

Broadcasting

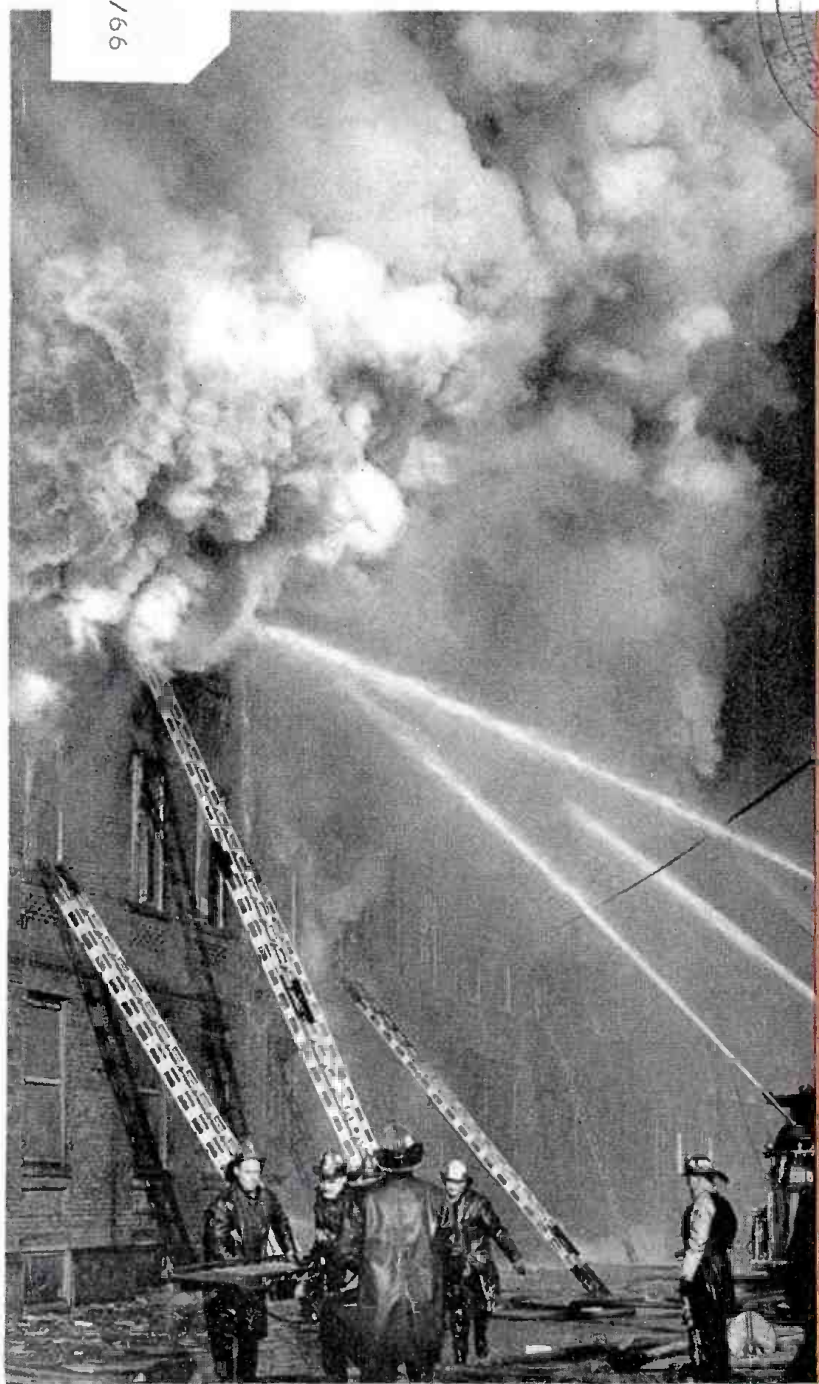
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CATV keeps growing in spite of its problems. p31
CBS 'white paper' sees small CATV impact on TV. p38
Groups organize to fight FCC ownership proposal. p71
Salant speaks out for shorter convention coverage. p60

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New way to go first-class, with minimum investment... maximum return



NEW JERROLD Starline™ UNITIZED CATV EQUIPMENT

It's *installed* cost that counts. Think of your savings in installation and pole makeready when all the equipment for a complete distribution station is contained in one compact, unitized radiation-proof housing.

That's what you get with new Jerrold *Starline* solid-state equipment. Aside from its superior performance and unparalleled cascading, there's a solid dollars-and-cents reason for going *Starline* now. Every new *Starline* unit is complete and ready to mount when it's delivered.

