois—11/4/63, 11/18/63, 12/16/63; FM Group Sales plan approved—3/2/64.

Pacific Foundation noncommercial subscriber-supported FM stations in trouble over unorthodox programming—10/7/63, 11/18/63, 1/6/64, get full-term license renewals with statement that "licensee judgment in this freedom of speech area is entitled to very great weight"—1/27/64.

Ban on option time goes into effect—9/9/64. Investigation of TV community service in Omaha report issued—10/28/63, protested—11/4/63.

Rules on overlap are tightened, with engineering standards replacing case-by-case judgment—5/25/64; change is questioned 6/15/64, criticized—7/13/64, 7/20/64.

Calls should be used as assigned, not abbreviated—2/10/64; ruling questioned—5/4/64; 5/25/64.

Proposal to reduce aural ERP ratio is opposed—8/31/64.

TV program reporting form just about ready after three years work—10/28/63, 11/4/63, 12/16/63, is issued—12/23/63, and criticized—1/6/64, 2/17/64, 3/2/64, 3/23/64; new version proposed—4/20/64, opposed—5/4/64; oral hearing set—5/1/64, 6/1/64, held—6/8/64, tested—8/31/64. Overload commercials concern FCC—9/21/64, 11/16/64.

Radio program reporting form is work—11/11/63, is simpler than TV form—1/27/64; study committee—4/20/64, recommends revision—5/11/64; hearing delayed 5/4/64, 5/11/64; form called burdensome—5/18/64, is revised into two forms—6/1/64, but still disliked—7/6/64; modified—7/20/64, tested—8/31/64; revision in final stages—10/19/64; nearly complete—12/14/64.

Concentration of ownership worries FCC. Commissioner Loevinger finds multiple ownership rules too liberal—9/2/63; 12/23/63; diversity of ownership is goal, Chairman Henry says—9/23/63; ownership limit may be cut to three TV stations in top 25 markets—2/24/64; group owners have been leaders, NBC's Sarnoff declares—6/8/64; FCC staff proposes cut in number of stations permitted a single owner—9/21/64; entry of group owners into station rep field concerns FCC—10/12/64.

Plans for network regulation proposed—9/23/63, discussed—11/4/63, prepared—1/27/64.

General Electric Co., fighting to get licenses of WGY, WGFM(FM) and WRGB (TV) Schenectady renewed after officers found guilty of price-fixing, forms General Electric Broadcasting Co.—10/14/63, gets renewals—7/6/64, award questioned—7/27/64.

NBC gets renewal for WMAQ-AM-FM, WNEQ(TV), Chicago, protested by AFTRA—7/20/64.

FCC gives short-term renewals to Crowell Collier stations—7/27/64, WMLP Milton, Pa.—3/30/64, KDAC Fort Bragg, Calif.—8/3/64, KCUY Cheyenne, Wyo.—8/3/64; WIFE-AM-FM Indianapolis—11/2/64.

Mutual funds and other institutions buying into publicly owned broadcast companies ponder FCC proposed rulemaking while FCC wonders how to enforce 1% multiple-ownership rule—11/2/64, 11/23/64, 11/30/64.

RCA's attempt to get renewal licenses for WRCV-AM-TV Philadelphia continues—9/2/63, over objection of FCC Broadcast Bureau—9/30/63, 10/23/63; examiner recommends renewal—11/25/63; Philco challenges decision—12/23/63; case is reargued—3/30/64, deadline extended—6/29/64, overlap clarified—7/13/64, renewal granted if NBC gives stations back to Westinghouse, takes back KYW-AM-TV Cleveland—8/3/64. RKO General protests—8/31/64; NBC, Philco also—9/7/64, and Philco asks for dismissal of RKO appeal—9/14/64, but withdraws—10/19/64, as WBC supports FCC decision—9/21/64, and FCC rejects plea for reconsideration—10/5/64; NBC-WBC prepare to trade back—9/28/64, 10/5/64; RKO appeals—11/2/64, 11/9/64; NBC-WBC deny Boston agreement—11/23/64; NBC gets until Jan. 31, 1965, to get rid of Philadelphia stations—11/30/64.

KRLA Pasadena-Los Angeles appeals revocation of license to Supreme Court—10/7/63, which upholds FCC—11/18/63;

KRLA proposes transfer of license to nonprofit foundation—12/23/63, 2/3/64, 2/10/64, but FCC says there is nothing to transfer, asks for applications for 1110 kc—2/24/64, 3/30/64; 20 applicants file—4/27/64; five ask for interim operation as group—4/20/64, 4/27/64, 5/4/64, 5/11/64, 5/18/64, 5/27/64; Oak Knoll Broadcasting Corp., nonprofit group not seeing permanent license, gets support of others for interim grant—6/22/64, 6/29/64, gets grant—7/27/64, takes over KRLA—8/10/64, as FCC accepts 19 applications for regular license—8/3/64.

KWK St. Louis, facing license revocation for treasure hunt promotion, argues that punishment is too severe—9/16/63; when FCC reaffirms revocation—11/4/63, KWK appeals to court—12/9/63, which upholds FCC—6/1/64.

License revocation of WDKD Kingstree, S. C., for vulgarity of Charlie Walker, disk jockey, is argued in U. S. Court of Appeals—9/9/63, 9/23/63, 11/25/63; court upholds FCC—3/23/64, turns down request for rehearing—5/11/64; WDKD appeals to Supreme Court—8/10/64; jury finds Mr. Walker guilty of using obscene language on air—12/9/63; he gets five-year probation sentence—12/23/63. He appeals—1/6/64; Supreme Court refuses review—10/19/64; WDKD allowed two months to close—11/23/64; new applicants—11/23/64, 12/7/64.

Jack Barry and Daniel Enright find one-time involvement in quiz rigging detrimental to license renewal for WGMA Hollywood, Fla.—1/13/64, which FCC denies—4/20/64; they ask for reconsideration—5/25/64; denied—8/3/64, may appeal to court—8/24/64.

Revoking license of WMOZ Mobile, Ala., for attempted fraud—2/10/64, FCC sets precedent by also lifting same owner's license for WPFA Pensacola, Fla., although wrongdoing was all at KMOZ—2/17/64. Owner asks for stay—3/16/64, gets it—3/23/64, 3/30/64, but FCC refuses to reconsider its verdict—6/15/64.

FCC also denied renewals to WHEY Millington, Tenn.—7/20/64; WLOV(FM) Cranston, R. I.—4/8/64; WWIZ Loraine, O.—4/6/64, 4/20/64, but ends revocation proceedings against WALA-AM-TV Mobile, Ala., when illness absolves owner—9/16/63; WFHA-FM Red Bank, N. J.—10/19/64; WSPN Saratoga Springs, N. Y.—10/19/64.

WCLM(FM) Chicago is charged with aiding bookies in violation of program promises—9/2/63; examiners recommend license revocation—9/23/63; station denies guilt, charges FCC with using its authority to aid FBI in gambling probe—5/18/64; license is revoked—8/3/64; revocation upheld—9/28/64.

FCC also levied fines: KAFE(FM) San Francisco—\$500 for engineering violations—11/18/63; KATT(FM) Woodland, Calif.—\$2,500 for unauthorized transfer—9/23/63, reduced to \$500—2/10/64; KFYR Bismarck, N.D.—\$1,000 for rigged contest—2/10/64; KLAN Iola, Kan.—\$500 for technical violation—8/3/64; KVCZ Caspar, Wyo.—\$1,500 for unauthorized equipment tests—12/23/63; KVWO-AM-FM Cheyenne, Wyo.—\$1,000 for unauthorized transfer—7/27/64; WAIL Baton Rouge, La.—\$500 for fictitious log readings—11/18/63; WETS Bridgeport, Ala.—\$250 for failing to identify a sponsor; WDOC Prestonsburg, Ky.—\$250 for teaser announcements—2/10/64; WHAS-TV Louisville, Ky.—\$1,000 for insufficient sponsor identification—7/13/64, which WHAS-TV refuses to pay—8/3/64; WIII Homestead, Fla.—\$500 for operating beyond licensed hours—4/6/64; WMSL-TV Decatur, Ala.—\$500 for improper logging—4/6/64; WOL-FM Washington, D. C.—\$1,000 for unauthorized equipment tests—12/23/63; WFXB Benson, N. C.—\$250 for failure to make sponsor identification—1/6/64, 3/9/64; WVAR Richmond, Va.—\$3,500 for not having fulltime first class engineer—11/25/63, 2/10/64.

Also fined were: KALI San Gabriel, Calif.—\$4,000 for failure to originate most programs in San Gabriel—11/30/64; KLTV(TV) Tyler, Texas—\$250 for rebroadcasting football games without consent of originating station—10/19/64; KQCY Quincy, Calif.—\$500 for unauthorized transfer of control—11/30/64; KTOW Sand Springs, Okla.—\$100 for failure to have full-time first class engineer—10/5/64; KVWO-AM-FM Cheyenne, Wyo.—\$1,000 for unauthorized transfer of control—10/12/64; WBDQ Dubuque, Ia.—\$1,500 for failure to have licensed operator on duty and using daytime power after sunset—11/30/64; WFLM(FM) Fort Lauderdale, Fla.—\$500 for failure to heed citations of over-

modulation—10/26/64; station asks FCC to cancel fine—11/30/64; WGOH Grayson, Ky.—\$500 for failure to have full-time first class operator—10/12/64; WKIS Orlando, Fla.—\$500 for failure to identify sponsor of anti-Medicare spots—10/12/64; WWIL-FM Fort Lauderdale \$250 for overmodulation—10/26/64; WXTN Lexington, Miss.—\$350 for commercial spots mentioning alleged lottery 9/7/64.

Four Minneapolis-St. Paul stations, fined for failure to identify sponsor properly, refuse to pay—12/2/63, 5/4/64, 5/18/64, 10/12/64; court hears arguments—10/19/64; refuses to dismiss government suit to collect, sets hearing for spring—11/9/64.

Engineer requirements eased for low-power AM, FM stations—10/21/63, but not for AM stations with directional antennas—11/10/64.

Outside loggers approved—8/3/64.

#### Financial

Profits, losses and other dollar figures reported by organizations in or connected with broadcasting. Admiral Corp.—12/2/63, 8/10/64; Allied Artists Productions—11/25/63; American Broadcasting-Paramount Theaters—11/4/63, 3/30/64, 4/27/64, 5/25/64, 7/27/64, 8/17/64, 11/2/64; Ampex—10/28/63, 12/16/63, 12/30/63, 7/20/64, 11/23/64; Atlantic States Industries—10/19/64; Audio Devices—12/2/63, 6/1/64; Avco—3/9/64, 11/9/64; Boston Herald-Traveler—3/2/64; Broadcasting Co. of the South—10/26/64; Capital Cities Broadcasting—10/28/63, 11/11/63, 3/2/64, 4/20/64, 8/11/64, 7/27/64, 10/26/64, 12/7/64; Capitol Records—9/9/63; Chris Craft Industries—1/25/63, 12/23/63, 3/2/64, 11/2/64; Collins Radio—10/14/63, 12/16/63, 6/22/64, 10/19/64, 11/23/64; Columbia Broadcasting System—10/28/63, 11/18/63, 2/17/64, 3/23/64, 4/20/64, 5/18/64, 8/17/64, 11/16/64; Columbia Pictures—3/10/64, 6/15/64, 11/2/64; Communications Satellite Corp.—6/29/64, 9/14/64, 9/21/64; Concert Network—11/4/63; Cowles Magazines and Broadcasting—8/17/64; Cox Broadcasting—3/30/64, 4/6/64, 4/27/64, 5/25/64, 6/15/64, 8/10/64, 9/28/64, 10/16/64; Crowell-Collier Publishing—11/25/63, 3/23/64, 8/31/64, 11/9/64.

Decca Records—3/23/64; Desilu Productions—12/23/63, 3/23/64, 7/20/64, 7/27/64, 8/24/64, 9/21/64; Walt Disney Prod.—11/25/63, 2/10/64, 5/18/64, 8/10/64; Doyle Dane Bernbach—6/22/64, 7/27/64; Eitel-McCullough—11/4/63, 3/2/64; Filmways—12/2/63, 1/13/64, 4/6/64, 7/20/64, 11/30/64; Foote Cone & Belding—3/9/64, 4/20/64, 9/21/64; Four Star Television—10/14/63, 10/21/63, 4/27/64, 9/28/64, 10/26/64, 11/23/64.

General Artists—2/17/64; General Instrument—10/21/63, 1/13/64; General Precision Equipment—11/25/63, 12/7/64; General Telephone & Electronics—11/25/63, 8/17/64, 11/23/64; Goodwill Stations—10/28/63, 4/6/64, 7/20/64; Gross Telecasting—3/2/64, 7/20/64, 10/19/64; Harris Intertype Corp.—3/31/64; Hazeltine—3/23/64; Independent Television—5/4/64; Interpublic Group of Companies—11/25/63; Jerrold Corp.—11/18/63, 11/2/64.

Ketchum, MacLeod & Grove—2/10/64, 2/17/64; Ling-Temco-Vought—12/2/63; Litton Industries—8/17/64; MCA, Inc.—11/25/63, 4/6/64, 11/16/64; MPO Videotronics—2/17/64, 6/29/64; Macfadden-Bartell—3/30/64, 5/4/64, 8/17/64, 9/7/64, 11/16/64; Magnavox—3/30/64, 8/17/64; McCall—7/20/64; Meredith Publishing—10/7/63; Metro-Goldwyn-Mayer—12/9/63, 1/20/64, 2/3/64, 3/2/64, 4/20/64, 7/20/64, 11/30/64; Metromedia—10/14/63, 2/10/64, 4/20/64, 4/27/64, 5/18/64, 7/20/64, 9/21/64, 10/19/64; 3M Co.—11/11/63, 3/9/64, 5/11/64, 11/2/64; Miratel Electronics—8/15/64; Motorola—3/30/64, 5/11/64, 7/27/64, 11/2/64; Movielab—3/23/64, 6/15/64, 8/17/64; Mutual Broadcasting System—10/19/64.

National Broadcasting Co.—1/27/64; National General—12/30/63, 2/17/64, 6/1/64, 7/6/64, 8/24/64; Oak Electro-Netics—6/15/64, 8/31/64; Oak Manufacturing—12/2/63, 5/18/64; Oak Films—10/28/63, 3/16/64, 10/25/64; Outlet Co.—10/7/63, 4/27/64, 6/29/64, 9/28/64; Papert, Koenig, Lois—10/7/63, 2/17/64, 5/4/64, 7/13/64, 9/7/64, 10/5/64, 11/2/64; Paramount Pictures—4/20/64, 6/1/64, 8/31/64; Pepper Sound Studios—7/6/64; Plough Inc.—10/21/63, 3/30/64, 4/27/64, 7/20/64, 10/26/64; Polarix Corp.—4/13/64, 6/1/64, 8/31/64; RKO General—2/10/64, 3/9/64, 4/13/64, 7/13/64, 10/12/64.

Radio Corp. of America—10/14/63, 10/21/63, 12/9/63, 12/30/63, 2/3/64, 3/2/64, 4/



For almost six months, the National Association of Broadcasters has been pondering the selection of a new president. Perhaps the most controversial leader the NAB ever had, LeRoy Collins (l), resigned to become director of

community relations services, after passage of the 1964 Civil Rights Act. He is pictured at his last NAB convention, presenting the association's Distinguished Service Award to Donald H. McGannon of Westinghouse.

13/64, 5/11/64, 7/13/64, 10/12/64, 12/7/64; Walter Reade-Sterling—10/7/63, 5/18/64; Reeves Broadcasting—11/11/63, 4/6/64, 5/18/64; Reeves Industries—5/4/64, 8/10/64, 8/17/64; Republic Corp.—9/9/63, 1/27/64; Rollins Broadcasting—9/9/63, 9/7/64, 9/14/64, 9/21/64, 11/30/64; Rust Craft Greeting Cards—10/7/63, 10/12/64; Screen Gems—11/11/63, 12/9/63, 2/17/64, 5/18/64, 8/17/64, 9/28/64, 11/30/64; Scripps-Howard Broadcasting—12/2/63, 3/30/64, 4/27/64, 7/20/64, 11/16/64.

Seven Arts Productions—6/1/64, 7/13/64, 9/28/64; Standard Kollsman Industries—11/11/63; Storer Broadcasting—1/27/64, 2/24/64, 4/20/64, 7/27/64, 10/26/64; Subscription Television—6/29/64; Sylvia Electric Products—3/30/64; Taft Broadcasting—11/28/63, 1/27/64, 6/22/64, 7/20/64, 10/26/64; TeleBroadcasters—4/27/64; Teleprompter—11/11/63, 11/18/63, 2/24/64, 5/4/64, 8/10/64, 11/9/64; Time Inc.—2/24/64, 5/11/64, 11/2/64.

Transcontinent Television—11/11/63, 2/10/64; Trans-Lux Corp.—11/25/63, 4/20/64, 5/18/64; Twentieth Century-Fox Film—5/4/64, 5/25/64, 8/31/64; United Artists—9/9/63, 12/16/63, 4/27/64, 6/1/64, 6/15/64, 8/31/64; Universal Pictures—11/16/64; Visual Electronics—1/27/64; Warner Bros. Pictures—10/28/63, 12/30/63, 5/18/64, 12/7/64; Wometex Enterprises—10/7/63, 10/28/63, 1/20/64, 4/27/64, 5/4/64, 7/13/64, 9/28/64, 11/2/64; Wvather Corp.—10/14/63, 4/11/64, 8/17/64; Zenith Radio—11/11/63, 3/9/64, 8/10/64, 11/16/64.

#### Frequency Modulation

Changes in the FM allocation table proposed, with duplication of programming by jointly owned AM-FM stations restricted to 50%—10/28/63, 11/11/63, 2/24/64, 6/8/64, 6/15/64—order issued—7/6/64, criticized—7/13/64, 8/10/64, supported by FM stations—8/24/64.

FM has new technique for reaching auto radios—11/11/63.

FCC proposes power increase for short-spaced FM stations—2/3/64, 5/18/64.

AM rating methods underrate FM audience, NAFMB charges—9/16/63; FM listeners largely unreached by AM or TV—4/6/64.

QXR Network using telephone connections—9/30/63.

FCC approves combination advertising rates of FM Group Sales—3/2/64, 8/3/64.

FM's place in the media mix described in Lennen & Newell study—4/6/64.

Cadillac Div. of General Motors uses 25-station hookup in first FM network buy—9/7/64.

FM-only stations did \$11.4 million (out of \$16.3 million for all FM) in 1963—10/12/64.

WCAB(FM) New York offers taxi programming—12/14/64.

#### International

Admiral International Corp uses wordless cartoon commercial in 110 countries on

TV and in theaters—2/17/64.

Romper Room goes international, licensed for six foreign countries—12/2/63.

Japanese like U.S. life as portrayed on TV, but Europeans are critical—12/2/63.

World TV Ltd. formed to produce-distribute TV shows globally—10/12/64.

Labor costs pricing films out of foreign market, CBS Films' Digges charges—11/9/64.

U.S. broadcasters urged to give grass-roots training to foreign students—11/23/64.

BBC TV Enterprises reports 50% increase in program sales abroad—4/27/64.

Key radio stations in Australia sign for Radio Press International voiced news service—11/25/63.

Brazil crackdown on importation of TV shows brings protests from U.S. government and producers—10/21/63.

Canadian sales of radio and TV sets are up in 1963—3/2/64, up again at outset of 1964—5/25/64.

Billings for both radio and television also rise in Canada—12/2/63, 2/10/64, 10/5/64, 11/30/64; TV gets 30 cents of each Canadian advertising dollar—12/30/63, and advertisers increase TV budgets—5/25/64, but new rules of the Board of Broadcast Governors would cut commercial time—2/17/64, 4/6/64, from 16 to 12 minutes per hour—7/13/64, with special restrictions on beer advertising—9/9/63; piggyback problem considered—10/12/64.

BEG demands 55% Canadian program content for TV—2/17/64.

CBC-TV has prime time almost sold out—9/9/63, sales up—8/3/64; but advertising income declines—7/13/64, will get more money from government—3/16/64.

BEG wants to regulate CATV—3/30/64, 8/3/64.

Stereo permits bi-lingual newscasts in Quebec—3/30/64.

Plans for 1 million watt station in Costa Rica rouse protests—11/25/63, power is dropped to 10 kw—2/3/64.

More protests greet plans for 500 kw station in Dutch West Indies—1/6/64.

Ecuador to get first commercial TV station—3/2/64.

France's second TV network to start programming in April—12/30/63.

Demand for advertising time on West German TV far exceeds available supply—12/30/63; third regional service planned for Cologne area—2/3/64; radio-TV set production is up—3/16/64; "pirate" radio station planned—10/19/64.

TV audience in Great Britain includes 88.2% of population in summer of 1963—11/25/63; more sets are licensed—3/2/64; survey shows more than 14 million TV homes—4/27/64, or 90% of all families—8/24/64, 9/14/64.

Commercial TV program companies in Britain face sharp increase in costs as rental fees and taxes rise—9/23/63, but 22 groups compete for 14 contracts from Independent Television Authority—12/16/63, which will preview all commercials as well as all programs—1/27/64;

TV ads will cost more—2/24/64; ITA issues new code for advertising—6/15/64; strike of technicians puts live shows on commercial television off air—7/6/64. BBC reports program costs—1/6/64; expenses exceed income—2/3/64; court rejects demand of Variety Artists Federation for same fees from BBC as from commercial TV—11/18/63. Second BBC TV network to have own program format—11/18/63; begins operations—4/27/64, but audience is small—6/22/64, 8/24/64; buys 140 feature films from Paramount—9/14/64. Wales is to get own TV network—11/18/63. British political parties turn down TV debates, agree on campaign broadcasts—3/9/64. Report that U.S. programs are losing popularity in England—2/17/64, denied by TV program Export Assn. president—3/2/64; under 12% of BBC programming from U.S.—9/14/64. Five companies get right to conduct three-year tests of pay TV—12/16/63; Time Inc. buys 10% of one to learn about it—3/30/64; start postponed—8/3/64; three firms get three-year experimental licenses—11/2/64. TV ad income rises—10/5/64, 11/2/64. Commercial TV has most viewers—11/2/64, 11/30/64; outlaws undue violence—12/7/64. Theater owners plan boycott of Goldwyn pictures after he sells package to commercial TV—but drop plan when he protests—9/14/64. BBC plans local radio network—11/30/64; commercial radio network proposed for Scotland—11/30/64. Radio Caroline, broadcasting commercial programs from ship off British coast, gets official complaint—4/20/64, does good business—6/22/64; second off-shore station, Radio Such, is private, noncommercial operation of pop singer—6/22/64. Pirate TV station threatens Holland too—2/24/64; legislation started for government takeover—10/5/64. Irish broadcasting to get new headquarters and equipment—4/20/64. Isle of Man gets first commercial station—7/20/64. Japan has over 12 million TV sets, more than 10,000 color sets—9/9/63, pays more for U.S. programs—12/2/63. Japanese FM stations experiment with stereo—1/6/64. Malaya orders microwave equipment to Hnk Singapore, Kuala Lumpur and Ipoh—2/10/64. Nigeria's five-year TV plan makes good progress—5/25/64. Swiss government authorizes TV advertising starting in 1965—6/22/64, 10/5/64. United Arab Republic to have a 500-mile microwave system along Nile—11/18/63. USSR chain of radio relay stations between Moscow and Eastern Siberia under construction—11/18/63; Radio Moscow increases Russian language broadcasts abroad by 500%—4/27/64. CVTV Caracas, Venezuela, starts on air—8/3/64.