For example, the *Starline* SA-1 contains a super-cascadable mainline amplifier, a bridging amplifier, and an AGC unit—all sealed in a 16-inch weatherproof, dustproof, radiation-proof cast aluminum housing for mounting on messenger, pole, or crossarm. Or take the SA-5, which contains just an intermediate bridging amplifier. In the *Starline* Series there's a complete unit for each of your distribution-station requirements—

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Add to this simplicity and installation economy the CATV industry's most advanced electronic performance specifications—and you have, in the new *Starline* Series, CATV's finest equipment achievement. You can cascade

more than fifty *Starline* main-trunk amplifiers, even in a 12-channel system! And full-wave rectification permits the *Starline* power supply to feed more amplifiers, more smoothly, than ever before.

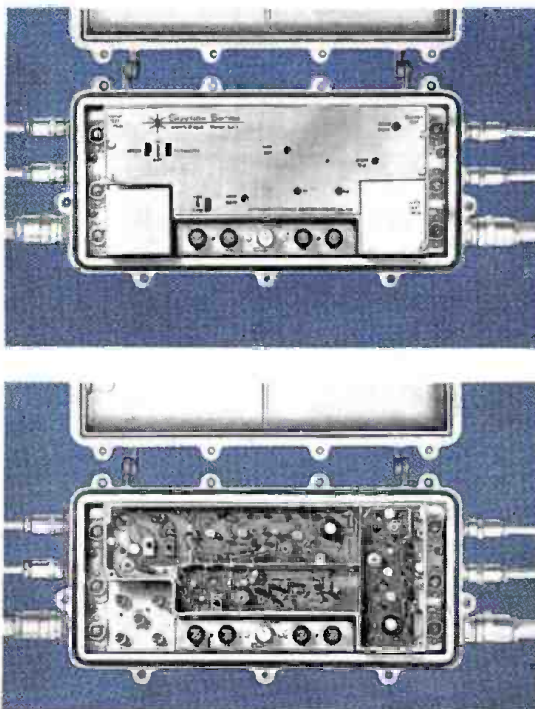
Gear up for increasing subscriber demand in the Golden Age of CATV. Talk with the man from Jerrold *now*, or write for complete information on the new *Starline* Series.

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Laurence Harvey

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Lilli Palmer

Ernie Kovacs

Jack Hawkins

Susan Strasberg

Richard Basehart

Capucine

Cliff Robertson

Joan Crawford

Claude Dauphin

Barbara Stanwyck

Rod Steiger

Peter Sellers

Danny Kaye

Brigitte Bardot

These are just a few of
the many stars in the 40
sure-fire Post-'60 features
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Loaded with big names!

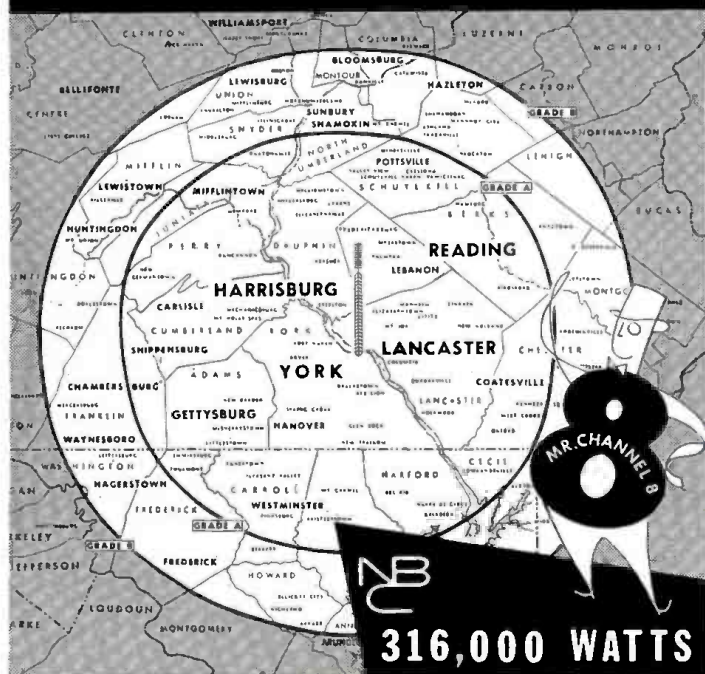
WGAL-TV COLOR

**gives you
more for
your
money**



This fall, NBC nighttime programs 96% in color. All 28 carried by WGAL-TV. Typical example: Filpper.

MULTI-CITY TV MARKET



Color programs deliver 80% more audiences in color-set homes than in black-and-white homes. Color pioneer Channel 8 is the only completely equipped color TV outlet in central Pennsylvania. This market ranks among the leaders in color-set penetration in its coverage area. Color, the most dramatic means of reaching your market and presenting your products, is on WGAL-TV daytime, nighttime, practically all the time. Enliven your sales picture in this booming, buying area.

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.

FCC, faced with what some commission officials called "out-of-focus" fairness doctrine complaint against NBC, last week took unorthodox approach in handling it: Chairman E. William Henry had private chat with NBC's Washington vice president, Peter Kenney. Issue, basically, was dispute between network and lower Rio Grande chamber of commerce official who complained that network, in Sept. 12, 1964, program, unjustly characterized entire region as poverty stricken. He also alleged other inaccuracies. Network, in refusing time for reply, said program was straight reporting, that errors were minor, that fairness wasn't involved.