**Labor Relations**  
National Labor Relations Board should turn its judiciary functions over to the courts, Congressman proposes—9/2/63. KSTP Minneapolis sues unions for letting jurisdictional dispute delay completion of new antenna—10/12/64. American Federation of Musicians sign 5-year phonograph record contract—1/6/64, 1/20/64; new 28-month network agreement—3/9/64; new 5-year pact with Assn. of Motion Picture and Television Producers—5/11/64; Hollywood local finds re-use payments increasing—7/27/64. American Federation of Television and Radio Artists and Screen Actors Guild negotiate jointly with agencies and producers for new contract for filmed and taped commercials—9/2/63, 9/30/63, 10/14/63, 10/21/63, 11/18/63, 11/25/63, reach agreement—12/9/63. AFTRA negotiates with networks—10/14/63, agree on new codes—1/13/64, but national strike is threatened by dispute of AFTRA with network-owned stations in Los Angeles—1/20/64, which is settled—1/27/64; negotiations with nonnetwork stations break down—2/24/64, and strike looms—3/2/64, 3/23/64, but agreement is reached—3/30/64. AFTRA also has labor disputes with WJW-AM-TV Cleveland—11/25/63, 12/9/63; KCMO Kansas City—1/27/64. AFTRA signs first ETV contract—9/7/64. Directors Guild of America plans to merge with Screen Directors International Guild fall through—12/30/63; negotiates pay-TV pact—8/17/64; can't agree with producers over editing responsibility—9/7/64; gets new 4-year agreement—12/

7/64; wants residual formula on taped programs—12/7/64. International Alliance of Theatrical Stage Employees agreement with producers for work in taped programs as well as films is negotiated by President Richard Walsh—12/23/63, but protested by some Hollywood locals—2/3/64, 6/29/64; convention backs Walsh, ducks pay TV issue—7/27/64; strike against WFIL-AM-FM-TV Philadelphia—6/8/64; asks producers for residuals, foreign use payments, share of revenue from sale of theatrical pictures to television, in new contract demands 11/2/64; Assn. of Motion Picture and Television Producers retorts with demands for elimination of featherbedding—11/9/64; Commercial Film Producers Assn. wants to negotiate its own IATSE contract—12/14/64. International Brotherhood of Electrical Workers gets new contract at CBS—2/3/64. National Assn. of Broadcast Employees and Technicians opposes sale of WROK-AM-FM Rockford, Ill.—12/2/63; NBC publicists in Hollywood ask NLRB for decertification election—12/2/63, decide to stay with NABET—1/6/64, then pull out—3/2/64; strike against ABC and NBC threatens—2/3/64, but agreement reached on new contracts—2/10/64; strikes ABC networks, owned stations, for four days over dispute of New York pages—11/2/64, 11/9/64. Screen Actors Guild asks producers for 100% increase in residuals, share of foreign TV income—5/11/64, 6/29/64, 7/6/64, get lesser increase in residuals and foreign cut—7/13/64, ballots go to members—7/27/64, who ratify pact—8/17/64; sign pay-TV pact—8/10/64; TV tape contract—8/10/64; seeks government help to halt networks' control of programs—11/16/64. Screen Extras Guild gets 5% scale increase for TV commercials in three-year pact—1/6/64; negotiates with program producers—7/20/64. Teamsters start organizing midwestern radio stations—2/3/64, withdraw in Alton, Ill.—4/6/64. United Auto Workers protest cancellation of *Eye Opener* by WCBM Baltimore—3/23/64, asks for revocation of license—4/6/64. United Scenic Artists strikes East Coast Producers Assn.—5/18/64, 5/25/64. Writers Guild of America West dispute with producers of TV films gets into court—10/28/63; members approve dues increase—11/4/64; TV writers earn more than movie writers—1/6/64.

**National Association of Broadcasters**  
NAB has record membership of 3,266 stations—12/23/63. Board approves budget of \$2.13 million—2/3/64. NAB President LeRoy Collins' speeches on cigarettes and civil rights bring criticisms, resignations; board calls emergency meeting to clarify situation—12/16/63; he denies plans to run for Senate 12/30/63, tells NAB executive committee he'll go on saying what he thinks without advance clearance—1/13/64; defended as well as attacked—1/27/64, he rejects offer of contract settlement—2/3/64, keeps office by vote of 25 to 18—2/10/64, 2/24/64; one station quits NAB but 24 join—2/24/64; resigns to become federal conciliator in civil rights disputes, gets \$60,000 severance pay—6/29/64; President Johnson appointment—7/6/64, is approved by Senate Commerce Committee—7/13/64, and by Senate—7/27/64. Staff runs NAB as board considers successor for Collins—7/6/64, 7/13/64, 7/20/64, 7/27/64, 8/3/64, 8/10/64, 9/7/64, 10/5/64, 10/12/64, 11/9/64, 11/30/64; complete overhaul of NAB studied—12/14/64. Reorganization or disbanding of NAB called for—7/13/64. Radio stations approve program clinics—9/28/64.

**NAB Codes**  
Resignation of Robert D. Swezey as code director—10/7/63, leaves confusion over policies—10/7/63, 10/28/63; Howard Bell succeeds Swezey—11/11/63, 12/9/63, 2/3/64; plans educational campaign—2/3/64, 7/13/64; wants stronger code, bigger budget—2/17/64. Stations dropped for code violations to be identified publicly—10/12/64. Stations balk at waiver on counting political spots in commercial tabulation—8/17/64, 9/7/64, 9/21/64. TV code strengthens ban on on-camera drinking—12/14/64. TV code has 408 subscribers out of 582 commercial TV stations—2/3/64; list grows—9/28/64.

Radio code has 1,860 subscribers (36.8%)—2/3/64; membership drive adds 56 in month—5/11/64, 114 in two months—6/15/64, 221 in three but 55 leave—8/3/64, more are added—9/21/64, 9/28/64. In year of monitoring, code authority drops 42 radio stations—5/4/64; BAR to resume TV monitoring for code after two-year hiatus—3/30/64. Radio series, *Money Talks*, violates time standards—11/18/63. Radio code board proposes cancellation of ban on personal product ads—10/5/64. Toy makers accept stronger restrictions—3/16/64; toy ads win approval—11/2/64, 11/16/64. Plan to set up commercial clearance center in New York causes advertiser-agency concern—6/1/64. Code official finds too much truth-stretching in advertising—6/29/64.

**Networks**  
Network radio business looks toward \$50 million year—10/7/63. TV networks increase daytime rates—9/9/64. Have \$50 million in unsold time for 4th quarter, B&B's Rich says—5/18/64, but networks report prime time going fast—5/25/64. American Broadcasting-Paramount Theaters faces invasion when Norton Simon of Hunt Foods & Industries buys 100,000 shares through Hunt-controlled McCall Corp.—3/23/64, 5/4/64; board asks stockholders to scrap cumulative voting for directors—4/13/64; they do and reelect 14 board members with no seat for McCall-Hunt—5/25/64; limits unexplained expense accounts—7/6/64. ABC Radio virtually SRO—11/18/63; 1963 sales up over 1962—4/6/64; ABC Radio West has top sales period—8/10/64; ABC Radio raises rates—9/21/64, proposes 24-hour-a-day operation—10/12/64. ABC-TV reviews and previews for primary affiliates—12/9/63, has \$8 million in new business for 2d and 3d quarters—3/16/64, reveals fall schedule—4/6/64; has more new business—11/30/64; better competitive position—12/7/64; raises rates—12/14/64; is only network to negotiate for Saturday afternoon baseball—12/14/64. ABC-TV is sued for \$12.75 million for withdrawal of affiliation—3/2/64. ABC-owned TV stations step up program production—7/13/64. CBS Inc. buys New York Yankees—8/17/64; completes move to CBS Broadcast Center in N. Y.—11/30/64. CBS Radio is 80% sold out—10/7/63, with 1963 sales 50% higher than in 1962—1/13/64. CBS-TV loses right to carry out its incentive compensation plan—11/25/63, 3/2/64. CBS-TV owned TV stations have best year—1/13/64. Sales up for network, station compensation down, CBS-TV affiliates tackle problem—2/17/64, 2/24/64. To keep program lead calls for gambling, tinkering with success, CBS-TV executives tell affiliates—5/11/64. CBS-TV juggles nighttime schedule—12/14/64. Mutual Broadcasting System time sales up 16% over 1962—12/23/63; signs new clients—8/10/64; earned \$1.3 million in 1963—10/19/64; Metromedia offers to buy network—11/16/64, but 3M Co. rejects bid—12/14/64. NBC Radio does 35% more business in 1963 than in 1962—1/6/64; has 40% of sponsored hours of all radio networks—6/8/64; 4th quarter at 6-year high—12/7/64. NBC-TV affiliates want more prime-time breaks, better daytime programs—6/8/64. NBC-TV reports boom in daytime sales—11/30/64, 12/7/64.

**News**  
Charge of FCC Commissioner Lee Loewinger that major wire services do not provide kind of news broadcasters need is challenged by AP and UPI—9/2/63, and by broadcast news directors—9/16/63. Dept. of Agriculture market news service called unfair competition with private publisher—9/2/63, who seeks injunction—11/11/63, as Senate investigates—9/30/63. UPI and Movietone News end 12-year association—9/2/63. News services protest FCC approval of rate increases by AT&T, Western Union—9/16/63. Corinthian stations get special "columns" from print by-liners—9/23/63. TV now the prime news medium, Roper survey finds—1/27/64, but New Yorkers



want newspapers as well as radio-TV—12/9/63.  
 MBS President Hurligh questions network free feeds of major news to non-affiliates—2/17/64.  
 Supreme Court rules that public officials may not sue broadcast newsmen for libel unless malice shown—3/16/64.  
 More business news on air—8/3/64.  
 Five-minute newscasts mainstay of radio; TV news programs mostly longer—9/28/64.  
 WSFA-TV Montgomery charges NBC News with unlabeled editorializing—9/28/64.  
 Center for the Study of the American Press established by Marquette U. to evaluate news and editorial performance of print and broadcast media—10/5/64.  
 One-third of broadcasting employees have duties in news area—11/9/64.  
 ABC News gets major overhaul—11/23/64, 12/7/64.  
 FCC inquires into newswire contracts; SDX says inquiry exceeds FCC's legal authority—12/7/64.  
 CBS News accentuates "sound" in radio news coverage—11/9/64.

#### Pay TV

TV programs sold to viewers instead of advertisers became hot news with formation of Subscription Television Inc. to conduct business, not experiment, in Los Angeles and San Francisco. STV buys Home Entertainment Corp.—9/2/63, as HEC broker faces theft charge—9/9/63; Sylvester L. (Pat) Weaver becomes STV president—9/16/63, and California Crusade for Free TV is formed—9/16/63, with financial support of theater owners—10/21/63, collects enough signatures to put proposal to outlaw pay TV on November ballot—4/27/64; STV sues crusade—12/23/63, asks court to take proposition off ballot—7/13/64, but court refuses—7/27/64. Meanwhile, STV stock offering of \$15.7 million is sold out in one day—11/4/63, and STV plans service to start July 1, 1964—11/11/63, with special interest programs featured—11/25/63, 12/23/63; pay TV is debated—1/20/64, opposed by supervisors of San Francisco and Los Angeles county—2/10/64, which rescinds action—6/29/64; STV contract with telephone company for Los Angeles transmission facilities goes to Public Utilities Commission—2/24/64, which holds hearings—3/30/64, 4/8/64, 4/20/64, and approves contract—6/8/64; PUC approves similar contract in San Francisco—6/29/64; Santa Monica contract filed—8/3/64; PUC approves—9/28/64, also FT&T contract for L. A. Area #2—10/12/64.  
 STV starts selling—3/23/64, has 3,000 families signed—5/11/64, predicts 10 million in five years—5/18/64, delays start—6/8/64, needs lot of equipment—6/29/64, makes Los Angeles debut—7/20/64; City of San Francisco threatens to stop baseball coverage—7/27/64, but does not—8/10/64, STV starts there—8/17/64; early program schedules heavy on culture and baseball—7/20/64, but feature films are added—7/27/64; STV can add \$1.9 billion to California economy—7/20/64; signs with Screens Actors Guild—8/10/64; and Directors Guild—8/17/64; adds more movies, sports—8/17/64, 8/24/64, 9/21/64.  
 STV complains to FCC when ABC-owned stations and other network affiliates refuse to accept its commercials urging votes against Proposition 15 (to outlaw pay TV) on California ballot—9/14/64; FCC asks for station comments—9/21/64, upholds right of stations to act as they did—11/16/64; STV retrenches—9/21/64, 9/28/64; Crusade for Free TV asks broadcasters to contribute to get Proposition 15 adopted—10/5/64; some do—11/9/64; heavy advertising for Proposition 15 is unopposed by STV—10/19/64, 10/26/64, until last minute—11/2/64; Proposition 15 passes and STV starts fight to have it found unconstitutional—11/9/64, 11/23/64; meanwhile, court refuses to dismiss STV damage suit against Crusade—9/28/64.  
 FCC forms group to watch pay TV—11/18/63; NAB TV board opposes all pay TV, wired as well as on-air—2/3/64; Weaver says it will help, not hurt, commercial television—2/10/64; FCC Chairman says FCC must regulate pay TV by wire, same as on-air—4/13/64; Collins urges NAB to fight all types of pay TV—4/13/64; TAME joins fight against pay TV—4/20/64; networks don't like pay TV, will get into it if it comes, do not think wired pay TV should be outlawed—4/6/64, 5/11/64, 5/18/64, 6/8/64; NAB stand is confused—5/18/64, 5/25/64; state associations oppose pay TV—



Man in the middle during the Emmy crisis was Rod Serling, president of the National Academy of Television Arts and Sciences. ABC-TV and CBS-TV dropped out of the 1964 race, but will be back in '65.

5/18/64; Weaver attacks legislation against wired systems—6/1/64; TV board kills resolution opposing legislation to control wired pay TV—6/22/64, but Collins says NAB not seeking such legislation—6/29/64.  
 Pay TV (with CATV) dominates NAB regional meetings—11/23/64; pay TV no threat to commercial stations, says Jack Harris, KPRC-TV Houston—10/5/64, FCC Commissioner Lee Loevinger—11/30/64; is only hope for action, SAG president declares—11/16/64.  
 In Hartford, RKO General-Zenith three-year experiment shows great potential for pay TV—9/16/63, 3/23/64, 7/20/64; RKO General sues 20th Century-Fox and Universal to get pictures—3/23/64, 6/1/64; test called success—9/14/64.  
 In Denver, Macfadden-Teleglobe on-air test is planned, described—10/21/63, postponed—10/7/63, 11/14/63, 12/2/63, 12/9/63, 2/10/64, 2/17/64, and abandoned—5/4/64, 5/11/64.  
 Kahn Research Labs announce new low-cost pay-TV system—6/29/64; wired system needs a lot of hardware—6/29/64; pay TV can be added to CATV, but not easily—7/13/64; Swope Video Pro-30/64; is only hope for actors, SAG pres—20/64.  
 International Telemeter (Paramount subsidiary) gets pay-TV franchises in Atlanta, Miami, Houston and Dallas—7/27/64; Atlanta may include commercials—8/10/64; groups optimistic—10/19/64.  
 Another form of paid-for TV, theater television, prepares for large screen, full color programming via GE's Talaria equipment, to be used by National General Corp.—11/25/63; service begins with Beatles in black-and-white—2/24/64; Liston-Clay fight sets closed-circuit box office record—3/2/64; Giardello-Carter fight TV might go to theaters—8/10/64; NGC-Telemeter to put pro football into theaters—8/17/64.  
**Politics**  
 Move to suspend Sec. 315 of Communications Act (equal time clause) to permit debates of major party presidential and vice presidential candidates, already passed by House, is passed by Senate—9/16/63, 10/7/63, endorsed by Prohibition Party—9/9/63, but Socialist Labor Party calls for presidential veto—10/14/63; CBS offers free prime time for such debates—11/25/63; format may change following Kennedy death—12/2/63; despite GOP pressure—1/13/64, 2/17/64, 4/20/64, 7/6/64, Congress lags in adjusting differences between House and Senate bills—12/16/63, 2/24/64, 5/4/64, 7/27/64; Goldwater eager—7/20/64, 8/3/64, 8/10/64, Senate debates—8/17/64. Senate refuses to suspend equal time—8/24/64.  
 FCC rules that Pres. Johnson's appearance

on Community Chest campaign program would leave stations open to equal time demands from other candidates—8/31/64, 9/7/64, 9/21/64; so would his news conferences—9/14/64, 9/21/64, 10/5/64, but not his state-of-world address—10/26/64, 11/2/64, 11/9/64; Sarnoff and Stanton call for abolition of Sec. 315—12/14/64, but everyone but broadcasters seems to like it—12/14/64.

There is no move to suspend the equal time requirements for other candidates and senators and congressmen running for re-election drop their regular broadcast "reports to constituents" until after election—2/3/64; announcer-candidate drops campaign—8/17/64.

Sen. Yarborough (D-Texas) requests 57 hours of air time from Gordon McLendon who has used his 3 AM, 2 FM Texas stations to promote his candidacy for the Democratic nomination for the Senate—4/27/64, demands McLendon's withdrawal—5/4/64, wins primary—5/11/64, thinks he still has time coming—5/18/64.

FCC sets procedure for handling political equal time complaints—5/4/64.

California stations set time limit on equal time requests—6/1/64.

Networks ask FCC to rule on President Johnson's Community Fund appearance—8/31/64.

Preparing for 1964 presidential conventions, campaigns, election—9/9/63, NBC sets up political unit—1/6/64, CBS-TV schedules 21 special programs—1/27/64, networks expect to spend \$25 million overall in coverage—6/1/64, announce New Hampshire primary plans—2/24/64, California primary plans—6/1/64; primary coverage cost \$3.5 million—6/8/64; CBS to supply election data to *New York Times*, *Washington Post*—4/20/64; NBC to service AP with vote counts—5/25/64; NBC's McAndrew proposes pooled coverage—6/8/64, and networks and wire services form Network Election Service for joint vote counting—6/15/64; other broadcast coverage plans—6/22/64, 6/29/64, 7/6/64, 10/5/64, 11/2/64, 11/9/64; election audiences at all-time high—12/14/64.

Sig Mickelson of Time-Life Broadcasters named executive program director for GOP convention—1/13/64; Leonard Reinsch of Cox Broadcasting to direct Democratic convention for third time—2/24/64; Doyle Dane Bernbach is Democratic campaign agency—3/23/64; Leo Burnett Co. plans GOP advertising—6/8/64, 8/3/64, is replaced by EWR&R—8/17/64; agencies placing political business must be paid commissions, FCC rules—5/18/64; political spot should be exempted from FCC logging requirements and from commercial limits of NAB codes, Howard Bell asserts—5/18/64, 6/1/64; AAAA objects—7/27/64; CBS will count political ads—8/3/64; so will Crosley stations—8/17/64; Republican candidates time buys in New Hampshire—3/2/64; TV main medium in California—6/8/64; Scranton buys CBS-TV prime time half-hour on eve of convention—6/29/64; GOP to rely heavily on TV—7/27/64, 8/24/64; CBS-TV sells each party 10 five-minute prime time broadcasts in final weeks of campaign—6/15/64, 6/22/64; daytime too—8/17/64; Democrats buy ABC prime time—8/24/64; NBC-TV political sales—8/31/64, 9/21/64.

Campaign seen as most costly—9/7/64, 11/2/64, 11/9/64; TV major medium in New York—9/7/64, 12/14/64; Democrats' first TV ad draws GOP fire—9/14/64, 9/21/64; Republicans' "Choice" withdrawn after Democratic protests—10/26/64; political ads disgraceful, says WGN's Quaal—11/2/64; Leonard Reinsch and Frank Stanton suggest campaign improvements—11/16/64, 12/14/64; Rep. Walter Rogers (D-Tex.) proposes new campaign libel law—11/30/64; spots placed for Committee for Negroes in Government draw FCC investigation—11/9/64, 11/23/64.

ABC signs Dwight D. Eisenhower, former President, as on-air consultant for GOP convention—2/17/64. Senators Humphrey and Ervin for Democratic meeting—3/2/64.

Early (and correct) broadcasts of victors in primaries in New Hampshire—3/16/64, Florida—6/1/64, and California—6/8/64, lead to attempts to halt practice by agreement of legislation—6/8/64, 6/15/64, 6/22/64, 7/6/64, 7/13/64, 7/27/64, 8/3/64, 8/17/64, but competition to be first with the word in November intensifies—7/6/64; governors study but take no action—9/7/64; Maryland election official plans to withhold results—9/14/64; uniform poll closing proposed—9/21/64; CBS plans research on effect—9/28/64; California voters don't object to

early predictions—11/2/64; projections are accurate—11/9/64; early returns have little effect in Oregon—11/16/64; uniform 24-hour election day proposed—12/14/64.

Coverage of Republican convention, planned well in advance—5/4/64, 6/1/64, moves tons of gear into Cow Palace—7/13/64; convention uses much time, produces little news—7/20/64; seen in 43 million homes—8/17/64; NBC-TV gets most convention viewing—7/20/64, but independent stations with entertainment get most of audience—7/27/64; CBS accused of slanting its reports—8/3/64; final session of Democratic convention seen by 41.49 million, ARB reports—9/7/64; Nielsen puts total at 42.5 million—9/28/64; (both less than top entertainment); convention coverage should be rotated among networks, ABC-TV Affiliates chairman proposes—9/7/64; conventions should be revamped to hold audience interest, ABC News head says—10/12/64.

CBS's Stanton asks GOP for plank condemning government interference with radio-TV—7/13/64; party adopts plank pledging freedom from excessive government control for all news media—7/20/64; similar request to Democrats—8/24/64, gets similar brushoff—8/31/64.

Democratic convention planned with radio-TV in mind—8/3/64, as CBS replaces Cronkite with Trout-Mudd anchor team for convention coverage—8/3/64; films not favored—8/10/64; Democratic convention coverage plans—8/24/64, more viewers than GOP—8/31/64, higher costs too—8/31/64.

Sen. Goldwater uses TV in primaries—4/13/64, makes first paid network (CBS-TV) appearance of any candidate—5/4/64; declines to debate Scranton or Rockefeller on CBS-TV—6/22/64, but is "eager" to debate President Johnson—7/20/64, 8/3/64; flays CBS News for biased reporting—7/20/64, 7/27/64.