Some commissioners last week felt question fell within fairness doctrine. Others, however, expressed fear that such formal finding would discourage broadcasters from attempting documentaries. Ultimately, majority decided that issue—including alleged inaccuracies—was not sufficiently serious to warrant commission intervention. They were not, however, content to let matter rest. Chairman, accordingly, was delegated job of informing network privately of commission's concern with manner it handled complaint. Meanwhile, letter has been sent to complainant stating that program was within discretion allowed.

On the desk

With completion of required FBI check, President Johnson is expected to send nomination of FCC Commissioner Robert T. Bartley to Senate soon. Mr. Bartley's seven-year term expired last June 30, but under law he has continued to serve until his successor (in this instance himself) is qualified through Senate confirmation. There had been speculation that Mr. Bartley might be appointed to another federal post, but this is given no official credence.

Accommodations

If enlightened leadership in CATV field has its way, there will be no commercial sponsorship of local origination on cable systems even if such special events as prize fights are carried on closed-circuit basis. Milton J. Shapp, president of Jerrold Electronics, feels such originations should be used only for promotional service—to solicit new subscribers—and that no return should inure to cable operators beyond subscription fees.

Another new approach — presumably to assuage broadcaster opposition — is projected by E. Stratford Smith, special counsel of National Community Television Association, who suggests that CATV systems which originate programs be "licensed" by FCC for that part of their operation but that pure "community antenna" service duplicating live station signals be not licensed.

Spurt in nonnetwork

Television station revenues from spot and local time sales in first half of 1965 totaled \$515,746,000. That's estimate projected by Broadcast Advertisers Reports for all U. S. commercial stations for January through June, based on BAR monitoring and estimates in top 75 markets one week each month. If business averaged same rate throughout 1965, BAR notes, result would be better than billion-dollar year (\$1,031,492,000) for nonnetwork business. Latest official comparable figure was FCC's estimate of \$856.8 million in 1963.

War chest

Girding for legal battle with telephone companies over pole-line attachments issue (see page 66) National Community Television Association members have voted to increase dues ½-cent per subscriber for each member. This is expected to raise additional \$50,000, bringing total NCTA budget to more than \$500,000 yearly. Allied with this was board approval for hiring of additional lawyer for its general counsel's office.

Spot sponsor

Xerox Corp., Rochester, N. Y., has entered deal with Triangle stations on half-hour auto racing program (Grand Prix held in Watkins Glen, N. Y., last month). Xerox, through Papert, Koenig, Lois, New York, will have opening and closing billboards and will permit stations to sell two other one-minute positions in program locally. Triangle is said to have cleared 120 TV stations for program, which is in color. Xerox is aiming for male audience, expects all stations to program race between September and Dec. 31, and says total of stations probably will go well over 120 by end of year.

Freedom brigade

Broadcasting will be well represented at forthcoming Senate probe into fair-trial-vs.-free-press issue, including related question of radio-TV access to courts. Invitations have gone to top network executives—Leonard Goldenson (ABC), Frank Stanton (CBS), Robert Kintner (NBC)—Bruce B. Palmer, president of Radio Television News Directors Association; NAB President Vincent Wasilewski; Theodore Koop, CBS Washington vice president and chairman of special all-media committee.

Hearings, scheduled before joint sessions of Senate Judiciary Constitutional Rights and Judicial Machinery Subcommittees Aug. 17, 18, 19, will focus on S290, bill introduced by Senator Wayne Morse (D-Ore.) to outlaw release of information on criminal proceedings by officers of court, lawyers or defendant. Senators hope to keep scope of hearings broad, however, in keeping with thorny nature of constitutional issues involved.

Campaign windfall

Early FCC estimates on amount of money spent on political broadcasting during 1964 campaign appear to have been correct. FCC report on political broadcasting, due out this week, puts figure at \$34.6 million, about same as that quoted to Senate Communications Subcommittee by commission earlier this year. Figure is some \$15 million more than was spent with broadcasters during off-year election in 1962. Some 30% of 1964's political broadcasting dollars went into radio, 70% to TV.

Equalizing the bait

Still nettled about Milwaukee Braves' plan to leave for Atlanta after current baseball season, Senator William Proxmire (D-Wis.) is getting ready to go to Senate floor with bill to make it mandatory for teams to pool all their radio-TV earnings. Proposal had been offered as amendment to Hart bill that would give all professional sports same status under anti-trust legislation, but amendment was knocked out in committee. Senator Proxmire contends that if all teams shared local receipts as well as network money, cities would not be able to lure teams with promise of huge radio-TV contracts.