KDIA Oakland, Calif., plans to endorse candidate, but withdraws plan after protest—12/2/63; WTFM (FM) Lake Success, N. Y., broadcasts editorials urging GOP delegates not to nominate Goldwater—7/13/64; WXLU Indianapolis endorses Goldwater; WWDC Washington backs Johnson—9/14/64, 9/28/64.

FCC halts political broadcasts in Kentucky, charges tape is "doctored"—11/4/63, 9/21/64.

Missouri congressman criticizes CBS News for report that Wallace votes in Indiana primary came from Republican crossover—5/11/64, dislikes CBS reply—5/18/64, seeks investigation of pollsters—6/8/64.

Voice news from top Democrats is available to radio-TV for cost of phone call—5/25/64, 6/1/64.

FCC tells stations they'll have to answer questionnaire on primary and political campaign broadcasts—7/6/64.

#### Presidential Succession

Assassination of President Kennedy, reported first on TV—11/25/63, brings prompt cancellation of all entertainment, commercials by U. S. radio-TV, for four days, while world watches and listens—12/2/63; TV's biggest audience, over 49 million families, watches average of 31.6 hours—2/3/64; nation praises broadcast reporting—12/2/63, 12/9/63, 6/15/64; cost estimated at \$32 million—12/9/63, about \$4 million for CBS and same for affiliates—12/16/63, \$9.5 million for TV networks—2/4/64; 193,000 commercials deleted—12/9/63, but most advertisers accept make-goods—12/6/63, 12/16/63, 12/23/63.

New President could mean significant change for broadcasters—11/25/63.

Mrs. Johnson's broadcast holdings—11/25/63, transferred to trustees—12/2/63, FCC approves transfer—12/9/63; LBJ Co. (KTBC-AM-FM-TV Austin, Tex.) changes name to Texas Broadcasting Corp.—12/23/63; holdings hit by Republicans—3/30/64, should be disposed of, says dean of Columbia School of Journalism—7/27/64, also GOP's Miller 9/14/64, and BROADCASTING—11/9/64; assets audited—8/24/64.

President's personal aide accused of using pressure to sell time on KTBC-TV—1/27/64, 2/3/64, 12/14/64.

President's financial statement—8/24/64.

#### Programming

Resurgence of radio dramas was a highlight of the year. NBC's experiment draws good response—12/2/63; agencies are interested—12/30/63; NANA Radio to produce radio dramas—1/20/64; ABC Radio adds nighttime dramas—2/24/64, 4/6/64, 5/11/64, 7/13/64; Special Recordings bring back *Lone Ranger*—6/29/64.

"Target" radio programs for special interest listeners planned—9/7/64.

Radio station program formats tabulated in special BROADCASTING report—9/28/64; each station thinks its own format best, BROADCASTING survey reveals—12/14/64; special report analyzes patterns in large, medium and small markets, also for Negro audiences—12/14/64.

Sex and violence again subject of hearing planned by Senate Juvenile Delinquency Subcommittee—12/23/63; producers subpoenaed—3/2/64; hearing set—6/8/64, postponed—6/15/64, held—8/3/64, 11/2/64; NAB attaches recommendations—11/9/64; legislation may increase—8/3/64; much too much on Los Angeles TV, NAFBRAT reports—8/10/64.

Too much TV can make children ill, doctors assert—11/2/64.

Film producers plan to tape nonprime time programming—9/14/64.

Production Development Associates formed to provide entertainment programming for nonnetwork stations—9/14/64, 11/2/64, 12/7/64.

Old newsreels a gold mine for documentary producers—12/9/63.

Longer shows here to stay, producers say—9/16/63.

Agency men pick season's winners, losers—10/14/63; they were right—1/27/64.

Westinghouse conference studies community program needs—11/18/63.

Court cuts libel award to John Henry Falk for alleged loss due to blacklisting from \$3.5 million to \$550,000—11/25/63.

As 1964-65 TV network schedules shape up, Daystar's Stevens sees return of escapism—12/30/63; many new shows, with comedy predominant—1/27/64, 4/20/64; how next season looks in February—2/24/64, with changes—3/2/64, 3/9/64, 3/16/64, 6/15/64; 17 producers in fall line up—5/25/64, 9/7/64.

More escapism in 1965-66, Desilu's Katz predicts—8/10/64; more comedy, gimmicks foreseen—11/20/64.

New season opens with three-way rating race—9/21/64, 9/28/64, 10/5/64, 10/12/64, 10/19/64, 10/26/64, 11/2/64, 11/9/64, 11/16/64, 11/23/64, 11/30/64, 12/7/64; tie pleases agencies—12/14/64, but midseason changes start early—11/23/64, 12/7/64, 12/14/64; half-hour shows most popular—11/16/64; movies in prime time get top ratings—10/12/64; late night competition intensifies—10/26/64; game shows may get prime-time slots—11/2/64.

Last big theatrical movie holdouts release to TV; Paramount—2/17/64, Goldwyn—3/2/64.

Demand for filmed programming on increase, BROADCASTING survey finds—2/30/64; 20th Century-Fox TV show sales spurt—7/27/64; Embassy expands—8/10/64.

Universal Pictures makes two-hour movies for NBC-TV—9/14/64.

Movie and TV film producers merge into one organization—the Assn. of Motion Picture and Television Producers—4/6/64.

Viewers find 1963-64 a "sick season" for TV—6/15/64.

Group owners produce for own TV stations—7/20/64; nonnetwork stations plan for program supply—7/27/64.

FCC asks networks for up-to-date report on interests in programs—6/8/64.

Los Angeles broadcasters explore ways to upgrade public attitude toward law enforcement agencies—7/20/64.

TV stations average 6,350 public service announcements annually—4/6/64.

Producer of *Queen for a Day* sues ABC and Selmur when program is dropped—10/12/64.

Daytime serials multiply—10/26/64; ABC-TV shuffles daytime schedule—11/16/64.

Program piracy charged by ABC and Selmur in suit against radio stations said to have rebroadcast segments of *Shindig* featuring The Beatles—11/2/64.

Television Bingo in more than 100 markets—1/27/64; so are New York Philharmonic Sunday afternoon concerts on special radio hookup—7/20/64.

Payola persists, Hollywood record promoter charges in \$230,000 damage suit—4/27/64, and FCC tells Congress—5/18/64; FCC inquiry—11/30/64, puzzles stations—12/7/64.

National Council of Churches urges tighter government control of programming—9/2/63, 9/16/63, and direct regulation of networks—11/18/63; broadcasters protest—12/2/63, but NCC stands firm—2/10/64; International Christian Broadcasters and National Religious Broadcasters oppose NCC—1/27/64; Methodists draft resolution recommend-

ing FCC program control—3/2/64, drop it—3/16/64.

Tight government restrictions on programming advocated, decried, at Reed College conference—10/14/63; right of government to control content of radio communications questioned by electronic firms—9/7/64.

Ideological programming on right and left created problems; IRS is urged to cancel tax-exempt status of Life Line Foundation on grounds that *Life Line* programs are political propaganda—9/7/64; National Council for Civic Responsibility, formed to counteract "ultraright" propaganda—9/28/64, monitors such programs—10/26/64.

Lack of local live programming in prime time concerns Commissioner Cox—12/23/63.

Rule proposed to limit network ownership of programs—9/2/63, 10/28/63.

Syndication faces problems as supply of off-network programs dwindles—9/30/63, 2/10/64; syndicators get lots of traffic at NAB convention—4/13/64; stations put homemade shows into syndication—7/20/64, 7/27/64; Triangle enters feature film syndication—6/8/64, expands—8/3/64; Four Star business up—11/4/63, adds programs—6/29/64, and foreign feature films—7/27/64; documentaries go into syndication—2/24/64, 5/11/64; Warner Bros. syndication sales up—6/29/64; NBC Films sales up too—8/10/64; Desilu adds feature films—8/17/64, plans daytime series—9/21/64; old shows find new market in UHF—11/9/64.

Emmy awards attacked by CBS News; CBS-TV and ABC-TV withdraw from ceremony—5/18/64, but show goes on NBC-TV—5/25/64, as National Academy of Television Arts & Sciences starts process of reformation—8/14/64, 8/22/64; new formula—11/2/64, rejected by CBS News, defended—11/16/64.

#### Radio Advertising Bureau

New approach to agencies planned—9/2/63, 9/9/63; Radio Marketing Plan continued—11/18/63; aggressive offensive planned—1/13/64, 2/17/64.

Radio commercials to self radio, new RAB creation—4/27/64.

Station reps to survey advertisers; RAB to work on those who are dissatisfied with radio—9/21/64.

Radio Marketing Committee formed to increase use of radio by current radio advertisers—11/23/64.

#### Ratings

How audience measurements should be made and used got much attention, FCC and FTC show interest in use of rating claims in advertising—9/16/63, 9/23/63; House Special Subcommittee on Investigations resumes rating hearing—10/7/63, 10/14/63, asks NAB for report on progress—12/9/63, calls it good but not good enough—1/20/64; "improper" use of ratings in sales promotion brings short-term renewal to WIFE-AM-FM Indianapolis—11/2/64.

NAB and RAB discuss radio rating methodology study—9/30/63, 10/7/63, 10/14/63, 11/4/63, reach agreement—11/11/63, name committees—11/18/63, 12/16/63; Ward Dorrell to direct study—6/8/64; changes name—8/10/64, reports major step forward—8/24/64, 9/28/64.

Broadcast Rating Council sets standards, gets AAAA as member—12/23/63, names Dr. Kenneth Baker as executive director—12/30/63, begins operations—1/13/64, 2/3/64, publishes minimum standards for rating services—4/6/64, gives certificates to ARB, Hooper, Nielsen and Pulse—5/11/64, reports progress—6/22/64; gives certificates to SMS and CAA—9/14/64; hits problem on Nielsen—9/21/64, 10/12/64, but it clears up—12/14/64; reports on progress to House Commerce subcommittee—9/28/64; results of audits of ARB, Pulse and Hooper to be ready early in 1965—10/12/64.

Whether ratings should be reported in single figures or ranges is debated—9/23/63, 10/7/63, 10/21/63, 12/9/63.

Advertising Research Foundation won't join BRC, will help from outside—10/7/63.

Radio surveys need auto figures—9/2/63, way to get them shown—4/13/64.

JWT's Gerhold asks for data on the "audience for advertising," people instead of sets—2/3/64.

Despite exposure of rating system weaknesses, advertiser-agency dependence on Nielsen reports seems strong as ever—11/4/63, 11/11/63.

Nielsen drops radio ratings—1/13/64, is blasted by ABC Radio president—1/20/64; sparks ratings upheaval—2/10/64.

Storer stations drop Nielsen—2/3/64, then decide not to—3/30/64.

Nielsen signs 2nd consent order—11/4/63, but FCC still skeptical—2/24/64, as congressman changes sample favors rural dwellers—2/24/64.

Nielsen raises rates for National Television Index—4/6/64, adds market performance reports—6/8/64; introduces changing sample, new magnetic tape Audimeter—9/7/64; bias in favor of younger families charged—10/26/64.

American Research Bureau plans radio tests—9/23/63, makes Detroit study—2/10/64, will enter radio rating field—5/4/64; top executives leave to form own media research firm—11/23/64; new local radio reports to start in January 1965—11/30/64.

Pulse blasted for alleged shortcomings in Spanish-speaking audience reporting—9/14/64; plans new audience analysis, LQR III—11/30/64.

Television Audit Corp. plans to count viewers with airborne gear—10/19/64.

New systems arise—Electro-Rate—12/9/63, 2/17/64; Tanner Electronic Survey Tabulation—4/13/64, 5/25/64, 6/22/64; American Pipe & Steel—6/15/64, 6/22/64.

Pulse cancels Las Vegas reports—9/30/63, tests one-day diary—10/21/63, sells complete radio package—11/25/63, will include age, sex breakdowns—1/27/64.

Sindlinger adding local radio reports—9/23/63, finds radio's August audience biggest since TV came in—10/21/63, promises to defend subscribers against government attack—11/25/63, issues studies—4/6/64, serves all 4 radio networks—5/11/64.

Trendex experiments with telephone-recall technique—2/10/64.

#### Space Communications

Communications Satellites Corp. protests FCC "invasion"—9/16/63; AT&T will drop cable plans if satellite to be available—12/16/63; Comsat makes plans—12/30/63, 1/13/64, 2/17/64, 3/9/64, 4/20/64, files stock plans—5/11/64, sells 5 million shares—6/1/64, 6/8/64, lets contracts—6/15/64; 17 nations meet to consider joining—7/27/64, 14 do—8/3/64; European nations want ground fees—11/25/63, which U.S. networks agree to pay—1/6/64; ninth ground station opened in Sweden—11/30/64; Comsat request to build ground stations opposed by AT&T, RCA, others—9/21/64; FCC gets problem—11/2/64.

First trans-Pacific satellite TV transmission—11/26/63, 12/2/63, simulate talk of live coverage of Tokyo Olympics—3/30/64, 4/27/64, 7/6/64, 7/20/64; coverage set, if tests succeed—7/27/64, Syncom III—8/17/64, 8/24/64, 9/14/64, 9/28/64, transmits Olympic opening—10/12/64.

Hughes Aircraft gets contract to study steering of communications satellite antenna—11/18/63; Tiros satellite has new camera system—12/23/63.

Trans-Atlantic balloon system planned—9/2/63.

Congress approves more than \$5 billion in space research—9/9/63.

International radio conference ponders space problems—10/14/63, 11/4/63, 11/11/63.

TV cameras take moon pictures—8/10/64. Westinghouse gets contract for new moon cameras—11/23/64.

Mars fly-by ready to go—11/2/64.

NASA expects experiments with communications satellites to go on for 10 years—9/21/64.

#### Sports

Sports coverage is TV's hottest program fare, BROADCASTING survey finds—9/30/63.

Baseball broadcast rights total \$13.5 million for 1964 season, BROADCASTING roundup reveals—2/24/64; pay TV deals with Dodgers and Giants—2/24/64.

Football rights total \$29 million, BROADCASTING roundup shows—8/10/64.

Proposal to revamp baseball schedule to suit TV draws only objections—4/27/64.

Plan for prime-time weekly big league baseball game on network television—10/14/63, is shelved for 1964 season—12/2/63, studied by baseball committee—2/3/64, 2/17/64, 2/24/64; to start in 1965—8/10/64, 8/17/64, 8/24/64; Monday

night proposed—9/7/64, 9/14/64; network cool—9/28/64, 10/26/64, plan seems dead for '65—11/9/64; shifted to Saturday afternoon—11/16/64, 11/30/64, 12/7/64; ABC-TV negotiates—12/14/64; gets two-year, 18-club contract—12/21/64.

Plan for baseball revenues to be pooled and shared by all clubs proposed—11/9/64.

L.A. Angels radio-TV sold out for '65—10/12/64; Schlitz gets Houston Astros rights for three years—12/7/64.

CBS Inc. buys New York Yankees—8/17/64, defends purchase—8/24/64, 8/31/64. A.L. team owners endorse deal—9/14/64; Senate "looks into it"—9/28/64, 10/5/64; sale is completed—11/19/64.

Football prices soar: NBC-TV pays \$13 million for NCAA 64-65 rights—12/23/63, adds Orange Bowl—1/27/64, pays \$36 million for five-year AFL contract—2/3/64; CBS-TV gets NFL rights for 64-65 for \$28 million in competitive bidding—1/6/64, 1/27/64, plans no compensation to affiliates—2/3/64, but restores it after signing sponsors—5/11/64; double-headings are planned—2/3/64, protested—2/24/64, some retained—4/27/64, as NFL title games are added by CBS-TV for an extra \$1.8 million apiece—4/20/64; other games set—3/9/64; NFL rejects proposal for NFL-AFL charity game—5/24/64; NFL keeps rights for theater TV in blacked-out areas—10/28/63, sells them in Chicago—6/29/64, Detroit—8/10/64; ABC-TV buys NFL Friday night games—2/17/64; NCAA protests—2/24/64; Congress gets bill to protect college games—3/2/64; ABC-TV drops plan—3/9/64; AAUW presidents postpone pay-TV football broadcasts—9/7/64.

Sports blackouts due for Senate investigation—2/3/64, 2/17/64, 2/24/64; they are too broad, FCC tells Congress—5/4/64; redefinition proposed—5/11/64.

Fourth Network, organized for sports broadcasts, gets U.S. rights to Canadian pro football—2/17/64, 8/10/64; 13 stations buy games—10/12/64.

ABC-TV cancels Friday night fights—12/30/63, decides to keep them through summer—1/13/64, perhaps longer—1/20/64; promoters plan own network to replace ABC-TV—2/24/64; Gillette switches to movies—7/20/64.

TV taped report of Patterson-Machen bout goes begging—4/13/64, and short fights cut price of radio rights to Liston-Patterson fights—2/24/64; Clay-Liston TV for theaters—9/28/64; MBS sets radio rights for \$250,000—11/12/64.

PGA seeks control of broadcast rights to professional golf tournaments—2/10/64, 2/24/64.

ABC-TV gets rights to National Basketball Assn. Games—5/11/64; buys auto racing specials—10/12/64; gets PGA championship tournament rights for three years for \$606,000—10/26/64.

#### Station Representatives

Employees buy Edward Petry & Co.; Petry and Voynow retire—9/28/64; FCC concerned over rep firms owned by station groups representing other stations—10/12/64.

#### Success Stories

Reports of sales successes from radio; Alberto-Culver—2/17/64; American Express Co.—9/28/64; American Motors—9/28/64; AT&T—9/28/64; Bache & Co.—12/7/64; Bank of America—9/28/64; Bank of California—9/21/64; Boatmen's National Bank—9/7/64; Brentwood Savings & Loan—12/9/63; Buick—11/25/63; Buick dealers—8/3/64; Calhoun Life Insurance Co.—9/28/64; California Oil Co.—9/28/64; Campbell Soup Co.—9/28/64; Certified Grocers—2/7/64; Chrysler Motors—10/19/64; Cliff's Men's Shop—9/28/64; Dodge dealers—5/11/64; First National Bank of Golden, Colo.—1/6/64; Farmers Insurance Group—2/24/64; Robert Fountain (sold his house)—12/9/63; General Motors—9/28/64; Gillette—9/2/63; Green Lincoln-Mercury—10/21/63; Henri's Food Products—3/2/64; Hoffman Candy Co.—12/30/63; Kellogg's—9/28/64; King Zane Pontiac—2/17/64; Lawry's Foods—9/28/64; McMahan's Furniture Stores—2/3/64; Mennen Co.—9/28/64; Mogen David Wine—11/30/64; Monroe St. Car Dealers—9/28/64; Morton House Kitchens—2/17/64; Norge—9/2/63; Merle Norman Cosmetics—2/17/64; Northwest Air Lines—9/28/64; Salaman's Quality Discount Store—9/30/64; Salerno Megawon Biscuit Co.—3/30/64; Standard Shoe Stores—9/28/64; Don A. Talbot (candidate)—6/15/64; Tidy House Products—11/2/64; Trans World Airlines—2/10/64; Unimart (membership department store)—5/11/64; United Air Lines—2/17/64; Witbeck Household Appliances—2/17/64.

Television: Capitol Federal Savings & Loan—2/17/64, Dodge Dealers of Southern California—12/14/64, Douglas Fir Plywood Assn.—4/13/64, duPont—5/4/64, Farmers Insurance Group—2/24/64, General Mills—11/18/63, Gillette—9/2/63, John Hancock—2/17/64, Hudson Pulp & Paper Corp.—2/17/64, International House of Pancakes—11/23/64, Laura Scudder—2/17/64, Lehn & Fink—11/18/63, Millinery Institute—2/17/64, Mogen David Wine—11/30/64, Norge—9/2/63, Pioneer Flour Mills—1/13/64, Schick Safety Razor—2/17/64, John A. Talbot (candidate)—6/15/64, U.S. Plywood—2/17/64, Xerox Corp.—11/18/63, 1/27/64.

#### Television Bureau of Advertising

TVB's performance, plans and status with members—a special BROADCASTING report—11/16/64.

#### Video Tape Recording

New portable TV tape recorder, developed by Ampex—9/9/63, is base for mobile VTR center—10/28/63.

RCA mounts mobile recorder on auto truck—10/28/64.

Colortape animation via Editec—1/20/64, is used by Videotape Productions—2/17/64.

3M develops stop-motion tape—2/24/64.

1,875 U.S. tape records in use throughout world, EIA census shows—4/20/64.

TV recording equipment shown at NAB—4/21/64.

TV tape recorders for home use developed in Germany—10/5/64, Japan—11/23/64.

Major film producers plan to tape programs, chiefly daytime shows—9/14/64.

# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.  
Washington, D. C. 20036

Please start my subscription immediately for—

- 52 weekly issues \$8.50     104 weekly issues \$14.00     Payment attached  
 52 issues & 1964 Yearbook \$13.50     Please bill  
 1964 Yearbook \$5.00 (so long as supply lasts)

name \_\_\_\_\_ title/position\* \_\_\_\_\_  
address  Business  Home \_\_\_\_\_  
city \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_  
company name \_\_\_\_\_

\*Occupation Required

## Who will run TV in Southern Rhodesia?

The white minority government of Southern Rhodesia is behind a bid to take control of the independent commercial television services of the self-governed African Crown Colony. The Rhodesian Front, led by Ian Smith, is battling Harold Wilson's Labor Party government in Britain on the issue of granting independence to the territory under its present constitution.

In a TV interview in Bulawayo, Southern Rhodesia, Mr. Smith said the government-controlled and subsidized Rhodesian Broadcasting Corp. should take over Rhodesian Television Ltd., because as a private company it might fall into the hands of "enemies of the state." He continued: "We are living in an era of the great war for men's minds. TV is the greatest propaganda medium in the world today."

The original TV agreement was with the government of the recently dissolved federation of the two Rhodesias (Southern and Northern) and Nyasaland. A new agreement must now be reached between the Southern Rhodesia government and Rhodesian TV Ltd.

RTV is a private company and its shares are traded on the stock exchange. Mr. Smith said "It is possible for undesirable elements to obtain a controlling interest."

Commercial manager for RTV is International Television (Pvt.) Ltd., Salisbury. The company operates three transmitters: at Salisbury, Bulawayo and Kitwe.

An RTV spokesman said that under the agreement between the company and the now defunct Federal Broadcasting Corp., the company's founding stockholders cannot sell their shares without the approval of the FBC, which has now been succeeded by the Rhodesian Broadcasting Corp. He added: "If Communist influence could take control of RTV it would only be with the approval of the RBC."

Founder shares, he concluded, are the only voting shares in the company. Only nonvoting shares are quoted on the stock exchange.

### A 'pirate' for London

Britain has a new offshore commercial radio station, Radio London, which has started broadcasting from the MV *Galaxy*, a former U. S. Navy minesweeper, anchored in the Thames Estu-

ary, outside territorial waters.

Potential audience for the station, which has a \$1.4 million backing from 20 British, Canadian and American investors, is put at 10 million homes, 37 million listeners. The floating station, claimed to have a 250 mile range, has a 200-foot antenna mast and 50 kw.

Financing for the newest of Britain's "pirate" stations came from an investment trust registered in the Bahamas. Panavass Inc., a Panamanian corporation, has chartered the minesweeper to Marine Investment Inc., also Panamanian, of Freeport, Grand Bahamas.

Sales, promotion and research are being handled by an independent company located in London, Radlon (Sales) Ltd. Managing director of this firm is Philip Birch, 37, a former associate director of the J. Walter Thompson Co., London.

Mr. Birch said nine national UK advertisers have bought time. Rates for 30-second spot commercials are: 7 a.m.-1 p.m., \$212; 1 p.m.-6 p.m., \$179; and \$156 for all other times.

National Opinion Polls Ltd. will conduct audience surveys for the new station which hopes to put sponsored programs on the air.

## CBS Films now sold to 76 countries

Sales were made by CBS Films for the first time in Ethiopia, Barbados, and Czechoslovakia during the past month, bringing to 76 the number of countries that have purchased programs distributed by the company, according to Ralph M. Baruch, vice president, international sales, CBS Films.

The programs sold were *The Defenders*, *Beverly Hillbillies* and *Rawhide* in Ethiopia; *The Jackie Gleason Show* in Czechoslovakia and *The Defenders*, *Have Gun, Will Travel*, and *The Honeymooners* in Barbados. Mr. Baruch noted that these sales were part of a group made during the last month in 42 countries, involving 54 different programs or program series.

### International film sales . . .

**Bonanza** (NBC Enterprises): Cyprus Broadcasting Corp.; OY Yleisradio AB, Finland; Dongyang Broadcasting Corp., Seoul, South Korea; Caribbean Broadcasting Corp., Barbados, and Radio Hin CXA, Dominican Republic.

**The American Civil War** (Trans Lux): Radio Televisione Italiana, Rome.

**Lucille Ball** (Desilu): 2UE Radio Network, Sydney, Australia.

## Canadians think same way on cigarette ads

A cigarette advertising code, similar in some ways to the one that takes effect in the U. S. Jan. 1, 1965 (BROADCASTING, Dec. 21), is being promulgated by Canadian cigarette manufacturers. The main thrust of the Canadian code is to protect youths from cigarette advertising.

The U. S. code originated following the report of the committee of the surgeon general of the U. S. Public Health Service, and was signed last summer, although details were not publicized until the announcement of the effective date of the American strictures.

The Canadian code bans cigarette commercials on television before 9 p.m. It also prohibits the use of models under 25 for this type of advertising and outlaws any direct appeal to youth. As a matter of practice, though not rule, the 9 p.m. clause has been honored since 1962.

Although the American code allows for fines up to \$100,000 against offenders, the Canadian counterpart makes no provision for punishment.

### Abroad in brief . . .

**Devney named** ■ CFRA Ottawa, Ont., has appointed Devney Organization Inc., New York, as U. S. representative.

**New accounts** ■ BBDO-International has been named to handle Alberto-Culver products in Germany and Austria, as well as for Persil-Austria's Dor Powder detergent and Landon Toilet Soap products in Austria. Television campaigns are planned for both accounts. BBDO, New York, has been named agency for McGregor Sportswear of Canada Ltd.

**U. K. rep** ■ CBS International will represent Reeves Soundcraft division of Reeves Industries Inc., Danbury, Conn., in the United Kingdom. Reeves products involved include sound recording tape, magnetic film, computer tape, instrumentation and video tape.

**New firm** ■ Grey Advertising, New York, has joined with Empresa de Publicidad Rasgo, S. A. of Madrid, Spain, to form Rasgo-Grey, S. A. & International Partners. During 1964, Grey also formed European affiliations in France, Belgium, Germany and Italy.

**Sales reps** ■ Trans-Atlantic Features Ltd., New York, has formed Trans-Atlantic Entertainment Corp. as U. S. sales representative for Radio Caroline, a

ship-board station operating off the coast of Great Britain. TAEC's office will be at 1697 Broadway, New York.

**Big sale** ■ NBC International has reported completion of what it termed its largest single sales transaction with Spain for the Television Espanola network. Spain purchased 137 hours of programming, including 52 hours of *Bonanza*, *The Richard Boone Show*, *The Dick Powell Show* and *Car 54, Where Are You?*

**Rights bought** ■ Canadian Broadcasting Corp. has purchased Canadian rights through 1967 to *Flavio*, a 10-minute documentary about a young boy and his family who live in a Brazilian slum. *Flavio* was released through Contemporary Distributors, New York.

**More clients** ■ Television Audience Measurement Ltd. (TAM), a product reaction testing service licensed in Great Britain and Western Europe by TVQ,

Manhasset, N. Y., has added five subscribers to its basic service: Unilever, Lintas, J. Walter Thompson, S. H. Benson and The London Press Exchange. TAM started its first season of overseas operation in May.

**Adds frontier** ■ Beecham Products Ltd., Toronto, has appointed Kenyon & Eckhardt, New York, to handle Beecham consumer product advertising in Canada, effective April 1, 1965. K&E handles Beecham's advertising in the U. S.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**William W. Mulvey**, senior VP and senior management officer, elected executive VP at McCann-Erickson, New York. **Margot Sherman** elected senior VP and assistant to president. Miss Sherman, who continues as chairman of creative plans board, is also named to the board of directors.

**Van Cunningham**, account group manager, **Thomas E. Shea Jr.**, account executive, and **Don Sheldon**, account supervisor, elected VP's at Fuller & Smith & Ross, New York.

**Herbert J. Weber Jr.** joins Robert E. Eastman & Co., New York, as VP and director. He resigned as general sales manager of WHN New York to join Eastman.

**Robert E. McMillin**, management supervisor on Foremost Dairies account and account supervisor on Van Camp Sea Food Co. account at Guild, Bascom & Bonfigli, San Francisco, elected VP.

**Walter L. Thompson**, VP at Fuller & Smith & Ross, Pittsburgh, joins BBDO,

that city, as account executive on U. S. Steel.



Mr. Gorman



Mr. Albright

**Patrick H. Gorman**, manager of advertising for Schlitz beer, appointed manager of advertising and merchandising for Old Milwaukee beer, and **Earle C. Albright**, regional manager for Schlitz beer, named to similar post for Schlitz beer at Jos. Schlitz Brewing Co., Milwaukee. **Ralph W. Gibson** named assistant manager of advertising and merchandising for Old Milwaukee, reporting to Mr. Gorman, and **Paul E. Storin**, assistant director of merchandising for Schlitz beer, appointed manager of merchandising for Schlitz, reporting to Mr. Albright.

**Preston Pumphrey** joins CBS-TV business affairs department Jan. 4 as negotiator of sales contracts. Mr. Pumphrey has been in business affairs department of CBS Radio for 11 years. He was made director of department six years ago. **Bernard Krause**, director of contracts-negotiations, succeeds Mr. Pumphrey as director of business affairs, CBS Radio.

**William H. Steele**, account supervisor on Quaker Oats, and **Henry Wittemann**, account supervisor on Alberto-Culver, elected VP's of Compton Advertising, Chicago.

**Richard I. Hasbrook** joins ABC-TV Spot Sales, New York, Jan. 1 as account executive. He was formerly on sales staff at KABC-TV Los Angeles.

**William H. Sullivan** joins Maxon Inc., New York, as account executive on Gillette Safety Razor Toiletries Division. He was formerly with Dancer, Fitz-

gerald, Sample. **Frank Lasalandra**, assistant media director, named account executive for Gillette razors and blades.

**Richard W. Reed**, on sales staff of *Sacramento News-Shopper*, named account executive at KRAK Sacramento, Calif. **William Pruden**, formerly with KASK Ontario, Calif., WHLF South Boston and WMEK Chase City, both Virginia, joins sales department of KRAK.

**Curtis Purgerson**, manager of KCIJ Shreveport, La., named regional account executive for KEEL, that city.

**William Lemanski**, radio sales executive with RKO General Broadcasting-

up\* 51%  
IN AUDIENCE

JUST FOR THE  
WLOL OF IT!

1812\*

This number computer-selected by Data Division of Standard Radio & Data Service, Inc.

MINNEAPOLIS • ST. PAUL

July-Aug. to Sept.-Oct., 8 a.m. to 6 p.m., Mon. thru Fri. Hooper Survey. Submitted as estimate only, not exact measurement.

for your tower requirements check **ROHN SYSTEMS** ✓

A complete tower erection service that has these special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service

**ROHN SYSTEMS, INC.**  
6718 W. Plank Road Peoria, Illinois

## Manship named chairman

**Douglas L. Manship**, president, WBRZ-TV Baton Rouge, La., elected chairman of board of TV Stations Inc. Other changes: **A. Louis Read**, executive VP, WDSU-TV New Orleans, elected director and **W. D. Rogers**, Lubbock, Tex., former chairman and director, resigned from TV Stations Inc.

National Sales, named radio sales manager of RKO General's Chicago office.

**Kenneth N. Flower**, formerly with ABC-TV Spot Sales, New York, named sales manager, KGO-TV San Francisco. **Stuart Stringfellow**, Young & Rubicam, San Francisco, joins KGO-TV as junior account executive. **Milton Berty**, junior account executive, promoted to account executive.

**A. Wilson Lefler**, sales manager of KMJ-TV Fresno, Calif., appointed sales manager of KOVR(TV) Stockton-Sacramento, Calif. **Edgar L. Deatherage**, local sales manager at KMJ-TV, promoted to sales manager. **Frank C. Wells**, salesman at KMJ-AM-FM, succeeds him as KMJ-TV local sales manager. KOVR and KMJ stations are owned by McClatchy Broadcasting Co.

**Harriett Kogod**, with Doyle Dane Bernbach, Los Angeles, joins public relations department of Earle Palmer Brown & Associates, Washington public relations and advertising agency.

**Richard A. Cleveland**, with Lewis & Gilman, Philadelphia, joins Al Paul Lefton Co., Philadelphia, as public relations account executive.

**Denny Denver**, formerly with stations in Ohio and West Virginia, joins WCUE Akron, Ohio, as account executive.

**Frank A. Orth**, director of sales development and market research at WICE Providence, R. I., resigns Dec. 31 to open own management consultant, sales promotion and public relations agency. He will continue as consultant to WICE. **Leland W. Bickford**, regional sales manager for WPOP Hartford, Conn., named regional sales manager for WICE.

**Tom Breneman**, air personality for stations in Colorado and Arizona, joins sales staff of KGLD and KBIG(FM) Avalon-Los Angeles.

**Anthony Trezza**, with S. E. Zubrow Co., joins Albert Frank-Guenther Law advertising agency as art director and television producer-director in Philadelphia office.

**Don Cena**, account executive at KLAC Los Angeles; **Gerry Velona**, account executive at KTLA(TV) Los Angeles; **Rob-**

**ert Marshall**, sales manager of KBLA Burbank, Calif., and **Phil Goodman**, radio and television director for Advertising Agencies Inc., appointed account executives for KBLA.

**Dana J. Hunter**, with Tacoma Radio Corp., Tacoma, Wash., joins KMO Tacoma as sales manager.

**Ron Anderson** and **Tom Donovan**, art directors and art group heads; **James Grymyr** and **Ronald Oakland**, copy group heads, elected VP's in creative department of Knox Reeves Advertising, Minneapolis. **Guy Stuart** joins Knox Reeves as art director. **Bruce Sielaff**, account executive, appointed account manager at Knox Reeves.

**William Hausler**, account executive for WNHC-TV New Haven, Conn., named account executive for WRC-TV Washington.

**Allen G. Bishop**, formerly with Maxon Inc., Chicago, joins Earle Ludgin & Co., there, as account executive.

**Donald M. Hufford**, formerly manager of *Ladies Home Journal* advertising office in Minneapolis, joins Gardner Advertising, St. Louis, as account executive in Ralston group. **Paul Zara**, formerly with Wilding Studios and Post-Keyes-Gardner, both Chicago, joins Gardner as broadcast writer-producer in creative department.

**Geoff Houghton**, account executive with Compton Advertising and before that with Leo Burnett, joins Tatham-Laird, Chicago, as account executive.

**Ross Newby** promoted to local sales manager for KGNC-TV Amarillo, Tex.

**John Brock**, sales manager for WBTW(TV) Florence, S. C., named local-regional sales manager for WFMY-TV Greensboro, N. C.

**Gene Adkins**, on sales staff of WVEC-TV Hampton-Norfolk, Va., named account executive at WAVY-TV Portsmouth-Norfolk-Newport News, Va.

**Robert F. McLain**, general sales manager of KWIZ-AM-FM Santa Ana, Calif., and **James B. Slade**, in advertising sales for *Berkeley Gazette*, join KPAT-AM-FM Berkeley, Calif., as account executives.

**Richard D. Casper**, formerly head of own advertising and sales promotion company, Richard D. Casper Inc., joins NBC Radio as account executive.

**Edwin H. Schweitzer**, former VP and commercial manager of WELI New Haven, Conn., named account executive at WMMM Westport, Conn.

**James E. Gibson Jr.**, VP, administration, and director of Hanes Hosiery Mills Co., Winston-Salem, N. C., elected VP, marketing and research.

**Richard P. Buch**, formerly with WCKT(TV) Miami and WWIL Ft. Lauderdale, Fla., joins sales staff of WLBW-TV Miami.

**John F. Nienstedt**, communications officer for U. S. Navy, named account executive for WDAF-AM-FM Kansas City, Mo.

## THE MEDIA

**Ramsey G. Elliott**, manager of KMJ-AM-FM Fresno, Calif., appointed manager of KMJ-TV. **Thomas K. McCrum**, personnel assistant with McClatchy Newspapers and McClatchy Broadcasting Co., named manager of KMJ-AM-FM. **John I. Edwards**, manager of KMJ-TV, assumes same position at KOVR(TV) Stockton-Sacramento, Calif. **Thomas C. Flynn**, previously manager of KBEE-AM-FM Modesto, Calif., appointed assistant manager of KOVR. **James C. Thompson**, promoted from sales manager to manager, KBEE-AM-FM. All stations are owned by McClatchy Broadcasting Co.

**George Feldman**, formerly with CBS-TV National Sales, New York, named director of KGO-TV San Francisco.

**Bill E. Cook**, general manager of KPDA-TV Amarillo, Tex., appointed VP of Texas State Network Inc., licensee of KFJZ-AM-FM Forth Worth, KIRO McAllen and KPDA-TV, all Texas.

**Donald G. Middendorf**, corporate director of personnel and labor relations for Crosley Broadcasting Corp., Cincinnati, promoted to VP-administration.



Mr. Barnett as sales development manager.

**Wells H. Barnett** named executive VP and general manager of wwok Charlotte, N. C. Mr. Barnett was formerly with John Blair & Co., New York, as station operations director. He joined Blair in 1946

as sales development manager. **Cecil L. (Lud) Richards** named to new post of consultant to Triangle Radio operations in New England. Mr. Richards has been commercial manager at Triangle's WFIL Philadelphia since May 1964 and before that headed his own syndication firm, RTN Broadcast Features, Chicago.

**Harold Christian**, VP in charge of merchandising, WXYZ Detroit, retires Jan. 1. He has been with station 32 years.

**H. Lee Bryant**, director of sales for KARK-AM-FM-TV Little Rock, Ark., named manager of broadcast-telecast operations. **Larry Page**, with KARK-TV, named manager of KARK-FM.

**F. Sibley Moore** elected to board of directors of Capital Cities Broadcasting Corp. He is administrative VP for Capital Cities' WJR-AM-FM Detroit.

## PROGRAMING

**Colm O'Shea** joins United Artists Television Inc., as general manager,

# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
Consulting Engineers  
2411 - 2419 M St., N.W.  
Washington 37, D. C. 296-6400

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg.  
Wash. 4, D. C.  
Telephone District 7-1205  
Member *AFCOE*

—Established 1926—  
**PAUL GODLEY CO.**  
Upper Montclair, N. J.  
Pilgrim 6-3000  
Laboratories, Great Notch, N. J.  
Member *AFCOE*

**GEORGE C. DAVIS**  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
5Terling 3-0111  
Washington 4, D. C.  
Member *AFCOE*

**COMMERCIAL RADIO  
EQUIPMENT CO.**  
Everett L. Dillard, Gen. Mgr.  
Edward F. Lorentz, Chief Engr.  
PRUDENTIAL BLDG.  
DI 7-1319  
WASHINGTON, D. C. 20005  
Member *AFCOE*

**A. D. Ring & Associates**  
42 Years' Experience In Radio  
Engineering  
1710 H St., N.W. 298-6850  
WASHINGTON 6, D. C.  
Member *AFCOE*

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
930 Warner Bldg. National 8-7757  
Washington 4, D. C.  
Member *AFCOE*

**Lohnes & Culver**  
Munsey Building District 7-8215  
Washington 4, D. C.  
Member *AFCOE*

**KEAR & KENNEDY**  
1302 18th St., N.W. Hudson 3-9000  
WASHINGTON 6, D. C.  
Member *AFCOE*

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
DALLAS 9, TEXAS  
MElrose 1-8360  
Member *AFCOE*

**GUY C. HUTCHESON**  
P.O. Box 808 CRestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

**SILLIMAN, MOFFET  
& KOWALSKI**  
1405 G St., N.W.  
Republic 7-6646  
Washington 5, D. C.  
Member *AFCOE*

**GEO. P. ADAIR ENG. CO.**  
CONSULTING ENGINEERS  
Radio-Television  
Communications-Electronics  
901 20th St., N.W.  
Washington, D. C.  
Federal 3-1116  
Member *AFCOE*

**WALTER F. KEAN**  
CONSULTING RADIO ENGINEERS  
Associate  
George M. Sklom  
19 E. Quincy St. Hickory 7-2401  
Riverside, Ill. (A Chicago suburb)  
Member *AFCOE*

**HAMMETT & EDISON**  
CONSULTING RADIO ENGINEERS  
Box 68, International Airport  
San Francisco 28, California  
Diamond 2-5208  
Member *AFCOE*

**JOHN B. HEFFELFINGER**  
9208 Wyoming Pl. Hiland 4-7010  
KANSAS CITY 14, MISSOURI

**JULES COHEN  
& ASSOCIATES**  
9th Floor, Securities Bldg.  
729 15th St., N.W., 393-4616  
Washington 5, D. C.  
Member *AFCOE*

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland 41, Ohio  
Phone: 216-526-4386  
Member *AFCOE*

**VIR N. JAMES**  
CONSULTING RADIO ENGINEERS  
Applications and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
DENVER, COLORADO  
Member *AFCOE*

**A. E. Towne Assocs., Inc.**  
TELEVISION AND RADIO  
ENGINEERING CONSULTANTS  
420 Taylor St.  
San Francisco 2, Calif.  
PR 5-3100

**PETE JOHNSON**  
Consulting am-fm-tv Engineers  
Applications—Field Engineering  
Suite 601 Kanawha Hotel Bldg.  
Charleston, W.Va. Dickens 2-6281

**MERL SAXON**  
CONSULTING RADIO ENGINEER  
622 Hoskins Street  
Lufkin, Texas  
NEptune 4-4242 NEptune 4-9558

**WILLIAM B. CARR**  
Consulting Engineer  
AM—FM—TV  
Microwave  
P. O. Box 13287  
Fort Worth 18, Texas  
BUtler 1-1551

**RAYMOND E. ROHRER  
& Associates**  
Consulting Radio Engineers  
436 Wyatt Bldg.  
Washington 5, D. C.  
Phone: 347-9061  
Member *AFCOE*

**E. HAROLD MUNN, JR.**  
BROADCAST ENGINEERING  
CONSULTANT  
Box 220  
Coldwater, Michigan  
Phone: BRoadway 8-6733

**JOHN H. MULLANEY  
and ASSOCIATES**  
A Division of Multronics, Inc.  
Multronics Building  
5712 Frederick Ave. Rockville, Md.  
(a suburb of Washington)  
Phone: 301 427-4666  
Member *AFCOE*

**OSCAR LEON CUELLAR**  
CONSULTING RADIO ENGINEER  
AM-FM-TV  
250 W. Santa Maria, P.O. Box 11276  
Phone (Area Code 602) 294-7000  
Directional Antennas Design  
Applications And Field Engineering  
Tucson, Arizona 85706  
Member *IEEE*

**E. E. BENHAM  
& ASSOCIATES**  
Consulting Engineers  
6725 Sunset Blvd., Suite 408  
Hollywood, California  
HO 6-3227

## Service Directory

**PAUL DEAN FORD**  
Broadcast Engineering Consultant  
R. R. 2, Box 50  
West Terre Haute, Indiana 47885  
Drexel 8903

**JAMES F. LAWRENCE, JR.**  
FM and TV Engineering Consultant  
Applications and Construction.  
Precision Frequency Measurements.  
**TELETRONIX ENGR. CO.**  
308 Monterey Rd., S. Pasadena, Cal.  
Phone 213-682-2792

**COMMERCIAL RADIO  
MONITORING CO.**  
PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.,  
Lee's Summit, Mo.  
Phone Kansas City, LaClede 4-3777

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.,  
Cambridge 38, Mass.  
Phone TRowbridge 6-2810

**SPOT YOUR FIRM'S NAME HERE**  
To Be Seen by 100,000\* Readers  
—among them, the decision-mak-  
ing station owners and manag-  
ers, chief engineers and techni-  
cians—applicants for am, fm, tv  
and facsimile facilities.  
\*ARB Continuing Readership Study

contact  
**BROADCASTING MAGAZINE**  
1735 DeSales St. N.W.  
Washington, D. C. 20036  
for availabilities  
Phone: ME 8-1022

UA-TV Canadian Network, national spot and regional sales. He was formerly with ZIT Canada. **Sully Ginsler** named general manager, syndication, UAA. UA-TV, it was reported, will soon open new Canadian offices.

**Michael Geller**, formerly with Public Relations Research Service, Pittsburgh, named log editor and on-the-air production coordinator of KABC-TV Los Angeles. **Lorin Peterson**, in news and special events department of KABC-AM-FM Los Angeles, named to newly created post of director of community relations.

**Bob Gallagher**, with WEEI Boston, joins WNAC-TV Boston as sports director.

**Shelley Fabares** and **Celeste Holm** to star in *Meet Me in St. Louis* series being produced by MGM-TV for ABC-TV for 1965-66 season. **Jeffrey Hayden** named to direct and **Paul West** to produce series. **Robert Horton**, on *Wagon Train* series, named to star in MGM series for NBC, also for next season. **Robert Foshko**, former head of MCA Production Department, New York, named associate producer of MGM's *The Man From U.N.C.L.E.*

**Joe Garagiola** replaces Mel Allen as chief radio-TV announcer for New York Yankees. Mr. Garagiola, most recently announcer on NBC-TV's *Game of the Week*, will continue Monday through Friday NBC radio program.



Mr. Radney

**Ridge Radney**, for past dozen years with KPRC-TV Houston as director and production manager, named program director of KHFI-TV Austin, Tex., new ch. 42 UHF to go on air soon.