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*BASED ON LATEST AVAILABLE FCC REPORTS **NCS NO. 3

WEEK IN BRIEF

Tone of NCTA convention was optimism personified. However, youthful industry is highly aware of problems that lie ahead. Merrill tells convention CATV could reach 1964 TV revenues within decade. See . . .

GROWTH AND PROBLEMS . . . 31

FCC was present in spirit everywhere in Denver last week. Delegates to NCTA convention hit commission's plan for regulation. Ford, in maiden convention speech, hits out at FCC and broadcasters. See . . .

FCC PLANS BLASTED . . . 32

CBS takes studious look at whys and wherefores of CATV. Finds gloom mongers may be exaggerating harmful potential of systems. Says FCC's Seiden report closer to fact than NAB's Fisher report. See . . .

LITTLE CAUSE FOR ALARM . . . 38

Networks may find some solace in newest rates filed by Comsat and four international carriers for TV use of Early Bird. New fees would extend hours of off-peak time and permit shorter usage periods. See . . .

NEW RATES FOR BIRD . . . 81

AP says it is answering requests of broadcast and newspaper owners of CATV systems in instituting news service for CATV's. Systems will receive radio wire. Radio stations are not all happy. See . . .

NOW VISUAL NEWS . . . 54

Ward Quaal named to head Council for Television Development, organization formed by major TV group owners. Opposing FCC plan to limit ownership in top markets, group sets sight on research as weapon. See . . .

DEFEND FREE ENTERPRISE . . . 71

Song has been sung before, but CBS's Salant has dusted off lead sheet again. Says networks must re-examine policy of political convention coverage. Most of what's shown isn't worth time or effort, he says. See . . .

SHORTER CONVENTIONS? . . . 60

Litigation, legislation and action by Justice Department are weapons CATV'ers have in mind to keep phone companies from forcing pole-line agreements. NCTA charges violation of consent decree. See . . .

STRUGGLE FOR CONTROL . . . 66

Most people don't buy strawberry shortcake just to look at it. And there is feeling along Wall Street that financier Norton Simon hasn't been acquiring ABC stock just to decorate his walls. See . . .

SIMON AFTER ABC? . . . 79

Up, around and around, and down. If ITT has its way, Early Bird will be used to show recovery of astronauts in next Gemini flight. Networks pooling entire operation. Expect to save \$3 million. See . . .

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Broadcasting

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PORTLAND'S ORIGINAL STATION

and cornerstone of the
Maine Broadcasting System

WCSH	Portland	1925
WLBZ	Bangor	1926
WRDO	Augusta	1932
WCSH-TV ⑥	Portland	1953
WLBZ-TV ②	Bangor	1954



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for Maine

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Georgia ETV's like movie art theaters?

REGENTS ASK FOR CLOSER LOOK AT FEATURE FILMS

Georgia educational television stations, under attack by state broadcasters for showing feature films considered too strong for commercial stations, have not been told to cease practice, but they have been asked to take closer look at what they're putting on air.

Request was made indirectly by John Dunlap, chairman of state board of regents, and followed complaint by Georgia Association of Broadcasters to Governor Carl Sanders, and governor's subsequent request that regents investigate.

Question of what educational stations should program is not new in state. In 1963, GAB had questioned propriety of ETV purchasing feature film packages and showing them in competition with films purchased by and shown on commercial stations (BROADCASTING, May 6, 1963). Gist of GAB complaint at that time was that ETV's should stick to educating and stop using state funds to program entertainment on regular basis.

Morality ■ GAB now says it is "alarmed . . . at highly questionable,

and by some standards immoral, feature movies bought recently by thousands of taxpayers' dollars" to be shown on WGTV(TV) Athens, licensed to University of Georgia. "Under no possible criterion can these films be classed as educational," GAB maintained.

Letter to governor, signed by Ridley Bell, WRBL-TV, president of GAB; Virgil Wolff, WRDW-TV Augusta, GAB vice president for television, and Raymond E. Carow, WALB-TV Albany, GAB past president, came after WGTV had announced its Tuesday night summer film schedule. Lineup included "Room at the Top," "Hiroshima, Mon Amour," "The 400 Blows," "Riffi," "Bitter Rice," "White Nights," "The Moralists," "Double Deception," "Les Miserables," "My Name Is Ivan" and "Anna."

"Room at the Top," double Academy Award winner, had been banned in Atlanta area when it first came out and was seen only after state supreme court had struck down movie censorship. "Riffi" and "Anna" were said to have been purchased by commercial station in area, but not shown because they were considered "too rough."

New rates for Bird cheers networks

Expectation of more frequent TV use of Early Bird satellite came Friday (July 23) following announcement by European post offices of lower rates for their part in trans-Atlantic TV service. On week days during nonpeak telephone hours Europeans have now set rates at \$2,250 for first 10 minutes of service and \$40 for each additional minute. When combined with Comsat and common carrier surcharge this makes package rate of \$4,400 for first 10 minutes and \$85 each minute thereafter.