**Jim Harris**, with Roy H. Park Broadcasting Inc., joins WNCT(TV) Greenville, N. C., as announcer.

**Jimmy Piersall**, of Los Angeles Angels baseball team, joins KTLA(TV) Los Angeles as host of post-game shows following Angels play-by-play coverage of KTLA, plus other on-air appearances.

**Rex Marshall** elected president of New York local, American Federation of Radio and Television Artists for 1965 term. Also elected were: **Alan Bunce**, **Ray Heatherton**, **Carol Reed**, **Jack Costello** and **Ralph Paul**, VP's; **Travis Johnson**, treasurer and **Elizabeth Morgan**, recording secretary.

**John H. Wright III**, sales and patterns representative for King Features Syndicate, New York, named director of special services in charge of licensing television and newspaper cartoons.

**Dick Starr**, air personality and music

## Reinsch to assist Miller

**J. Leonard Reinsch**, president, Cox Broadcasting Corp., has been appointed radio-TV consultant to Dale Miller, chairman of Presidential Inaugural Committee, Mr. Miller announced last week.

Mr. Reinsch, assistant chairman and executive director of 1964 and 1960 Democratic national conventions and long-time advisor to Democrats on broadcast media, will advise Mr. Miller and Samuel C. Brightman, publicity director, on all matters relating to radio and TV coverage of inaugural events, except Democratic Gala (Democratic party function) and swearing-in of President ceremony at Capitol, not functions of inaugural committee.

director, named program director for WFUN South Miami, Fla.

**Tom Brookshier**, with WCAU-TV Philadelphia sports staff, named sports director.

**Rolf Peterson**, air personality on KGO-TV San Francisco, joins KCBS-AM-FM San Francisco, in similar capacity.

**Eugene Arnstein**, executive VP of Society of Independent Producers Inc., elected to board of trustees of Motion Picture Relief Fund.

**William P. Andrews**, western division sales manager for Warner Bros. Television Division, joins CBS Films, San Francisco, as VP, domestic sales.

**Judith Ann Abrams**, formerly casting director with Guber-Ford-Gross Music Fairs, has joined staff of ABC-TV's *Les Crane Show*, as assistant to producer Daryl Duke.

**Dean Anthony**, announcer at WPGC Morningside, Md.,-Washington, joins WMCA New York, as air personality.

**Tom Crane** joins WRKO-AM-FM Rockford, Ill., as announcer and personality.

## NEWS

**Morris Landsberg**, Associated Press California capital correspondent since 1950, named to new position of editor of McClatchy Broadcasting Co. (KVOR [TV] Stockton-Sacramento, KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, KOH Reno, Nev.). **Witold Marczewski**, formerly supervising cameraman at KMJ-TV, named chief of photography for McClatchy Broadcasting Co.

**Joel Rose**, in news department of KQV Pittsburgh, named news director at WCUE Akron, Ohio.

**William D. Stewart**, newsman at

WLWT(TV) Cincinnati, joins news staff of WSAZ-AM-TV Huntington, W. Va.

**H. L. Stevenson**, UPI's southern division news manager in Atlanta, moves to New York headquarters as assistant managing editor of UPI.

**John C. Eddy**, news director at KPOJ Portland, Ore., joins news staff of KIRO-AM-FM-TV Seattle.

## FANFARE

**Irving J. Mandell**, account supervisor at Grey Public Relations, affiliate of Grey Advertising, New York, elected VP.

**Philip Nicolaidis** named public relations director for 3M's Mutual Broadcasting Co. He had been advertising sales promotion and publicity manager for 3M's Videotape Center for past three years. He continues with Videotape as public relations director. **Bud Gallanos**, with MacManus, John & Adams, New York, succeeds Mr. Nicolaidis as advertising and promotion manager.

**L. Walton Smith**, public relations director for Blue Cross and Blue Shield and promotion manager for WHAM-TV Rochester, N. Y., joins WNBC-AM-FM-TV Binghamton, N. Y., as promotion director. He succeeds **Bruce Lawrence**, named account executive on WNBC-TV sales staff.

## INTERNATIONAL

**John F. White**, president of National Educational Television, appointed deputy chairman of International Television Federation Council. **William Kobin**, director of public-affairs programing at NET, named chairman of program planning group of Intertel.

**Ralph Kirchen**, operational manager of CJAD Montreal, named director of sound for Maisonneuve Broadcasting Corp., owners of CKGM-AM-FM Montreal.

## ALLIED FIELDS

**Edward G. Epstein** joins Schwerin Research Corp., New York, as supervisor of data collection operations. Mr. Epstein was formerly with The Purex Corp. as marketing research product manager.

**James Harvey Brown**, veteran broadcast engineer in Los Angeles, 1931-51 (KFAC, KFVD, NBC Hollywood), practicing attorney in Hollywood since 1939, takes oath of office as a municipal judge in that city today (Dec. 28).

**William A. Roberts**, Washington attorney, has withdrawn as general partner of Roberts & McInnis, but will continue as counsel in selected matters. Firm will continue in general practice, specializing in federal taxation, communications, interstate commerce, labor



and corporate law. Charles B. McInnis, Roger H. Muzzall, G. Kirby Munson and Everett D. Johnston are remaining general partners.

## DEATHS



Mr. Taishoff

**Jerome Taishoff**, 64, president of Mycalex Corp., of America, died Dec. 20 in Doctors Hospital, New York, of cancer. He lived at Savoy-Plaza hotel in New York. Mycalex manufactures glass-bonded mica insulators used in electronics, aviation and related industries.

Mr. Taishoff's association with Myca-

lex followed investment banking career in Wall Street and London. He was a director of Metropolitan Opera Association, member of opera's national council, governor of Long Island University, co-chairman of Development Council of New York Institute of Technology and senior member of Institute of Electrical and Electronics Engineers.

Survivors include his widow, Mrs. Claire Taishoff; daughter, Mrs. Vally Chamberlain, and two brothers, Jack L. Taishoff, retired government lawyer, and Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines.

**James I. Miller**, 79, former VP and general manager for United Press International, died Dec. 21 in Paris. He

had joined UPI in 1918, was named general manager for South America in 1920, and VP in 1923. He remained in Buenos Aires until 1945 when he was transferred to Paris and named liaison between European and South American services of UPI.

**Al J. Ginkel**, 59, electronics engineer with FCC, died Dec. 20 at Washington Hospital Center of cancer. Before joining FCC eight years ago he was chief engineer for WJLS and WBKW (FM), both Beckley, W. Va. Among survivors are his widow, Jean; brother, Bernard, and two sisters, Genevieve and Mrs. George Donham.

**Arthur LeSanche**, 41, announcer at WOHF(FM) Chicago, died Dec. 11 following heart attack.

## FOR THE RECORD

As compiled by BROADCASTING, Dec. 17 through Dec. 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATION

**Yakima, Wash.**—Sunset Broadcasting Corp. UHF channel 35 (596-602 mc); ERP 224 kw vis., 35.8 kw aur. Ant. height above average terrain 875.8 feet, above ground 116.8 feet. P.O. address 1412 Fruitvale Boulevard, Yakima. Estimated construction cost \$181,300; first year operating cost \$60,000; revenue \$120,000. Studio and trans. locations both Yakima. Geographic coordinates 46° 31' 57" north latitude, 120° 30' 47" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-24DM. Legal counsel not listed; consulting engineer Warren C. Brown, Coeur d'Alene, Idaho. Principals: David Z. Pugsley (49.9%), Warren C. Brown (50%) and Jean Pugsley (0.1%). Mr. Pugsley, through Sunset Broadcasting, is licensee of KNDX-FM Yakima. Mr. Brown is employed at KXLY-TV Spokane, Wash. Ann. Dec. 18.

### Existing TV Stations

#### CALL LETTERS ASSIGNED

- WCEE-TV Freeport, Ill. — Rock River Television Corp.
- \*WGBX(TV) Boston—WGBH Educational Foundation.
- KVER(TV) Laredo, Tex.—K-Six Television Inc.
- \*KSHD(TV) Spokane, Wash.—Spokane School District Number 81.

### New AM stations

#### ACTION BY FCC

**Warner Robins, Ga.** — Mary M. Jarrard. Granted CP for new AM on 1600 kc; 1 kw-D. P.O. address Box 271, Broxton, Ga. Estimated construction cost \$8,550, first year operating cost \$30,000, revenue \$48,000. Principal: Mary M. Jarrard, sole owner, is general

manager of WDMG Douglas, Ga. Action Dec. 17.

#### APPLICATIONS

**Vernon, Ala.**—Lamar County Broadcasting Co. 1380 kc, 1 kw, D. P.O. address Box 308, Guin, Ala. Estimated construction cost \$12,773; first year operating cost \$18,800; revenue \$19,000. Principals: H. D. Thompson, Minnie Thompson, Orlie E. Sisk and Ivous T. Sisk (each 25%). Mr. Sisk is chief engineer at WCRI Scottsdale, Ala. Ann. Dec. 17.

**Barnesville, Ga.**—Barnesville Broadcasting Co. 1090 kc, 500 w, D. P.O. address Hazlehurst, Ga. Estimated construction cost \$12,635; first year operating cost \$21,250; revenue \$31,500. Principal: Wimley Waters (100%). Mr. Waters has 24.5% interest in Jeff Davis Broadcasters Inc., licensee of WVOH Hazlehurst. Ann. Dec. 4.

**Columbia, La.**—Caldwell Broadcasting Inc. 1540 kc, 1 kw, D. P.O. address Box 312, Winnboro, La. Estimated construction cost \$34,004; first year operating cost \$36,000; revenue \$50,000. Principals: Si J. Willing, Albert Greenwald, Leo L. Lowentritt, James D. Mays, A. C. Liles Sr. (each 1%), Kenneth R. Harris, H. Ted Woods, Quenten McLehore (each 16%) and KMAR Broadcasting Corp. (47%), owned by Si J. Willing (20%), Albert Greenwald (20%), James D. Mays (20%), Leo L. Lowentritt (20%) and A. C. Liles Sr. (20%). KMAR Broadcasting is licensee of KMAR Winnboro. Mr. Woods owns Progress Printing Co., newspaper publisher. Ann. Dec. 18.

**Vivian, La.**—North Caddo Broadcasting Co. 1600 kc, 500 w, D. P.O. address Highway 1 North, Vivian. Estimated construction cost \$25,535; first year operating cost \$27,998; revenue \$35,000. Principals: Alvis N. Dowd and Hershel N. Hanner (each 50%). Mr. Dowd was sales manager of KALT Atlanta, Tex. Ann. Dec. 17.

**Hyannis, Mass.**—Cape Cod Broadcasters Corp. 1530 kc, 1 kw, D. P.O. address 30 Hunt

Street, Quincy, Mass. Estimated construction cost \$13,209; first year operating cost \$48,740; revenue \$52,000. Principals: Bruce F. Talford and Donald P. Moore (each 50%). Principals are employed at WHDH Inc., Boston. Ann. Dec. 9.

**Chattanooga**—Norman Thomas and Associates Inc. 1090 kc, 1 kw, D. P.O. address Box 428, Chattanooga. Estimated construction cost \$25,220; first year operating cost \$37,830; revenue \$46,500. Principal: Norman Thomas (100%). Mr. Thomas owns WDNT Dayton, and WJSO Jonesboro, both Tennessee. Ann. Dec. 18.

**Memphis, Tex.**—M.W.C. Broadcasting Co. 1130 kc, 100 w, D. P.O. address Box 1079, Bowie, Tex. Estimated construction cost \$21,750; first year operating cost \$36,000; revenue \$48,000. Principals: Jerry L. Hooser, Dick Fowler and Frank I. Guess (each 33⅓%). Mr. Hooser is employed at KBAN Bowie. Ann. Dec. 17.

### Existing AM stations

#### ACTIONS BY FCC

■ Commission granted request by Salina Radio Inc. to extent of authorizing KLSI Salina, Kan., to sign-on at 4 a.m. with authorized daytime facilities pursuant to Sec. 73.87 of rules, without regard to prohibitory condition until final resolution of matters involved in Doc. 14419 or other commission action. Action was based on showing of no interference to existing or proposed stations on 910 kc. Action Dec. 16.


**KDRS Paragould, Ark.** — Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action Dec. 16.

**KNEL Brady, Tex.**—Granted change in operation from unl. time to SH. (Is licensed on 1490 kc, 250 w, unl.). Action Dec. 16.

*Continued on page 61*

# EDWIN TORNBERG

## & COMPANY, INC.



**Negotiators For The Purchase And Sale Of  
Radio And TV Stations**

**Appraisers • Financial Advisors**

**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**

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
  - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.
  - All other classifications, 30¢ per word—\$4.00 minimum.
  - No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (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

Manager with top sales experience. \$7500-10,000 depending upon experience and record. Ohio-West Virginia area. Send complete resume. Box M-83, BROADCASTING.

Station manager strong on sales. Southeastern N.Y. Great opportunity. Mail full particulars with requirements to Box M-155, BROADCASTING.

Management trainee. Expanding multi-station organization needs young man with solid radio sales and all-round radio experience background for sales manager position in Rocky Mountain region. Salary and commission. Box M-169, BROADCASTING

Sales manager. Metropolitan market, Southwest. Must be a top salesman himself. Box M-172, BROADCASTING.

### Sales

If you dig Top 40 sounds, if you will work hard, if you are ready for a Top Ten market in the East, you can earn upwards of \$12,000 your first year with us. Send resume, photo or snapshot and references. Box M-130, BROADCASTING.

"Every call a Sale" Salesmen wanted calling on radio, TV stations, free to travel, own car. Proven creative audience traffic and earn \$15,000 to \$25,000 per year, Box M-139, BROADCASTING.

Aggressive ambitious top notch salesman for growing, metropolitan station. Great opportunity. Box M-171, BROADCASTING.

Number one station in Central California market needs experienced salesman. Plenty of competition, but a chance to make some money and grow with a chain. Minimum plus liberal commission and fringe benefits. Send resume and photo to Mike Schwartz, KFIV, Modesto, California.

Major midwest 7 station chain operation has immediate opening for trained aggressive salesman. Protected active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization and insurance program, retirement plan as fringe benefits. Send complete resume and photo to WGEE, 4800 E. Raymond St., Indianapolis, Indiana.

One of our salesmen leaving for major market. Need a hard-working closer. Growth market. Excellent potential. Good commission and guarantee. Send resume, picture. WHEW, Box 2905, West Palm Beach, Florida.

### Announcers

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

1st phone tickets only—want your first chance? Start at \$120.00. Can you handle top 40 program and still be flexible to handle adult music? Have minimum 2 years experience. Married, draft or service free. Good commercial delivery. Ready to settle with 1st class station. Good credit, no drifters. From Iowa, Illinois, Missouri, Minnesota. Send tape, photo, detailed employment record, personal resume immediately. Box M-145, BROADCASTING.

## Announcers—(Cont'd)

C&W personality wanted for morning show. Must be fully experienced—metro Northern area. Send resume, picture, tape to Box M-206, BROADCASTING.

N. Y. C. area—immediate opening for top experienced phone-in show personality. Must be—adult—stable—intelligent—well informed—educated—controversial I. E. great. Will be competing with established phone shows now in market. State full details as to background, salary, or deal wanted in first letter. Write Box M-207, BROADCASTING.

Country dj-salesman with 3rd class ticket. Central Kentucky location. Expanding opportunity. Salary plus commission. Call 606-885-4186 or write Box M-208, BROADCASTING and send tape and information.

Somewhere there's an aggressive, ambitious, mature announcer with a good voice and sales experience who wants a better opportunity in 1965. He might even have a first class ticket. He wants security, advancement, good salary and incentives. He's ready for a growing Texas medium market's number one station. Box M-210, BROADCASTING.

Wanted—Experienced Top 40 jock strong on news. First phone helpful but not necessary. Daytime shift in fast growing Southern market. Send tapes and resume. All tapes returned. Box M-213, BROADCASTING.

## IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates will be applicable to all advertisers:

Help Wanted \_\_\_\_\_ per word—30¢  
(\$2.00 minimum)

Situations Wanted \_\_\_\_\_ per word—25¢  
(\$2.00 minimum)

All other classifications \_\_\_\_\_ per word—35¢  
(\$4.00 minimum)

DISPLAY ADS \$25 per inch. (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY space).

Need a bright, mature morning man who can wake 'em up, give 'em news and get 'em going! Must have first ticket. 20,000 market in Rocky Mountain state. Send tape and starting salary with resume. Box M-218 BROADCASTING.

Progressive Southeast station needs experienced, clever, tight board man with bright, enthusiastic voice for morning pop music dj, smooth news, and commercial delivery. Third class license with broadcast endorsement required. Company paid insurance benefits. Send tape, photo, resume to Box M-222, BROADCASTING.

Swing but not scream! Need 4 men for Florida Gulf Coast station immediately—full company benefits. Must be eager and settled. Box M-224, BROADCASTING.

KKJO, St. Joseph, Mo. has opening for night shift announcer with 1st phone. \$400 to start. Contact Tom Elkins.

Immediate opening—experienced announcer must type and be strong on production, sports helpful. Character must bear investigation. Permanent mild climate near Sequoia and Kings Canyon Parks. KONG AM & FM, Visalia, Calif.

Immediate opening for staff announcer with third class ticket with broadcast endorsement. Write W DAN, Danville, Illinois.

## Announcers—(Cont'd)

Good hours, good pay for good announcer with first phone. Brand new operation, all new equipment. Chance to settle-down with permanent staff. Start late in January. Rush aircheck, resume to Dave Barr, WERK, Rt. 4, Box 443, Muncie Indiana 47302.

WJTO Bath, Maine, has lost all tapes submitted from applicants due to fire. We wish to apologize for any inconvenience this may have caused and wish to replace your tape if desired. Please do not submit additional tapes until notified.

Georgia—AM-FM station needs announcer with experience in local news. Contact Bob Thorburn, WLBB, Carrollton, Ga.

Immediate opening for announcer-production man willing to work. Opportunity for sales. PD, WLCO, Eustis, Florida.

Wanted experienced announcer for good music station. Must have third class ticket. Salary commensurate with ability and experience. Contact Peter A. Wolf, WMDN, Midland, Michigan.

Midwest daytimer and full time FM needs combination announcer salesman and possibly sports play-by-play. Present employee earning over \$700 monthly. First phone helpful but not necessary. Phone 317-664-7396.

Announcing, newscasting techniques! Low-cost, highly-effective home study. Beginners, professionals. Personal. Confidential. Write Hal Fisher, Broadcasting Consultant, 678 Medford, Patchogue, New York. 11772.

Modern personality deejay: "Up Your Ratings!" Ideas Ink weekly "Why Not Be Funny" service still open on an exclusive basis in some markets. Is yours one? For free sample, write: Ideas Ink, Box 53332, New Orleans, Louisiana.

King Richard? Formerly with KGB, San Diego, please write your whereabouts to Box 535, Montrose, California.

### Technical

Engineer-announcer for established New York State single station market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING stating experience, references, and salary requirements.

Chief engineer or combo-experience. New station—top pay. Call Mr. Dresner—914-562-1260 or 831-1260.

### Production—Programing, Others

Somewhere there is a fellow who is long on sports and is a pretty good announcer. He does play-by-play sport casts and news casts and likes to play records. Sometimes he will do a High School and College Football and Basketball and summer Baseball. We hope he has a first class ticket. Good station in Rocky Mountains needs him. If he hunts and fishes he will be even happier with this job. Interested? Box M-92, BROADCASTING.

Top flight male, or female copy director wanted by top rated station in major Southwestern market. We want creative, hard working, non-temperamental writer. We work heavy with spec tapes, etc. Good salary, plus incentive. Send complete background & availability to Box M-153, BROADCASTING.

## Production—Programing, Others

### Continued

News director—announcer to gather, write and deliver local and state news. Experienced, responsible and preferably 28-40. Good pay, excellent working conditions and opportunity for growth with solid broadcast organization. Send resume, photo and sample tape of your work to Donald Knowles—WDEA Radio, 68 State Street, Ellsworth, Maine.

News—morning man for highly professional small market station. Must be dependable, hard worker to fit in with current top-flight staff. Immediate opening. Call Jim Gardner—WDOE-Dunkirk, New York. . 716-366-6161.

Full time news director wanted for excellent small market station. Must be experienced in gathering and reporting local news from studio and mobile unit. Contact Bob Thorburn, WLBB, Carrollton, Ga.

### Situations Wanted—Management

Happily employed, medium market — no hurry—\$18,000 now—substantial improvement or ownership option only—successful general manager 10 years. Box L-320, BROADCASTING.

Successful aggressive manager soon available—recently upgraded metro station to highest income and number one ratings. Station sold for cash at owner's price. Have outstanding fast success in upgrading other major and metro stations to high volume income profit and top ratings. Strong on personal selling, sales management, programming and administration. Best references. Box M-209, BROADCASTING.

Manager: Hard working, experienced manager. Successful sales, programming, personnel and administrative! Currently large market. Interested only for change to large market. Top producer. Family man desiring solid organization. Box M-223, BROADCASTING.

Experienced mature manager, General/sales, radio or TV seeks change in 1965. Family man, college, sober, engineer, impressive record. Box M-229, BROADCASTING.

15 years experience in sales and management in major and medium markets. Degree in radio. Sales is my hobby and vocation. Have made profit pictures brighter for others. How about you? Corporate changes necessitate move. Family man, civic leader, available now. Box M-232, BROADCASTING.

### Sales

Southwest, West, Midwest? Opportunity to earn minimum \$10,000—reasonable guarantee to feed wife, kids? If you offer this I offer sales experience, recent radio-TV degree. Box M-151, BROADCASTING.

Experienced and respected radio/television broadcaster-engineer seeks affiliation with firm selling CATV equipment. Box M-230 BROADCASTING.

### Announcers

Negro jock, broadcasting school graduate, some experience, solid professional sound. Married, third phone. Box M-64, BROADCASTING.

Experienced in announcing, directing, news, continuity, seeks to relocate in progressive station. \$500.00. Write Box M-176, BROADCASTING.

1st phone, 3 yrs. experience, must have evening shift. Available immediately. Box M-189, BROADCASTING.

Announcer-in search of "first job." Married, sober, conscientious radio school grad., eager. Box M-196, BROADCASTING.

Top-rated South Calif. first phone dj available, 27, family. Box M-211, BROADCASTING.

Working in Top 100! Station economizing, some gone, I'm low man, want something before my turn. Family man. Box M-217, BROADCASTING.

## Announcers—(Cont'd)

Bright sound, experienced dj announcer, dependable, 3rd phone, will relocate. Box M-234, BROADCASTING.

Disc jockey—experienced bright sound—authoritative newscaster. Family man—not a prima donna, steady—3rd class. Will relocate. Box M-235, BROADCASTING.

Disc jockey, experienced, not prima donna, married, authoritative newscaster, lively sound, steady, will relocate, 3rd class. Box M-236, BROADCASTING.

Experienced, dedicated, seeks permanent position with good music station. 3rd phone, married. Presently employed. \$125. Available Jan. 10. Box 589, Winter Haven, Florida.

First phone-dj available immediately. Excellent potential but short on experience. Prefer Northwest but will travel. William Lee, Culesac, Idaho, Phone VI 3-5351.

Announcer-deejay. First phone, no maintenance. 4 years broadcasting. 3 years acting. Long Island and California preferred. HA 4-1176, Jim Whelan, 91-06 Elmhurst Ave., Jackson Heights, New York.

First phone, beginning announcer, desires first job. Age 19. Write John Cook, 45 S. 760 East, Kaysville, Utah.

Program director mutual. First phone, experience. Dave Knight, 502-447-2779.

F. C. C. speeches, dockets, public notices, etc. air mailed daily from Washington. Write: Chittenden Press Service, 1067 National Press Bldg., Washington 4, D.C.

### Situations Wanted—Technical

Experienced first class engineer, now working in N.Y.C., will relocate for position with future. Quality control room work and fast tape editing a specialty. No announcing. Box M-98, BROADCASTING.

Top production and board experience in major Michigan market desires to move to Southwestern or Western United States for health reasons. Experience includes AM-FM-TV and maintenance. 1st phone license. Available Jan. 4. Box M-214, BROADCASTING.

Experienced AM-FM-TV engineer with 1st phone available 1st of year. Presently in major mid-western market. Excellent board work & production. Can also do announcing. Box M-215, BROADCASTING.

Engineer-announcer. 4 years chief, strong on engineering and announcing. Presently manager and chief 5 kw serving large East Coast market. Permanent position only. Must have \$135 wk, minimum. Tape-references. Married—two children. Box M-221, BROADCASTING.

Engineer, first phone. Studio, transmitter, maintenance. West or Southwest preferred. C. A. Newman, 921 West Third, Azusa, California. 213-33-45005.

## Production—Programing, Others

Major market assistant pd, music director, and jock, is looking for the right station. Box M-170, BROADCASTING.

Do you want creative or imitative sound? 15 years creative experience. Present position lacks opportunity. Young, genteel, non screamer. Married. Together we may be able to make beautiful music. Can make small investment; . . . no juvenile, rating happy screamers, please! Prefer Great Lakes. Box M-205, BROADCASTING.

Creative cameraman would like work in news or public affairs department of TV station. Box M-219, BROADCASTING.

Attention AM stations in Central or Northern New Jersey, Hudson River Valley, and Connecticut. Is it worth \$150 a week to you to have a program director with 15 years solid experience? Top rated disc jockey, newsman and play-by-play man, a Good handler of personnel, with A-1 references, available on or about January 7th. Personal interview anytime in above mentioned area. Write Box M-233, BROADCASTING.

## Production—Programing, Others

### Continued

Nevada/Arizona broadcasters! Seek personal audition/interview any phase any market. No problems, plenty experience, family, 36. Box 764, Palmdale, California.

## TELEVISION

### Help Wanted—Management

Sales manager—for small group of stations ready to expand. Handle national for group, supervise local and flagship station. Good ratings, good billings, good reps; can you improve the sales? Texas experience desirable. Future station management possibilities. Salary plus override, profit-sharing. Be prepared to stand thorough checking if your reply to this ad interests us, as this is a real opportunity. Box M-228, BROADCASTING.

### Sales

Experienced local salesman for top TV station in Flint-Saginaw-Bay City market. This is a new position with our expanding sales force. Michigan resident preferred. Send resume to Hugh O'Gara WJRT, 2302 Lapeer Rd., Flint, Michigan.

### Help Wanted—Announcers

Aggressive TV station in top 30 market needs announcer-copywriter. Good place to work, loaded with benefits. Send audio tape, picture, full details including salary to Box M-100, BROADCASTING.

### Technical

Assistant technical manager—TV for large Eastern Network station. Well qualified man to take charge of TV operations under Technical manager. Applicants should have a BS degree and 4 or 5 years experience in TV operations at commercial or educational TV station. Applicants should also be well grounded in solid state techniques. Interested and qualified men send resume and salary requirements to: Box M-157, BROADCASTING.

Chief engineer—for well-equipped Southwestern VHF with AM & FM, GE & Ampex equipment. Excellent deal for thoroughly qualified worker; no desk jockeys need apply. Box M-227, BROADCASTING.

The KELOLAND stations of South Dakota including three TV, and AM-FM and two company-owned microwave systems need a well-qualified, experienced engineer. This man will be in an executive capacity with overall supervision of personnel, equipment and technical purchasing. This is an excellent opportunity for the right man to become associated with one of the country's most progressive broadcasting groups. Send full details on training and experience with references to Joe Floyd, KELO-TV, Sioux Falls, South Dakota.

WINK-TV and AM-FM needs a well qualified experienced working chief engineer. This man will have overall supervision of engineering personnel, equipment and technical purchasing. Must be strong on maintenance. This is a well equipped facility in a fast growing market. CBS affiliate, Channel 11, Contact A. J. Bauer, 2824 Palm Beach, Blvd., Ft. Myers, Florida.

## Production—Programing, Others

Midwest television station seeking artist. Send sample of work and salary requirements to Box M-174, BROADCASTING.

TV producer-director with general TV experience, live commercials, news and weather show. Good chance for permanent employment with fine company. Send picture and resume to Box M-220, BROADCASTING.

WQED, Pittsburgh educational television station desires experienced creative design director to take charge of design department. Must be thoroughly qualified to administer department. \$7,500-\$8,000.

## TELEVISION

### Situations Wanted—Sales

17 years of solid broadcasting experience. Six years television. Capable on local, regional, National accounts. Can work with Reps-Agencies-Timebuyers. If required, competent "on-camera" performance. Hold first class license. Presently employed, seek change for legitimate reasons. Prefer West coast or Southwest. References. Your reply receives immediate attention. Box M-203, BROADCASTING.

### Technical

10 years experience all phases. Previous experience as chief engineer. Box M-231, BROADCASTING.

### Production—Programing, Others

Producer-director. Available immediately. 6 years commercial & ETV experience, college degree. Box M-201, BROADCASTING.

Producer/director: Young married man with BFA degree in radio-TV. Commercial and educational experience. Box M-204, BROADCASTING.

College graduate, radio-TV major, draft free, seeking start as production assistant. Responsible hard working with motivation and imagination. Box M-212, BROADCASTING.

Excellent writer-reporter of news and sports. TV & radio. Box M-225, BROADCASTING.

Director-producer; 11 yrs. experience; wishes to move up, or better market; can do on camera kiddie show if needed. Write Box M-226, BROADCASTING.

TV newsmen—Versatile, aggressive. Photographic, writing, on-air experience. Presently employed KTBS-TV, News, Shreveport, La. Leon Sanders, 861-7302 Shreveport.

Available February. Recent 1st phone grad. for TV studio operations and film work. Resume replies answered. Mr. Robert Bortree, RD #3, Lake Ariel, Penna. 18436.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Two—FM-10BM-G, ITA sub-carrier generators 67 and 41 KC, one ITA FM—FM-10,000-C exciter. WAMO, Pittsburgh 19, Pa.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co, Bristol, Tenn.

Schaefer automation system. Good condition. WKVK Radio, Virginia Beach, Virginia.

One Western Electric 3 kw FM transmitter-amplifier (503B1). Plus 8-319A; 8-872A; 5-5530 tubes. One Western Electric 451A-1 AM transmitter—250 watts output. Also spare crystal. Will sell separately. Contact WAZL, Hazleton, Pa. 717-454-3531. Elwood Tito, FOB Hazleton.

For Sale—3 year old gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available about January 1, 1965, KCOM Comanche, Texas.

## FOR SALE

### Equipment—(Cont'd)

For sale: MacKenzie 5-channel playback, \$450.—2 MacKenzie recorders, single channel \$225 each; 229 cartridges for MacKenzie \$350. Also Presto 1-N disc recorder with 2 tables, amplifier, 1-C cutting heads, vacuum pump, microscope. Make offer. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

RCA-TF-12AH—Superstyle antenna. Gain of 11.8 tuned on channel number 12. Emsco 415' self-supporting tower. 800' of RCA 3 1/4-51.5 ohm transmission line, in 20' lengths, with dual hangers. Virgil B. Wolff, WRDW-TV, Augusta, Georgia. Phone 803-824-5432.

3 kw REL FM transmitter Doolittle FM frequency monitor. No reasonable offer refused. KAVE, Carlsbad, New Mexico.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

## INSTRUCTIONS—(Cont'd)

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 January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Jan. 5 - Feb. 9 - March 16 - April 20 - May 25. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Radio Sales Consultants, of North Carolina, will hold their 1965 Radio Sales course and operations forum, at the Queen Charlotte, in Charlotte, January 25-26. Practical radio sales and operations for small and medium markets, will be taught by people who have sold and operated with success. \$100 per person includes Hotel room, parking, coffee. Send reservations now . . . To: H. W. Batts, Secretary, Radio Sales Consultants, The Queen Charlotte, Charlotte, N. C., limited number of applicants accepted.

## RADIO

### Help Wanted

### Management

#### Assistant Mgr.—Sales Mgr.

Radio station WARE in Ware, Massachusetts wants aggressive director of sales Contact R. Vaughan or A. Roberts.

## Sales

## SOUTHERN SALESMAN WANTED

Major Broadcast Business Publication has immediate opening. Prerequisites: Good Sales background, under 40, knowledge of Southern markets. Salary, Bonus, Pension plan, Hospitalization and good working conditions. Send full Biography, references and picture to:

Box M-194, BROADCASTING

**Situations Wanted—Management**

**MAJOR MARKET GENERAL MANAGER AVAILABLE—JAN. 15**

Nationally known radio executive with substantial record in all phases of broadcast management available. Have been running major station in first ten markets for several years and increased billings 200% from six to seven figures. Well known in state, national and governmental circles, having served on many executive committees of radio consequence. Salary commensurate with responsibility.

Best industry references.

Box M-135, BROADCASTING

**TELEVISION—Help Wanted**

**Technical**

**Television/Field Broadcast Engineers**

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

**Assistant TECHNICAL MANAGER-TV**

For large Eastern Network station. Well qualified man to take charge of TV operations under Technical Manager. Applicants should have a B.S. degree and 4 or 5 years experience in TV operations at commercial or educational TV station. Applicants should also be well grounded in solid state techniques. Interested in solid state techniques. Interested and qualified men send resume and salary requirements to:

Box M-157, Broadcasting.

**Production—Programing, Others**

**TV PUBLIC RELATIONS**

**Top 10 Market**

Network owned station offers growth opportunity for versatile P. R. person. College background and industry experience essential. Must be strong on writing and follow-through. Broadcast promotion background helpful. Reply with complete details including salary requirements.

Box M-237, BROADCASTING

**MISCELLANEOUS**

January and February billing concerning You? We have an inexpensive and proven sales plan that might be just what you Need. Write for full details to:

The Florida Group  
P. O. Box 796  
St. Augustine, Florida

**EMPLOYMENT SERVICE**

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

**Mr. Broadcaster**

If you are looking for qualified, Reference-checked employees, we have several hundred in our files. We can fill any opening—Trainee to Manager. Give us a call!

**C.B.I. Placements Radio-TV Division**

641 Equitable Bldg. Denver, Colorado 80202  
Phone 303 - 534-0688

**WANTED TO BUY—Stations**

**READY TO RETIRE?**

Experienced Broadcast Group can work out the deal you need. Confidential negotiations guaranteed. Write:

Box M-202, BROADCASTING

**FOR SALE**

**20% Interest**

in 1 kw daytimer, with valuable land in Pacific S. W. Rapidly Growing Community. \$30,000 cash. Or will consider, part cash, radio or TV stock or land. Write:

Box M-216, BROADCASTING

**CATV WEST COAST**

**FM TOP THREE MARKETS**

**AM TOP FIVE MARKETS**

**Lux Rue & Associates Inc.**

Media Brokers

440 EAST 62ND STREET  
NEW YORK CITY  
TE 2-9362

Pa.	single	daytime	50M	Terms
S. E.	suburban	daytime	53M	Sold
Fla.	medium	daytime	80M	Nego.
Tenn.	metro	fulltime	275M	29%
M. W.	metro	daytime	170M	Sold

buying and selling, check with  
✓ CHAPMAN COMPANY INC  
2045 PEACHTREE RD., ATLANTA, GA. 30309

**STATIONS FOR SALE**

1. PACIFIC NORTHWEST. Low down payment.
  2. SOUTHWEST. Major market. \$5,000 down.
  3. MIDWEST. Major market. \$30,000 down.
- JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 57

**CALL LETTERS ASSIGNED**

- WUNI Mobile, Ala.—WUNI Inc. Changed from WALA.
- WGRI Griffin, Ga. — Midwest Georgia Broadcasting Corp. Changed from WRIX.
- KUAI Eleele, Kauai, Hawaii—American Islands Broadcasting Corp.
- WLMD Laurel, Md.—Interurban Broadcasting Corp.
- WTIQ Manistique, Mich. — Manistique Broadcasting Co.
- KZYM Cape Girardeau, Mo.—Missouri-Illinois Broadcasting Co. Changed from KZIM.
- WSLR Akron, Ohio—Welcome Radio Inc. Changed from WADC.
- WUNA Aguadilla, P. R. — Norceste Broadcasting Corp. Changed from WGRF.
- WLLI Brookneal, Va.—Lester L. Williams.

**New FM stations**

**APPLICATIONS**

- Durham, N. C.—Carolina Radio of Durham Inc. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 113.5 feet. P.O. address Box 28, Durham. Estimated construction cost \$13,985; first year operating cost \$7,200; revenue \$8,000. Principals: George F. Kirkland Jr. (33 1/3%), James H. Mayes Jr., Morris L. Cherry, Howard X. Bowling and Guy R. Willis (each 16 2/3%). Carolina Radio is licensee of WSRC Durham, Ann. Dec. 16.
- Tucson, Ariz.—Arizona FM Inc. 94.9 mc, channel 235, 30.7 kw. Ant. height above average terrain minus 33 feet. P.O. address 329 North Third Avenue, Phoenix. Estimated construction cost \$29,038; first year operating cost \$24,000; revenue \$26,000. Principals: Edward J. Churchill (99.95%), Thomas M. Churchill (0.025%) and Michael Churchill (0.025%). Arizona FM is licensee of KRFM (FM) Phoenix, Ann. Dec. 18.
- Oak Ridge, Tenn.—Radio-Active Broadcasting Inc. 104.5 mc, channel 285A, 3 kw. Ant. height above average terrain 7.5 feet. P.O. address 253 Main Street, Oak Ridge. Estimated construction cost \$23,897; first year operating cost \$1,200; revenue \$5,000. Principals: Samuel P. Thrower, Carlin S. French and Frank E. Pellegrin (each 33 1/3%). Radio-Active is licensee of WATO Oak Ridge, Ann. Dec. 16.
- Beaumont Tex.—Radio Beaumont Inc. 94.1 mc, channel 231, 34.15 kw. Ant. height above average terrain 281 feet. P.O. address 27 North 11th Street, Beaumont. Estimated construction cost \$24,638; first year operating cost \$15,000; revenue \$30,000. Principals: Madelyn O. and John H. Hicks Jr. (each 50%). Radio Beaumont is licensee of KLV1 Beaumont, Ann. Dec. 14.

**Existing FM stations**

**ACTIONS BY FCC**

- WFMG(FM) Gallatin, Tenn.—Waived Sec. 73.213 of rules and accepted for filing application to increase ERP on channel 283 (104.5 mc) to 50 kw, ant. height to 400 feet, and change trans. site. Action Dec. 16.
- WDRN(FM) Darien, Conn.—Granted mod. of CP to decrease ERP on channel 240 (95.9 mc) to 100 w and ant. height to 57 feet; change trans. and studio sites, trans. and ant. system, and location to Norwalk; conditions: remote control permitted. Chairman Henry and Commissioners Bartley and Cox dissented. Action Dec. 16.

**CALL LETTERS ASSIGNED**

- KCEE-FM Tucson, Ariz. — Associated Broadcasters of Tucson Inc.
- KXFM Santa Maria, Calif.—Key Broadcasting Inc. Changed from KEYM.
- KDFR Tulare, Calif.—Blue Ridge Broadcasters.
- WREK Woodstock, Ill.—McHenry County Broadcasting Co.
- KJCK-FM Junction City Kan.—Junction Broadcasting Inc.
- KNXR Rochester, Minn.—United Audio Corp.
- KOPR-FM Great Falls, Mont.—Radio-TV Enterprises Inc. Changed from KARR-FM.
- KHOL-FM Kearney-Holdrege, Neb.—Bi-States Co. Changed from KRN-FM.
- WJNC-FM Jacksonville, N. C.—Onslow Broadcasting Corp.
- WGRP-FM Greenville, Pa.—Greenville Broadcasting Co.
- WLIV-FM Livingston, Tenn. — Upper Cumberland Broadcasters.

**Ownership changes**

**ACTIONS BY FCC**

- KRLN Canon City, Colo.—Granted assign-

ment of license from Royal Gorge Broadcasting Inc., owned by Raymond M. Beckner (99.9%), Mary D. Beckner (0.05%) and Barbara D. Bryan (0.05%) to KRLN Inc., owned by Joel L. Wiens and Norton E. Warner (each 50%). Consideration \$65,000. Mr. Warner and wife, Diana H. Warner, own KIMB Inc., licensee of KIMB Kimball, Neb., and through KIMB Inc. own 87% of KKAN Inc., licensee of KKAN Phillipsburg, Kan. Action Dec. 16.

KGLN Glenwood Springs, Colo.—Granted transfer of control of licensee corporation, KGLN Inc., from Rex G. Howell (50% before, none after), to Jerry Fitch (50% before, 100% after). Consideration \$45,000. Mr. Fitch is station manager of KGLN. Action Dec. 16.

WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WRBC-TV Chattanooga; WPIT-AM-FM Pittsburgh; WSTV-AM-FM-TV Steubenville, Ohio; WWOL-AM-FM Buffalo, N. Y., and WSOL Tampa, Fla.—Granted transfer of control of licensee or licensees' parent corporation, Rust Craft Greeting Cards Inc., from Berkman group (de facto control), to Berkman group (de jure control). No financial consideration. Berkman group, which now owns 47.856% of Rust Craft Greeting Cards, plans to acquire additional shares of stock on open over-the-counter transactions. Action Dec. 18.

WTHR Panama City, Fla.—Granted assignment of license from Robert D. Sidwell (100%), receiver, to C. H. Grider and Joe W. Collins (each 49.5%) and Ethel W. Grider and Stella H. Collins (each 0.5%), d/b as Radio Gulf Inc. Consideration \$20,500. Mr. Grider is stockholder in WIMO Winder, WFDK Manchester, both Georgia, and WGSW Greenwood, S. C. Mr. Collins is businessman. Action Dec. 16.

WYND Sarasota, Fla.—Granted assignment of license from Gulf Coast Broadcasting Inc., owned by Carl G. and Patricia E. Brenner (17.35%), Charlotte Bolgiano Oliver and Ralph Bolgiano Jr. (17.35%), executors of estate of Ralph Bolgiano, George E. Hull (17.35%), Key Broadcasting Corp. (21.43%) to Radio WYND Inc. owned by Richard L. Baird (52%), John T. Rutledge (47%) and Richard W. Bates (1%). Consideration \$95,000. Mr. Bates is attorney and Mr. Baird is applicant for new FM in Winter Park, Fla. Mr. Rutledge owns 4.6% interest in Blue Grass Broadcasting Co., licensee of WHOO-AM-FM Orlando, Fla.; WVLC-AM-FM Lexington; WINN Louisville; WCMI and WEMIFM Ashland, all Kentucky, and WFFG Marathon, Fla. Action Dec. 17.

KHVH-AM-FM-TV Honolulu, and KHVO-TV Hilo, Hawaii.—Granted assignment of license and CP for FM from Kaiser Broadcasting Corp., owned by Kaiser Industries Inc. which is owned by Henry J. Kaiser Trust (16.87%), Edgar F. Kaiser Trust (7.5%) and others to Pacific Broadcasting Co., owned by Lawrence S. Berger (51%), Mrs. Fred Goodstein (29%), Marcus Loew II (6%), William H. Brown (5%), William E. Cleator (3%), Rolling Hills Inc. (5%) and John L. McGuire (1%). Consideration \$4.25 million including \$500,000 covenant not to compete in VHF-TV or AM radio in Hawaii for 30 months. Mr. Berger has 99.8% interest in Television Properties which has 40% interest in Rocky Mountain Tele Stations, licensee of KTWO-TV Casper, Wyo., and is vice president and general manager of KTWO-AM-TV. Mr. Brown is attorney. Mr. McGuire owns John L. McGuire & Co., station representatives. Action Dec. 16.

KSRA Salmon, Idaho.—Granted assignment of license from Salmon River Radio & Television Inc., owned by David G. Ainsworth (100%), to Salmon River Radio & Television Co., owned by Mr. Ainsworth (100%). No financial consideration. Action Dec. 21.

WAYK Valparaiso, Ind.—Granted assignment of CP from Leonard J. and Bernice A. Ellis d/b as Porter County Broadcasting Co., to Porter County Broadcasting Corp., owned by Leonard J. and Bernice A. Ellis (100% jointly). No financial consideration. Action Dec. 16.

KWNS Pratt, Kan.—Granted assignment of license from Wilmer E. Huffman, to KWNS Inc., owned by Mr. Huffman (54.8%), William J. Young (10.7%), John Schrepel (10.7%), Delmer Riney, George T. Chandler, George C. Lemon and J. C. Lemon (each 5.4%) with B. V. Hampton (2.2%). Consideration \$51,000 and assumption of \$65,750 corporate liabilities. Mr. Young is general manager of KWNS. Assigner filed for CP for new FM Nov. 25. Action Dec. 21.

KDKI Mansfield, La.—Granted assignment of license from Leon Buck, to Heart of Dixie Broadcasting Corp., owned by Mr. Buck. No financial consideration; transaction of incorporation. Action Dec. 17.

WFMY-TV Greensboro, N. C.—Granted transfer of control of licensee corporation, Greensboro News Co., from Mrs. Margaret A. Godbey (19.9%), Jefferson Standard Life

Insurance Co. (19.9%), C. O. Jeffress (11.4%), Mrs. Mary Louise McLean (11.4%), Mrs. Rebecca J. Barney (11.4%) Edwin B. Jeffress Jr. (11.4%), Mrs. Sarah J. Jolly (11.4%), Beverly C. Moore (2.5%) and others to Norfolk-Portsmouth Newspapers Inc., owned by William S. Abell (2%), Bessie G. Marshall (2.5%), George C. R. Grady (4.5%), BAW & Co. (4.4%), Gladys G. Sargent (3.7%), Ledger-Dispatch Corp. (66.3%) and others. Ledger-Dispatch Corp. is owned by Frank Batten (17%), Fay M. Stover (34.1%), P. S. Huber Jr. and Charles L. Kaufman (33.6%) for estate of P. S. Huber and others. Consideration \$17,164,875 which includes sale of Greensboro News and Record newspapers. Norfolk-Portsmouth subsidiary, WTAR Radio-TV Corp., is licensee of WTAR-AM-FM-TV Norfolk, Va. Stockholders in Norfolk-Portsmouth have interest in WRNL-AM-FM Richmond, Va. Action Dec. 16.