Adding to more favorable network attitude toward Early Bird is fact that they expect to be able to share time on satellite. Thus 15 minutes of service in nonpeak hours, costing \$4,825 could be split by TV networks into three five-minute news feeds, about \$1,600 each.

One network news representative said Early Bird "is not going to be an every night proposition, but they're getting close to making this thing

usable."

An official of another network said the outlook for Early Bird usage "looks brighter but the basic rate structure is still too high."

Complications in rate structure arise from different definitions of nonpeak time used by Americans and Europeans. Latter will charge at their nonpeak rates for 5-7 a.m. EDT and 4:30-8 p.m. EDT, weekdays but they consider all weekend periods peak time. American nonpeak times are 5-7 a.m. EDT and 4-9 p.m. EDT, weekdays and all of weekends.

Americans' peak rates are \$3,500 for first 10 minutes and \$60 for each added minute, while Europeans' top charges are \$5,000 for first 10 and \$125 for each added minute.

Deadline now Dec. 31 for FM non-duplication

More than 100 FM stations which had been holding their breath at approach of Oct. 15, deadline when FCC's AM-FM non-duplication rule was to go

into effect, can breathe more easily now. FCC on Friday (July 23) extended deadline to Dec. 31 for 106 FM stations which had requested permanent exemption.

Effectiveness of rule for three other FM's (KCPX Salt Lake City; WAVA Arlington, Va., and WGAR Cleveland), which had sought temporary exemption, was extended to April 15, 1966.

Rule says that FM's in cities of more than 100,000 population can devote no more than 50% of broadcast week to duplication of programming of commonly owned AM in same area (BROADCASTING, June 21 et seq.).

All other FM's, which are covered by rule but had not sought exemption, will be required to comply with Oct. 15 deadline.

Agency also noted that its decision on 109 exemption requests would be reached during month of September.

Merrill sells CATV's to LIN Broadcasting

First public announcement of sale of major group of CATV systems emanating from five-day National Community Television Convention in Denver came Friday (July 23). It was \$4 million purchase of Bruce Merrill's Valley-Telecasting Co. by Gregg Cablevision Co.

Gregg Cablevision is owned by LIN Broadcasting Co. (WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La., and KAAV Little Rock, Ark.). LIN Broadcasting is principally owned by Frederick Gregg Jr. and John R. Ozier.

Systems changing hands are those in Yuma, Ariz. (where Mr. Merrill continues to own KIVA-TV), and systems in lower California (El Centro, Holtville, Brawley and Calexico), serving in aggregate over 10,000 subscribers.

Previous simultaneous non-duplication agreement with KIVA will be continued, Gregg spokesman said.

Mr. Merrill's American Cable Television Co. will still own 25 CATV systems, as well as American Television Relay Inc. (microwave systems), and Ameco Inc., Phoenix, CATV manufacturer.

Gregg Cablevision now operates one CATV system in Huntington, Tenn., has two other under construction, and holds franchises for 26 other communities. Kenneth W. Knight is manager.

At same time, LIN signed \$2 million

WEEK'S HEADLINERS



Mr. Conroy



Mr. Merrill

Benjamin J. Conroy Jr., owner-operator of Uvalde, Tex., community antenna system, elected chairman of National Community Television Association, succeeding **Bruce Merrill**, president and owner of Ameco Inc., American Cable Television Inc. and American TV Relay Inc., all Phoenix. (For other officers elected at annual convention see page 84.)

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

"turn-key" contract with Ameco for CATV system construction.

Financial backing for purchase comes from Lehman Brothers, Unterberg, Tobin Co., and Economy Finance Co. of Indianapolis.

Other CATV news:

- Jerrold Electronics Corp., Philadelphia, announces sale of \$5 million worth of equipment during five-days of NCTA convention in Denver.

- New NCTA executive committee will consist of Benjamin J. Conroy Jr., Uvalde, Tex., chairman; Robert J. Tarlton, Lansford, Pa., vice chairman; Franklin R. Valentine Jr., New York; Alfred R. Stern, New York; Irvin Kahn, New York; Frank P. Thompson, Rochester, Minn., and Bruce Merrill, Phoenix, immediate past chairman.

Storer gets more Northeast

James W. Austin, president of Northeast Airlines, last Friday (July 23) said that airline's directors have authorized issuance of 4.5 million shares of stock to Storer Broadcasting Co.

In exchange for stock, corporate executive said, Northeast would receive \$7 million and \$40 million cancellation of debts.

After Storer Broadcasting exercises options and other aspects of sale are concluded, group station owner will have 87% interest in airline (BROADCASTING, July 19).

FC&B gets Monsanto accounts

Monsanto Co., St. Louis, effective Jan. 1 consolidates all its advertising except that for Chemstrand and Gering

Walter Rozett elected VP and assistant to president of CBS Radio, effective Aug. 16. **Arthur Hull Hayes** is president of CBS Radio. Mr. Rozett has served as assistant treasurer at CBS Inc. since 1960. He joined CBS Radio in 1952, and served in various executive capacities with network including budget director, director of accounting, and director of administrative operations.

William G. White and **Robert Palmer**, both VP's, Cunningham & Walsh, New York, promoted to new posts. Mr. White, who was associate media director and manager of media department, becomes director of media services. He joined agency in 1963. Mr. Palmer, elevated to manager of TV programing, has been with C&W since 1956 in various media positions, and most recently was group media director.

Plastics divisions at Foote, Cone & Belding, Chicago, with billings totaling about \$2.5 million. Agencies affected are Gardner Advertising and Ridgway Advertising, both St. Louis; Earle Ludgin & Co., Chicago, and Gotham-Vladimir, New York. Doyle Dane Bernbach continues to handle Chemstrand while Riedl & Freede, Clifton, N. J., continues with Gering.

Network study staff issues second report

Documentation on which FCC network study staff bases its recommendations for limiting network control of programing was made public by commission Friday (July 23).

Documentation is Part II of staff's second interim report on inquiry into network programing practices, which began in 1959.

Bulky report runs to 1,194 pages, covers in detail testimony, documentary evidence, information and data in program inquiry which support conclusions in Part I issued in 1962 (BROADCASTING, Dec. 3, 1962).

Major proposal emanating from Part I recommendations is rulemaking to limit networks to control of 50% of nonnews prime-time programing.

Dominant theme of Part II is need for competition among program suppliers. Staff says its proposals could lead to such competition and break "tripoly" of three networks on program sources.

By producing programs or financing them, staff says, three networks have acquired control of 93.1% of prime time programing.

Staff restates position that three networks control economics, art, and creativity of TV programing, and says this is inconsistent with public interest.

Staff also seeks to rebut argument that advertisers who, under proposal, would have chance to control more programs, would not contribute to diversity in programing. Testimony of advertisers, report says, establishes that they have preferences "not all cut from the same pattern."

Report noted prosperity of television, particularly network television. It put total net income for three networks in 1963 at \$635.8 million (60% for talent, programing; 40% for time).

Importance of network programing is indicated by comparison of network-owned stations with independents in Los Angeles and New York in 1962. Six network stations in those markets had \$90,400,000 net revenue, \$43,400,000 in income; eight independents in two markets had \$50,600,000 revenue in 1962, \$8,300,000 in income.

Southerners defended on civil rights editorials

Many southern radio-TV editorials hit harder on civil rights issues than any New York station, John K. Williams, executive secretary of Georgia Association of Broadcasters, told National Broadcast Editorial Conference Friday (July 23) at Evanston, Ill. But he admitted many small radio stations don't editorialize through fear of sponsor boycott like that faced by WBOX Bogalusa, La. (BROADCASTING, March 29).

Speech followed talk by David C. Horowitz, director of public affairs at WMCA New York, in which he urged southern broadcasters to take stronger civil rights stands (see page 58).

There is great local resentment among news media in South against "outside" coverage by networks and wire services. Mr. Williams reported. He said dislike also exists among many southern leaders because of belief that outsiders tell world only about shocking things and neglect proofs of real progress there.

FCC to extend 1% comments

This week FCC is expected to grant joint petition of 22 multiple-station owners and extend to Sept. 1 comment deadline on inquiry and proposed rule-making dealing with technical violation by mutual funds of agency's 1% standard under multiple ownership rules. Comment deadline is Aug. 1.

WHTN-TV

ABC Channel 13

HUNTINGTON—CHARLESTON, WEST VIRGINIA

effective August 1st

will be

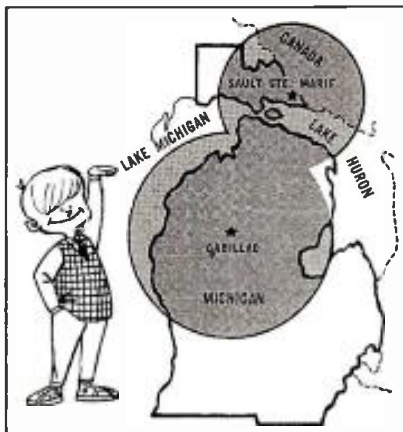
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WJFF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WVTR FM CANTON

TELEVISION
WWSB-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KRNH-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

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DATEBOOK

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

■ Indicates first or revised listing.

JULY

July 26—FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 9.

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

AUGUST

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

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

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

Aug. 4—Annual Georgia Association of Broadcasters TV Day. Speakers include Warren Bahr, executive vice president, Young & Rubicam, New York; William Bartholomay, board chairman, Atlanta Braves baseball team; Lee Franks, Georgia ETV director, and Marcus Bartlett, Cox Broadcasting, Atlanta. Riviera motel, Atlanta.