KWAT Watertown S. D.—Granted transfer of control of licensee corporation, Midland National Life Insurance Co., through transfer of control of major stockholding company, Reserve Life Insurance Co., from C. A. Sammons (49.3% as executor of estate of Rosine S. Sammons and 49.3% himself), to C. A. Sammons (31.12% as executor of estate of Rosine S. Sammons and 66.93% himself). No financial consideration; transfer follows recapitalization of company. Action Dec. 21.

KFYN Bonham, Tex.—Granted assignment of license from Bon-Tex Radio, owned by Cyril W. Reddock (50.66%), Ralph L. Hooks (33.33%) and C. Winsett Reddock (16%), to Key Wells (100%). Consideration \$80,400. Mr. Wells has 49% interest in KGAS Carthage, Tex. Action Dec. 18.

KMSC(FM) Clear Lake City, Tex.—Granted assignment of license and CP from Alvin Broadcasting Co., owned by K-F Land Building Co. (10.1%), Alvin Bowl Lanes (12.8%), Edgar B. Taylor (70.1%), Jessie Simms (2.5%) and others to Edgar B. Taylor (99%) and Caroline Taylor (1%). No financial consideration; transaction of asset transfer. Action Dec. 16.

#### APPLICATIONS

KOLR Sterling, Colo.—Seeks assignment of license from Sterling Broadcasting Corp., owned by Kermit G. Kath (46%), Robert D. Kath (28%), Bessie M. Kath (18%) and Delores M. Kath (10%), to United Broadcasting Co., owned by John R. Catron (25%) and Jack W. Rogers (75%). Consideration \$44,800. Mr. Rogers is attorney. Ann. Dec. 17.

WTTI Dalton, Ga.—Seeks assignment of CP from Cherokee Broadcasters, owned by Alney H. Willis and Sanford J. Willis (each 50%), to WTTI Broadcasters Inc., owned by Morton C. Lloyd and Sanford J. Willis (each 50%). Consideration \$10,000. Mr. Lloyd is news director of WRCE-TV Chattanooga. Ann. Dec. 17.

KGU Honolulu—Seeks transfer of control of licensee corporation, Communications Hawaii Inc., through transfer of control of parent corporation, Advertising Publishing Ltd., from Margaret Twigg-Smith (15.08%) Lorrin P. Thurston (16.3%), Thurston Twigg-Smith (12.19%), David Twigg-Smith (6.57%) and others, to Messrs. Twigg-Smith and Jack Heintz, as trustees under voting trust. Ann. Dec. 17.

KUPI Idaho Falls, Idaho—Seeks assignment of license from Eugene F. Klaas, to Charles J. Saunders. Consideration \$85,000. Mr. Saunders, through Saunders Broadcasting Co., is licensee of KCLS Flagstaff, Ariz., and is permittee of KVLSTV Flagstaff. Ann. Dec. 17.

WRRR Rockford, Ill.—Seeks transfer of control of licensee corporation, Radio Rockford Inc., from Kankakee Daily Journal Co., owned by Burrell L. and Len H. Small (each 42.5%) and others, to Messrs. Small (each 42.5%), Arthur L. Beckman (8.92%) and others. No financial consideration; transaction of asset transfer. Ann. Dec. 14.

WIRV Irving, Ky.—Seeks assignment of license from Irvanna Broadcasting Co., owned by James M. Gaskin (100%), to Irvanna Broadcasting Inc., owned by James M. Gaskin (41%), Sue Gaskin (10%) and Dr. S. G. Marcum (49%). Consideration \$15,000 for Dr. Marcum's 49%. Ann. Dec. 17.

KCIJ Shreveport, La.—Seeks transfer of control of licensee corporation, Universal Broadcasting Corp., from Southwest Broadcasters Inc. (50% before, none after), owned by Marvin B. Kosofsky (100%), to Marvin B. Kosofsky (50% after). Ann. Dec. 17.

WMKT South St. Paul, Minn.—Seeks assignment of CP from Roger D. Wilson tr/as South St. Paul Broadcasting Co., to South St. Paul Broadcasting Co., owned by Roger Wilson (100%). No financial consideration; transaction of incorporation. Ann. Dec. 14.

WOKJ Jacksonville Miss.—Seeks assignment of license from Ni-Mac Broadcasting Inc., owned by John M. McLendon and Robert G. Nichols Jr. (each 50%), to WWUN Inc., owned by Air Waves Inc. which is

owned by Jesse B. Chapman (16.3%), A. Lamar Simmons (16.3%), Herman Eugene Nelson Jr. (16.3%), Erich Sternberg (16.3%), State National Life Insurance Co. (16.3%), Mrs. John D. Stotler (8.3%) and Dr. John B. Stotler (8.3%). Consideration \$150,000. Air Waves is licensee of WLCS Baton Rouge. Ann. Dec. 16.

WMOX Meridian, Miss.—Seeks transfer of control of licensee corporation, Lauderdale Broadcasting Inc., from Birney Ives Jr. (100% before, none after), to Miss.-Ala. Inc. (100% after), owned by Grace B. Skewes (91.3%) and James B. Skewes (8.7%). Grace B. Skewes has 40.9% interest in Meridian Star Inc., publisher of Meridian Star; James B. Skewes has 57.5% interest in Meridian Star Inc. Mr. Skewes also has minority interest in WTOG-TV Meridian. Ann. Dec. 17.

KUTT Fargo, N. D.—Seeks assignment of license from Music Broadcasters, owned by D. Gene Williams and Delbert Berthold (each 50%), to Midwest Radio Co., owned by Larry D. Lakoduk (18.68%), Harold I. Miller (3.42%), Henry Patzner (35%) and others. Consideration \$160,000. Mr. Lakoduk is announcer for KTHI-TV Fargo. Messrs. Miller and Patzner own farms. Ann. Dec. 14.

WOMP-AM-FM Bellaire, Ohio — Seeks transfer of control of licensee corporation, Belmont Broadcasters Inc., from Howard C. Weiss (100% before, none after), to Zanesville Publishing Co., owned by Clay Littick (47.5%), Arthur S. Littick (47.5%) and William O. Littick (5%). Consideration \$10,000. Zanesville Publishing has 63% interest in Southeastern Ohio Television System, permittee of WHIZ-TV Zanesville; 60% interest in Southeastern Ohio Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville; is licensee of WTAP-AM-TV and permittee of WTAP-FM Parkersburg, W. Va.; is licensee of WNXT Portsmouth, Ohio, and is applicant for new FM there. Ann. Dec. 16.

WTOL-AM-FM-TV Toledo, Ohio — Seeks transfer of control of licensee corporation, Community Broadcasting Co., from Frazier Reams (60%), Morton Neipp (15%), Thomas S. Bretherton (15%) and Glenn Reams (10%), to Broadcasting Company of South, owned by B. Calhoun Hipp (11.91%), Francis M. Hipp (12.19%), Herman N. Hipp (12.39%), G. Richard and Treva Shafro (7.5% jointly) Dorothy H. Gunter (10.08%), Frances M. McCreery (8.83%), Gail Jean Hipp (3.96%) and others. Consideration \$12.35 million. Broadcasting Company of South is licensee of WIS-AM-TV Columbia, S. C.; WSPA-TV Montgomery, Ala., and owns 100% of Video Corporation of Ocala, licensee of CATV systems in Ocala, Fla., and Florence, S. C., with CATV system under construction in Sumter, S. C. Ann. Dec. 16.

WTOL-AM-FM Toledo, Ohio—Seeks assignment of license from Community Broadcasting Co., owned by Broadcasting Company of the South, to Reams Broadcasting Corp., owned by Frazier Reams (40%), Frazier Reams Jr. (40%) and Morton Neipp (20%). Consideration \$500,000. Contingent on grant of application above. Ann. Dec. 17.

WIC(TV) Pittsburgh—Seeks assignment of license from WIIC Inc., owned by WIIC (TV) Corp., to WIIC(TV) Corp. which is owned by Cox Broadcasting Corp., owned by Atlanta Newspapers Inc. (33.96%), Dayton Newspapers Inc. (14.5%), Springfield Newspapers Inc. (15.36%), each of which are owned by Cox Family and others. (See BROADCASTING Nov. 23, For The Record Nov. 30). Ann. Dec. 18.

KNRO-FM Conroe, Tex.—Seeks assignment of license from Rigby Owen, to Family Group Enterprises Inc., owned by Rigby Owen, Steve Owen and Rigby Owen Jr. (each 33.33%). No financial consideration. Ann. Dec. 17.

#### Hearing Cases

##### INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Great Northern Broadcasting System for new FM on channel 270 (101.9 mc) at Traverse City, Mich. Action Dec. 21.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward revoking licenses of Quality Broadcasting Corp. for WKYN and WFQM(FM) San Juan, and Radio Americas Corp. for WORA-FM Mayaguez, P. R. Three stations are jointly owned by Alfredo R. de Arellano Jr. family through corporate entities. Charges involved in proceeding were (a) violation of Sec. 325(a) of Communications Act which prohibits rebroadcast of program or any part thereof of another broadcasting station without express authority of originating station and that such violations occurred after permission to rebroadcast programs had been refused by Department of Defense, originating station; (b) violation of Sec. 73.118 and 73.288 of

commission's rules in failure to identify questioned programs as being mechanical reproductions; (c) licensees operated in such fashion as to falsely create impression that programs were coming directly and simultaneously from Mutual Broadcasting System; and (d) responses to commission's inquiries were in part evasive, lacking in candor, and constituted misrepresentations made with intention of deceiving commission. Examiner found that record established repeated and willful violations of Communications Act and commission rules as charged. Action Dec. 21.

#### DESIGNATED FOR HEARING

■ By order, commission designated application of Vegas Valley Broadcasting Co. for new VHF-TV on channel 4 in Boulder City, Nev., for consolidated hearing with similar applications of Charles Vanda, Sovereign Television Corp., Henderson, and Boulder City Television Inc., Boulder City, previously designated in Doc. 15705-7; specified new issues superseding those set forth in previous hearing order. Commissioner Ford absent. Action Dec. 16.

■ **WMBD-FM Peoria, Ill.**—Designated for consolidated hearing, FM applications of Midwest to change facilities from channel 223 (92.5 mc), ant. height 606 feet to channel 227 (93.3 mc), ant. height 562 feet, continued operation with ERP 27 kw; and Peoria Journal for new FM on channel 227 (93.3 mc), ERP 41.7 kw, ant. height 533 feet. Action Dec. 16.

#### OTHER ACTIONS

■ By report and order, commission denied proposal by Charlottesville Broadcasting Corp. to assign channel 11 for commercial use in Staunton-Waynesboro, Va., also conflicting proposal by Advisory Council on Educational Television of Commonwealth of Virginia to assign and reserve channel for educational use in those cities, and terminated rulemaking in Doc. 15138. Reasons for denial of proposals were impacts upon (1) Government research operations at Naval Radio Research Station in "National Radio Quiet Zone" in Sugar Grove, W. Va., and (2) UHF development in area. Commissioner Bartley concurred in result. Action Dec. 16.

■ Commission affirmed action of Nov. 18 in granting applications of Ottumwa Area Translator System Inc. for two new UHF-TV translators on channels 74 and 76 at Ottumwa, Iowa, to rebroadcast programs of KCRG-TV (ch. 9) Cedar Rapids, and WHO-TV (ch. 13) Des Moines, without program non-duplication condition. Chairman Henry and Commissioners Lee and Cox dissented, latter to issue statement at later date. Action Dec. 16.

■ By memorandum opinion and order, commission granted (1) involuntary assignment of license of WTHR Panama City Beach, Fla., from Gulf Coast Radio Inc., to Robert D. Sidwell, receiver; (2) assignment of license from Sidwell to Radio Gulf Inc. (C. H. and Ethel W. Grider and Joe W. and Stella H. Collins); consideration \$20,500, and (3) renewal of license conditioned assignment be consummated within 20 days and station (which has been silent since April 5, 1962) placed in operation within 90 days, and equipment performance measurements be prepared and submitted within 30 days after commencement of operation. Also dismissed petition by WSCM Broadcasting Inc. (WSCM), Panama City Beach, to deny involuntary assignment of license and denied petition to deny renewal. Commissioner Bartley dissented. Action Dec. 16.

■ Commission granted request by Educational Television Association of Metropolitan Cleveland for special temporary authority to operate noncommercial educational WVIZ-TV (ch. \*25) Cleveland, on interim basis for period ending Dec. 16, 1965, with ERP 347 kw vis. and 69 kw aur., and ant. height 600 feet, atop north-central tower of WERE array (to be vacated by WERE-FM ant. which will be side-mounted) in accordance with agreement with station; conditions. Association stated utilization of WERE tower would result in initial saving of \$45,000 and will permit early inauguration of educational TV service to Cleveland. (It was granted CP on Oct. 10 to operate with ERP 500 kw vis. and 250 kw aur., with ant. height 1,000 feet). Action Dec. 16.

■ By memorandum opinion and order, commission (1) granted program test authority to West Michigan Telecasters Inc. for regular operation of WZZM-TV on channel 13 in Grand Rapids, Mich., effective Jan. 18, 1965; (2) withheld action on license application pending completion of construction of permanent studios; (3) terminated, effective same date at 3 a.m., authority to channel 13 Grand Rapids Inc., to operate WZZM-TV on interim basis pending regular service by selected applicant, and (4) dismissed oppos-

ing petitions by losing applicants in comparative hearing (MKO Broadcasting Corp., Grand Broadcasting Co. and Peninsular Broadcasting Co.) who contended West Michigan was not entitled to assume operation of station until it has completed construction of permanent studios and "regular authorization" issued to it and until pending court appeal is resolved. Commissioners Lee and Cox not participating. Action Dec. 16.

■ By report and order, commission amended table of TV channel assignments to reassign channel 12 from Ironwood, Mich., to Rhinelander, Wis. Gives Rhinelander only VHF channel. VHF assignment was petitioned for by Alvin E. O'Konski, holder of CP for WAEO-TV on channel 12 at Hurley, Wis., less than 15 miles from Ironwood. Commission denied request by O'Konski for order to show cause why station's operation should not be modified to change channel, location designation, ant. height and power. Accordingly, channel 12 at Rhinelander will be open to all applicants, including O'Konski. Action Dec. 16.

■ By supplement no. 2 to Third Report and Order in Doc. 14229, also Doc. 15096 with special reference to Phoenix, commission made following UHF channel assignments to expedite inauguration of new UHF service without impairing adoption of proposed overall assignment plan: Fort Dodge, Iowa. Assigned channel 70 (already has channel 21); Greeneville, Tenn. Assigned channel 44; Murfreesboro, Tenn. Assigned channel 30 from Nashville (latter retaining channel 36 in addition to 4 VHF channels); Pittsburg, Calif. Assigned channel 42 from Stockton (latter retains channels 36 and 64 in addition to 1 VHF channel). Phoenix. Assigned channel 14 (from Holbrook) and channel 20 and \*26 in addition to its present 4 VHF channels. Action Dec. 16.

■ By order, commission amended its broadcast multiple ownership rules to exempt involuntary transfers due to death or legal disability, also subsequent transfer from executor, etc., to heirs and legatees, where no new overlap problems exist. Provision was omitted inadvertently from new "duopoly" rules released by commission on June 9, 1964. Action Dec. 16.

■ Connecticut Television Inc., New Haven, Conn.—Waived Sec. 74.702(c) of rules and granted applications for three new UHF-TV translators on channels 76 to serve Hamden, 79, West Haven, and 82, New Haven, by rebroadcasting programs of WHNB-TV (ch. 30) New Britain; conditions. By letter, denied informal objections by Community Television Systems Inc., New Haven. Commissioner Henry dissented; Commissioner Ford not participating. Action Dec. 16.

■ **KHQL-TV Albion, Neb.**—Granted waiver of Sec. 73.652(a) of rules to permit identification as Albion-Columbus-Norfolk station. Commissioner Bartley dissented; Commissioner Ford absent. Action Dec. 16.

■ By order, commission dismissed applications by Northern Indiana Broadcasters Inc. for review of Aug. 7 and Sept. 16 actions of Review Board which, respectively, remanded proceeding on application for new AM in Mishawaka, Ind. to hearing examiner for further hearing and preparation of supplemental initial decision, and which reopened record for further engineering data. Commissioner Ford abstained from voting; Commissioner Cox not participating. Action Dec. 16.

■ By order, commission granted request by Radio 13 Inc. to extend time from Dec. 2 to Jan. 4, 1965, to petition commission for reconsideration of Nov. 2 Order designating for hearing application for renewal of license of WHZN Hazleton, Pa. Commissioner Bartley dissented. Action Dec. 16.

■ By memorandum opinion and order, commission dismissed petition by Triad Stations Inc., Freeport, Ill., for reconsideration of Oct. 12 action by Broadcast Bureau which granted CP to Rock River Television Corp. for new TV on channel 23 in Freeport. Action Dec. 16.

■ By report and order in Doc. 15683, commission reserved channel 9 (now commercial) for educational television use in Redding, Calif. Northern California Educational Television Association Inc. which petitioned for reservation, presently operates KIXE-TV on that channel as noncommercial educational broadcaster. Action Dec. 16.

■ Commission granted request by John Poole Broadcasting Inc. for waiver of commission's call letter assignment policy to permit reassignment of call letters KBIG (now KGLM) to AM at Avalon, Calif., and change its Los Angeles FM calls from KBIG to KBIG-FM. Action Dec. 16.

■ Commission dismissed application for assignment of license of WCMT Martin, Tenn., from Jones T. Sudbury to Sudbury

Brothers Broadcasting Co., and addressed explanatory letter to applicants. Action Dec. 16.

#### Routine Roundup

##### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Lorain, Ohio, TV channel 31 proceeding in Doc. 15248, 15626, granted motion by United Artists Broadcasting Inc. to extent of enlarging issues to determine (a) location of proposed grade A and B contours of applicants; (b) on comparative basis, areas and populations of respective grade A and B contours which may reasonably be expected to receive actual service from applicants' proposed operations; and (c) in event proof under issues (a) and (b) shall establish that either applicant will bring actual service to areas and populations not served by its competitor, to determine number of services, if any, presently available to such areas and populations. Action Dec. 22.

■ In Chicago TV channel 38 proceeding, granted motion by Chicago Federation of Labor and Industrial Union Council to extend time to Jan. 7 to file responsive pleading to Chicagoland TV Co. petition to enlarge issues. Action Dec. 22.

■ By memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FMs in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, denied Dover's petition for waiver, or, in alternative, for modification of issue to determine whether grant of application would be in contravention of provisions of Sec. 73.240(a) of rules with respect to multiple ownership of FM's. Member Slone abstained from voting; Member Nelson dissented and issued statement. Action Dec. 21.

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRV-TV, channel 9, Ponce, and to increase power of WKBM-TV, channel 11, Caguas, P. R., Doc. 15271, 15451, granted Broadcast Bureau petition to extend time to Jan. 29, to file responsive pleadings to American's petition to amend issues. Action Dec. 21.

##### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Sol Schildhouse to serve as presiding officer in proceeding on applications of Robert J. Martin and Talton Broadcasting Co. for new FM's in Selma, Ala.; scheduled prehearing conference for Jan. 19 and hearing for Feb. 16, 1965. Action Dec. 18.

■ Designated Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of Midwest Television Inc. (WMBD-FM) and Peoria Journal Star Inc., Peoria, Ill.; scheduled prehearing conference for Jan. 21 and hearing for Feb. 17, 1965. Action Dec. 18.

By Hearing Examiner Basil P. Cooper

■ Granted joint motion by WEZY Inc. and WKKO Radio Inc. to continue Dec. 21 evidentiary hearing to Jan. 29, 1965 in proceeding on applications for new FM's in Cocoa, Fla. Action Dec. 17.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued hearing now scheduled for Jan. 13 in Los Angeles, for Jan. 25 in Los Angeles, in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif. Action Dec. 18.

■ In proceeding on applications of Triad Stations Inc. and Marshall Broadcasting Co. for news FM's in Marshall, Mich., in Doc. 15548, 15614, granted petition and supplement by Marshall Broadcasting for leave to amend application with respect to financial qualifications. Action Dec. 18.

By Hearing Examiner Isadore A. Honig

■ Granted request by Verne M. Miller, Crystal Bay, Nev., to extend time, nunc pro tunc, from Dec. 17 to Jan. 4, 1965, for notification as to whether he will present rebuttal testimony, in proceeding on AM application. Action Dec. 18.

By Hearing Examiner H. Gifford Irion

■ Granted request of parties in proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM's in Kingston, N. Y., to continue Dec. 21 further prehearing conference to Jan. 22. Action Dec. 16.

By Hearing Examiner David I. Kraushaar

■ Pursuant to Dec. 21 prehearing conference in proceeding on AM applications of

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 23

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	3,983		62		70	382
FM	1,186		88		215	277
TV	548 <sup>1</sup>		40		93	179

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 23

	VHF	UHF	TV
Commercial	510 <sup>2</sup>	163	673
Noncommercial	58	56	114

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,950	1,174	555
CP's on air (new stations)	50	70	31
CP's not on air (new stations)	76	211	84
Total authorized stations	4,076	1,455	670
Applications for new stations (not in hearing)	187	198	66
Applications for new stations (in hearing)	69	54	63
Total applications for new stations	256	252	129
Applications for major changes (not in hearing)	194	67	35
Applications for major changes (in hearing)	34	4	10
Total applications for major changes	228	71	45
Licenses deleted	0	1	0
CP's deleted	1	0	4

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

WTWV Radio, Tupelo, and Progressive Broadcasting Co., Corinth, both Mississippi, in Doc. 15703-4, rescheduled hearing for Feb. 2, 1965, and specified certain procedural dates. Action Dec. 21.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Dec. 14 hearing in proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman, and Christian Fundamental Church for new FM's in St. Louis, received in evidence Broadcast Bureau's Exhibit 2 heretofore marked for identification, and closed record. Action Dec. 17.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich., in Doc. 15299, 15300, granted Midwestern petition for leave to amend application to change from channel 270 (101.9 mc) to channel 278 (103.5 mc), and removed amended application from hearing and returned it to processing line. Action Dec. 15.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel at Dec. 16 prehearing conference in proceeding on applications of Southern Newspapers Inc. and Radio Hot Springs Co. for new FM's in Hot Springs, Ark., continued Jan. 25 hearing to Feb. 16, 1965. Action Dec. 16.

### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of December 21

WSJS-TV Winston-Salem, N. C.—Granted mod. of license to reduce aur. ERP to 77.6 kw.

KVOS-TV Bellingham, Wash.—Granted mod. of license to reduce aur. ERP to 53.7 kw.

K09ED Wakapala, S. D.—Granted request to cancel license of VHF-TV translator on channel 9; delete call letters.

### Actions of December 18

WCAW-FM Charleston, W. Va.—Granted mod. of CP to change facilities to ERP 50 kw; ant. height 500 feet; change type trans. and type ant., and make other engineering changes; delete remote control operation; condition.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WWHO Jackson, Miss.; WAVU-FM Albertville, Ala.; WFAA-FM Dallas.

■ Granted renewal of licenses for following main and co-pending auxiliaries: WABX(FM) and SCA Detroit; WGMZ-FM Flint, Mich.; WSWM(FM) and SCA East Lansing, Mich.; WAMM Flint, Mich.; WQDC(FM) and SCA Midland, Mich.; WLBE Leasburg-Eustis, Fla., and WMIA Arecibo, P. R.

■ Granted renewal of licenses for following VHF-TV translators: K06CZ, Dotsero TV Association, Dotsero, Colo.; K09DZ, Mora Questa Translator Co-op, Mora, N. M.; K08CT, K10DE, K12DL, Duchesne City, Duchesne City and Strawberry River area, Utah; K02BU, K04BR, K05BK, Green River Community TV Inc., Green River, Utah; K02BN, K04AU, K05BB, Panguitch Lions Club, Panguitch, Utah; K02AH, K04CY, K06AI, K07AX, K09AO, Bagdad Copper Corp., Bagdad, Ariz.; K02EW, Gilmore Corp., Casas Adobes, Ariz.

■ Following were granted extensions of completion dates as shown: KOLL Honolulu, to June 1, 1965; WFUT Kissimmee, Fla., to April 1, 1965; WMOO Mobile, Ala., to June 1, 1965; WISN Milwaukee, to June 23, 1965; WHBQ Memphis, to Feb. 23, 1965; WTTI Dalton, Ga., to June 15, 1965; KDHL Farrisbault, Minn., to Feb. 1, 1965; WVAF(FM) Charleston, W. Va., to May 15, 1965; WMAJ-FM State College, Pa., to Feb. 15, 1965; WVHI(FM) Evansville, Ind., to Jan. 15, 1965; KCIL-FM Houma, La., to June 14, 1965; WYNR Brunswick, Ga., to June 8, 1965; WHSB(FM) Alpena, Mich., to March 15, 1965; WVSC-FM Somerset, Pa., to June 25, 1965; WSPB-FM Sarasota, Fla., to June 30, 1965; WGBA-FM Columbus, Ga., to May 22, 1965; WSLU(FM) Canton, N. Y., to March 1, 1965; K06DR, Carbon County, Spring Glen, Price and rural Emery county, Utah, to June 18, 1965.

K72AZ Ukiah, Calif.—Granted CP to change type trans. for UHF-TV translator. K10ET, K12EJ, Petan Ranches, Nev.—Granted CP's to replace expired permits for new VHF-TV translators.

WGBS-FM Miami—Granted mod. of CP to change ant.-trans. location, and increase ant. height to 790 feet; remote control permitted. KODA-FM Houston—Remote control permitted.

WTIG Massillon, Ohio—Granted CP to make changes in directional ant. pattern.

KODE Joplin, Mo.—Granted CP to change ant.-trans. and studio location, and make changes in ant. system.

WSTR Sturgis, Mich.—Granted CP to make changes in ant. system; conditions.

WRKB-FM Kannapolis, N. C.—Granted CP to move ant.-trans. location; remote control permitted.

### Actions of December 17

Packwood Community TV Broadcasters Inc., Packwood, Wash.—Granted CP for new VHF-TV translator, on channel 3, to re-broadcast programs on KIRO-TV (ch. 7), Seattle.

\*KCU(FM) Pella, Iowa—Granted CP to install new ant.

KROC Rochester, Minn.—Granted license covering change of daytime operation from directional to nondirectional.

WCIV(TV) Charleston, S. C.—Granted mod. of license to reduce aur. ERP to 25 kw.

KTBC-TV Austin—Granted mod. of license to reduce aur. ERP to 29.5 kw, and change type aur. trans.

WAOW-TV Wausau, Wis.—Granted mod. of CP to change aur. ERP to 20.4 kw(DA); change type trans., and specify main studio location; conditions.

WPBC-FM Richfield, Minn.—Granted mod. of CP to change type trans. and type ant.

### Actions of December 16

Robert J. Martin, Selma, Ala.—Designated for consolidated hearing applications for new FM's on channel 261 (100.1 mc); Martin with ERP 2.64 kw, ant. height 129.2 feet; and Talton with ERP 3 kw, ant. height 123.25 feet.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WBYM Bayamon, P. R.; WGNC-FM Gastonia, N. C.; WLOM Chattanooga; KREP Santa Clara, Calif.; WLUV-FM Loves Park, Ill.; KWKC-FM Abilene, Tex.; KID-FM Idaho Falls, Idaho.

K79AG Skagit county, Wash.—Granted request to cancel license for UHF-TV translator on channel 79; delete call letters.

WIKY-FM Evansville, Ind.—Granted mod. of CP to install new ant., increase ant. height to 460 feet, make other engineering changes, and delete remote control operation; conditions.

WHSB(FM) Alpena, Mich.—Granted mod. of CP to change type trans. and studio location, specify remote control point, and increase ERP to 98 kw.

WKJG-FM Fort Wayne, Ind.—Granted mod. of CP to decrease ERP to 48 kw, increase ant. height to 510 feet, change type trans., and make other engineering changes.

WBBQ-FM Augusta, Ga.—Granted mod. of SCA to delete sub-carrier frequency of 49 kc, and make equipment changes.

K1X1-FM Seattle—Granted CP to increase ERP to 79 kw, decrease ant. height to 1,090 feet, install new ant., and make other engineering changes; remote control permitted.

WCLI-FM Corning, N. Y.—Granted CP to replace expired permit to install new trans., and transmission line, and increase ERP and ant. height.

KYMS(FM) Santa Ana, Calif.—Granted CP to install new trans., decrease ant. height to 130 feet, increase ERP to 3 kw, and make other engineering changes.

### Action of December 15

■ Remote control permitted for following: WABI Bangor, Me., while using non-DA; WMCN Stuart, Fla.

### Action of December 14

■ Granted change in remote control authority to Hill-Smith Broadcasting Inc. for KSSS Colorado Springs.

## Fines

■ Commission notified Donze Enterprises Inc. that it has incurred an apparent liability of \$500 for willful and repeated violations of Sec. 73.93(a) of rules by failing to have licensed operator on duty at trans. site of KSGM Chester, Ill., and for pre-logging entries in operating log for operating parameters in violation of Sec. 73.111(a). Licensee has 30 days to contest or pay forfeiture. Action Dec. 16.

## Rulemakings

### PETITIONS FOR RULEMAKING FILED

■ Mount Clemens, Wis.—Wright and Maltz Inc. Request institution of rulemaking proceedings to make following changes in TV table of assignments: Mount Clemens: add channel 22; Flint, Mich.: delete channel 22, add channel 76. Received Dec. 11.

■ WCCN-AM-FM Neillsville, Wis.—Central Wisconsin Broadcasting Inc. Requests amendment of FM table of assignments to add class C channel 298 to Neillsville. Received Dec. 14.

■ WHTG-FM Eatontown, N. J.—Harold M. Gade. Requests institution of rulemaking proceedings to (1) delete channel 288A from Eatontown, effective when WHTG-FM begins operation on another channel, and (2) issue order directing WHTG-FM to file specifications for operating on channel 292A. Received Dec. 15.



**"I** LOVE the entertainment business," Bill Self said last week. "I like the movies, television, the people in the business. And I like my job in it.

"If I were running a network I'd have a responsibility to give the public cultural, educational and informational programming and if I were in that spot I'd try to fulfill that responsibility. But as the television production head of a major studio, my job is to turn out entertainment and to do it on as broad a scale as possible."

Mr. Self is executive vice president of 20th Century-Fox Television and the programs that the studio has on the air this season offer good evidence that he practices what he preaches.

There is *Daniel Boone*, action adventure lightly based on early American history; *Voyage to the Bottom of the Sea*, underwater science fiction escapism; *Valentine's Day*, the comedic, romantic adventures of a young man about Manhattan; *12 O'Clock High*, dramatic action of the U. S. Army Air Force in World War II, and *Peyton Place*, which smashed TV tradition by putting a serial story into prime evening time, not once but twice a week.

"I'm sure most people thought *Peyton Place* would fail," Mr. Self observed. "When it's a tough job to get people to tune in a program once a week, what chance would we have to get them there to watch our show on two evenings? Well, we have about 60 million viewers and I'd guess that most weeks most of them see both episodes."

**Pilots in Production** ■ Last year, 20th Century-Fox TV produced seven pilots, got five of them on the networks for four-and-one-half hours of prime time per week. "This year, we're making 10 pilots and if I repeat last year's record I'll be fired, as we haven't got enough space to make that many series," he said smilingly.

"To be realistic," he added, "I expect three or four of our current series to continue next season and hopefully we'll sell two or three new ones."

Of the 10 new pilots, two are one-hour programs, he said, and eight are half-hours. "Last year" Mr. Self said "the breakdown was three hours and three half-hours and one what you might call a doubledecker [*Peyton Place*], so you could say there's a slight trend toward the half-hour program for next season, at least in our thinking. And there are some signs that we're not alone.

"The trend is still strongly to comedy shows, which have traditionally been pegged at the half-hour length. But three pilots for new westerns are being made as half-hours—we have one and so does MGM-TV and Goodson-Todman's *Branded* starts on NBC-TV in

## Entertainment: goal and glory of William Self

January—so maybe this marks a return to half-hour dramatic programs.

"In the field of comedy, we at 20th are guessing that there'll be a return to normalcy, with families of the Donna Reed variety more prevalent than the Addamses or Munsters. We're making one with Shirley Temple as a social worker in San Francisco and another with Pat Boone as a young engineer in Hawaii and we have high hopes for them both."

**It Had to Be Hollywood** ■ The drama bug bit Bill Self early. In high school he spent more time on stage than in the classroom, and while he passed up dra-

matics at the University of Chicago, the minute he had his sheepskin in hand, Mr. Self headed for Hollywood.

In eight years as an actor, Bill Self appeared in many pictures, among them "Red River," "I Was a Male War Bride," "The Thing" and "Adam's Rib." "I worked enough to support my family," he commented, "but at length I realized what I'm sure many others had grasped much sooner—that I was never going to be a star. It was Spencer Tracy, a close friend for many years, who gave me the clincher. 'Bill,' he said, 'acting is great if you're a star, but if you aren't it's no good.'"

So Bill Self moved from acting into production—and concurrently from the movies into television—as assistant to Bernie Tabakin on the *China Smith* series, a half-hour action-adventure show starring Dan Duryea. Next he became associate producer of the *Schlitz Playhouse of Stars* (and he found himself working with a combination of a rooster and a critic: Schlitz's director of advertising at the time was his father, Edwin B. Self). Promoted to producer, Bill Self produced 208 episodes of this highly acclaimed anthology series.

**Frankie to Dobie** ■ In 1957, he was appointed producer of the *Frank Sinatra Show*, an ABC-TV series with some shows done live and others on film which helped establish the popular singers-on-stools pattern for TV musical programming.

Next, Mr. Self became an executive producer for CBS-TV, where he helped to create the *Twilight Zone* and *Hotel de Paree* series.

In 1959, he was appointed director of programs, administration, West Coast, for the network. That December he moved to 20th Century-Fox Television as an executive producer. He was responsible for putting *Hong Kong*, *Bus Stop*, *Margie* and *Dobie Gillis* on the air. In October 1962, he was made vice president in charge of TV production and last June he was named executive vice president of television.

With his high forehead and unworried manner, Bill Self looks more like the young history professor he once planned on being than the harrassed Hollywood producer. Nor does he act in the high-strung dictatorial manner which supposedly is the mark of his profession.

"In good times and bad—and he's been here through both—I've never heard him raise his voice or treat an employe discourteously," a studio associate observed. His indifference to Hollywood custom is positively proved two ways: His wife today is the same one he married as an undergraduate 23 years ago; the telephone number of their Encino, Calif., home is listed in the telephone directory for all the world to see.

### WEEK'S PROFILE



William Edwin Self—executive VP, 20th Century-Fox TV; b. June 21, 1921, Dayton, Ohio; U. of Chicago, 1943, PhB in political science; copywriter, McJunkin Advertising Co., Chicago, 1943-44; movie actor, 1944-52; assistant producer, 'China Smith' TV series, 1952; associate producer, 'Schlitz Playhouse of Stars,' 1952; producer, 'Schlitz Playhouse,' 1953-56; producer, 'Frank Sinatra Show,' 1957; executive producer, CBS-TV, Hollywood, 1958; director of programs, administration, West Coast, CBS-TV, 1959; executive producer, 20th Century-Fox TV, 1959; VP in charge of TV production, 20th Century-Fox TV, 1962; executive VP, 20th Century-Fox, 1964; m. Margaret Flynn, 1941; children—Edwin, 21, Barbara, 18; trustee, Motion Picture Relief Fund; board member, John Tracy Clinic; member—Directors Guild of America, Screen Producers Guild; hobbies—reading, riding, tennis, golf, collecting early Hollywood memorabilia.

## EDITORIALS

### The fix the groups got in

**T**HE consolidation of VHF-station ownership in major markets has, in effect, been frozen by the FCC in an action that can be matched for its witlessness only by the inaction of the group owners who permitted it to occur.

From now on nobody who owns a VHF station in any of the 50 biggest markets can buy another in any of those markets without going through the interminable business of an FCC hearing. Exceptions will be made, the FCC airily said, only upon a "compelling affirmative showing," whatever that means. The practical consequence of the FCC announcement will be that no seller of a V in the bigger markets will deal with an existing top-50 owner unless his real purpose is to fund the education of the grandchildren of the lawyers who represent both sides.

In its public announcement the FCC explained its decision by saying it "has been concerned about the ownership or control of large numbers of broadcast facilities by a single person or entity." The nature of that concern has not been explained except in the general observation that the commission wishes to encourage diversity in programming. Nowhere in its rationale did the FCC cite evidence—for the simple reason that there is none—to suggest that the public is less well served by group owners than by single-station owners. The commission's sole justification for calling a halt to all normal trading in television properties among the leading broadcasters of the country is simply that such trading has gone on.

No one can deny that groups have proliferated and grown since television developed into a national advertising medium. This phenomenon can be traced directly to government policy. The FCC, in its television allocations, created built-in protection against unrestricted competition—a condition that has quite naturally led to high profits in the larger communities. The federal tax laws have discouraged the disbursement of profits as dividends and have encouraged their reinvestment in expanded holdings. Put those two forces together and they spell Storer, Westinghouse, Metromedia, Cox, RKO General, Taft and the names of some 130 other owners of two or more television properties.

The basic economic incentives that have shaped the existing television station system have also been a factor in the conversion of a number of broadcasting proprietorships into corporations with wide stock distribution among the public. To sum up the whole process, television station operation has become an immensely bigger business than anybody in it or at the FCC imagined it would be when the basic structure was first designed. The not uncommon tendency to equate bigness with badness is what is troubling the FCC right now.

With some conspicuous exceptions the groups themselves are responsible for at least a part of their present predicament. While preoccupied with the acquisition and orderly absorption of new properties, with the building of new plants and the establishment of efficient, integrated administration, many of the groups have neglected the important job of justifying their value to the public. Not enough of them have invested as much as they could afford in program ventures. Many that could make legitimate claims as program innovators have failed to do the necessary publicizing of their clearly useful work. Their dominant position on advertising schedules has misled them into thinking that their total situation is secure. In such circumstances it is understandable that the FCC would wonder whether the consoli-

dation of station ownership mitigates against the public interest. It has no information to the contrary.

This does not excuse the FCC for taking drastic action to arrest a process that it has no proof is wrong. For years the commission staff has studied questions that have been raised by the trend toward multiple ownership. Such conclusions as have been tentatively reached have been entirely suppositional. There is no indication that the agency will come to final conclusions any time soon.

It is irrational for the FCC to prevent owners in the major markets from enhancing their positions during whatever time the agency chooses to continue toying with their ultimate fates. The commission ought to lift the freeze and get on with the job of resolving all the questions it has raised. It ought to conduct a thorough airing of all the doubts that trouble it, consider all the pertinent testimony it can get and come without delay to a final judgment. To hang the group owners by the thumbs while the FCC wonders whether eventually to cut them down or cut them up is hardly an example of great policy making.

### World TV index

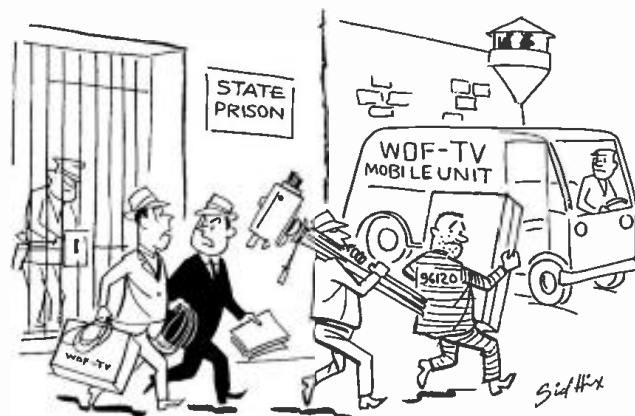
**I**N the international modern society a reliable barometer of a nation's economy, and even its culture, is the extent of its television set ownership.

Total sets in use throughout the world are about 150 million. Of these, 63 million are in the United States, with its population of fewer than 200 million. The Soviet Union, which constantly beats its breast about its economic, technological and cultural advancements, has about 9 million sets for its sprawling population of 223 million.

Other statistics: Of the world's TV set distribution, Western Europe, constituting the democracies, has some 39 million and the geographically larger Eastern Europe, constituting the Communist states, 15 million (of which those 9 million are in the Soviet Union). Thriving little Japan has 16 million sets, second only to the United States.

It's the same story in radio, after 44 years. Of the world set distribution of some 466 million (not counting 45 million wired speakers used in emerging countries for public listening) nearly half, or 215 million are in the United States.

There's a good thesis here for exploration by international political scientists. If television is the status symbol, the dictatorships and the authoritarian nations have nothing at all to shout about.



Drawn for BROADCASTING by Sid Hix

*"I thought there were just four of us when we drove out to shoot this documentary!"*



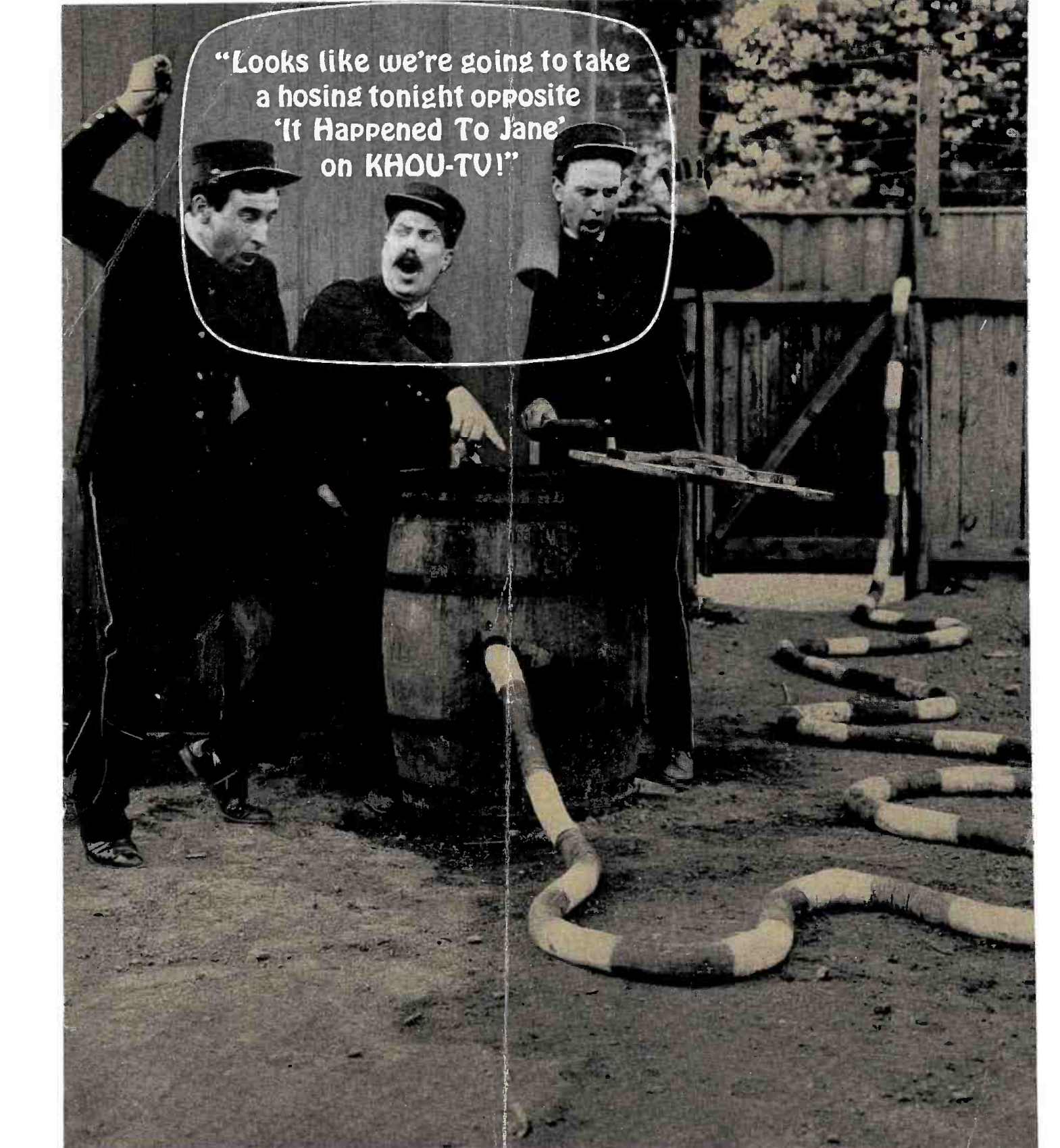
When **KSTP-TV** says "Go out and buy it",  
people go out and buy it



Represented Nationally by Edward Petry & Co., Inc.

**TELEVISION • CHANNEL 5 • NBC**  
**100,000 WATTS • MINNEAPOLIS • ST. PAUL**

**HUBBARD BROADCASTING, INC.**



"Looks like we're going to take  
a hosing tonight opposite  
'It Happened To Jane'  
on KHOU-TV!"

1297 L 4

**KHOU-TV** IN HOUSTON DOESN'T KID AROUND WITH OLD FEATURES. THEY KNOW THE WAY TO  
BIG AUDIENCES IS VIA BIG PICTURES LIKE *IT HAPPENED TO JANE*, *PICNIC*, *PAL JOEY*  
*BEAT THE DEVIL* AND THE REST OF THE 60 GREAT HITS FROM THE NEWLY  
RELEASED COLUMBIA POST-'50 GROUP II. DISTRIBUTED EXCLUSIVELY BY **SCREEN GEMS**