Aug. 4-8—National Association of Radio Announcers Convention. Rice hotel, Houston, Tex.

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

Aug. 20—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Vincent T. Wasilewski, president, National Association of Broadcasters; John T. Murphy, president, Crosley Broadcasting Corp.; Don Mercer, vice president for station relations, NBC, and Lou Smith, vice president for television, Edward Petry & Co. Greenbrier, White Sulphur Springs.

Aug. 24-27—Western Electronic Show and Convention. Cow Palace, San Francisco.

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

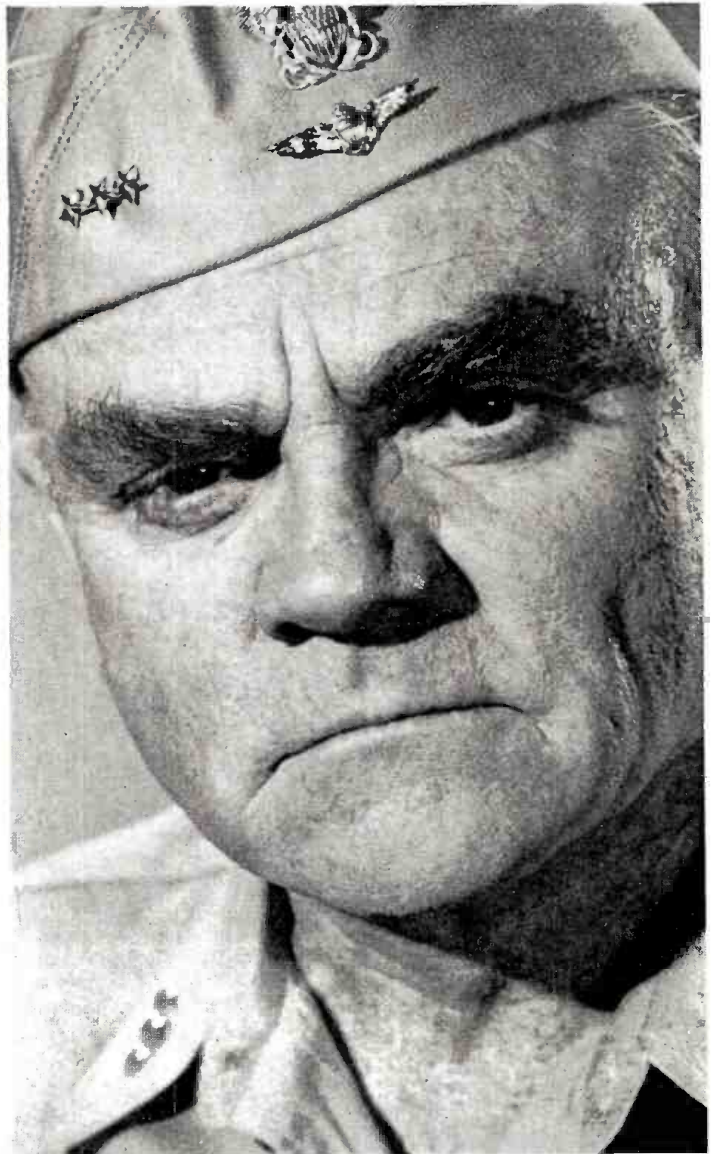
Aug. 27-28—Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

■ Aug. 30-Sept. 1—Institute of Electrical and Electronics Engineers annual international

THE TRULY GREATS are yours in **Showcase**



Hollywood's most brilliant stars in important feature movies...



JAMES CAGNEY

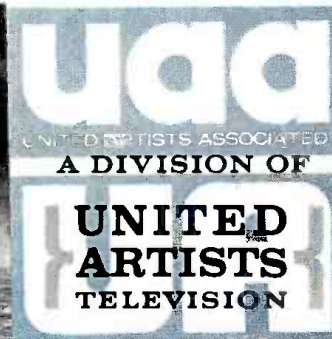
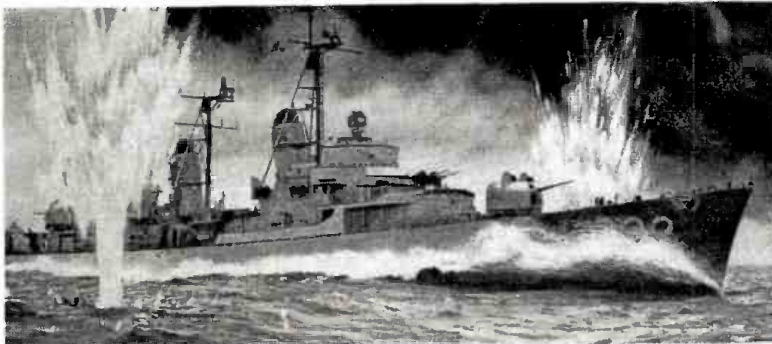
as Admiral "Bull" Halsey in

"THE GALLANT HOURS"

with

Dennis Weaver

RUNNING TIME: 115 MINUTES



WRITE,
WIRE,
PHONE

555 MADISON AVENUE
NEW YORK, N. Y. 10022
Area Code 212 688 4700

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Advertiser Index BZ-100-101

4,537 1/2 Square Feet of Broadcast Information!

You can't measure the true worth of authoritative facts about the TV and radio business by how much space it takes to present them or how many pounds they weigh.

If this were so, we could tell you that the 600 pages of broadcast information in the 1966 BROADCASTING YEARBOOK — scheduled for mid-December publication — will have a total area of 4,537 1/2 square feet and tip the scales at almost 2 1/2 pounds.

Quantity, however, is not the same thing as quality. All this bulk merely proves that television and radio today add up to a complicated business. It takes a lot of knowledge, a lot of digging, a lot of editing — and a lot of pages — to record the basic information which people who work in broadcasting must have daily at their finger tips.

BROADCASTING YEARBOOK is a one-book library of facts, conveniently tab-indexed for instant use. So wide is its range that this famous TV-radio encyclopedia — now going into its 35th annual edition — actually combines **51 separate and distinct directories** within a single volume.

THE FACILITIES OF TELEVISION			
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DIRECTORY OF TV STATIONS IN THE U.S.		
Alabama	Alabama	Alabama
Alaska	Alaska	Alaska
Arizona	Arizona	Arizona
Arkansas	Arkansas	Arkansas
California	California	California
Colorado	Colorado	Colorado
Connecticut	Connecticut	Connecticut
Delaware	Delaware	Delaware
District of Columbia	District of Columbia	District of Columbia
Florida	Florida	Florida
Georgia	Georgia	Georgia
Idaho	Idaho	Idaho
Illinois	Illinois	Illinois
Indiana	Indiana	Indiana
Iowa	Iowa	Iowa
Kansas	Kansas	Kansas
Kentucky	Kentucky	Kentucky
Louisiana	Louisiana	Louisiana
Maine	Maine	Maine
Maryland	Maryland	Maryland
Massachusetts	Massachusetts	Massachusetts
Michigan	Michigan	Michigan
Minnesota	Minnesota	Minnesota
Mississippi	Mississippi	Mississippi
Missouri	Missouri	Missouri
Montana	Montana	Montana
Nebraska	Nebraska	Nebraska
Nevada	Nevada	Nevada
New Hampshire	New Hampshire	New Hampshire
New Jersey	New Jersey	New Jersey
New Mexico	New Mexico	New Mexico
New York	New York	New York
North Carolina	North Carolina	North Carolina
North Dakota	North Dakota	North Dakota
Ohio	Ohio	Ohio
Oklahoma	Oklahoma	Oklahoma
Oregon	Oregon	Oregon
Pennsylvania	Pennsylvania	Pennsylvania
Rhode Island	Rhode Island	Rhode Island
South Carolina	South Carolina	South Carolina
South Dakota	South Dakota	South Dakota
Tennessee	Tennessee	Tennessee
Texas	Texas	Texas
Utah	Utah	Utah
Vermont	Vermont	Vermont
Virginia	Virginia	Virginia
Washington	Washington	Washington
West Virginia	West Virginia	West Virginia
Wisconsin	Wisconsin	Wisconsin
Wyoming	Wyoming	Wyoming

THE RADIO AND TELEVISION AUDIENCES		
Radio	Television	Combined
1965	1965	1965
1964	1964	1964
1963	1963	1963
1962	1962	1962
1961	1961	1961
1960	1960	1960
1959	1959	1959
1958	1958	1958
1957	1957	1957
1956	1956	1956
1955	1955	1955
1954	1954	1954
1953	1953	1953
1952	1952	1952
1951	1951	1951
1950	1950	1950

THE WEEKLY HOUR OF TV SERVICES		
1965	1965	1965
1964	1964	1964
1963	1963	1963
1962	1962	1962
1961	1961	1961
1960	1960	1960
1959	1959	1959
1958	1958	1958
1957	1957	1957
1956	1956	1956
1955	1955	1955
1954	1954	1954
1953	1953	1953
1952	1952	1952
1951	1951	1951
1950	1950	1950

TOP 50 NATIONAL SPOT RADIO MARKETS		
1	New York	1,875,000
2	Los Angeles	1,575,000
3	Chicago	1,425,000
4	Philadelphia	1,375,000
5	San Francisco	1,325,000
6	Washington, D.C.	1,275,000
7	San Antonio	1,225,000
8	San Diego	1,175,000
9	Portland, Ore.	1,125,000
10	San Jose	1,075,000
11	San Bernardino	1,025,000
12	San Luis Obispo	975,000
13	San Francisco Bay Area	925,000
14	San Francisco Bay Area	875,000
15	San Francisco Bay Area	825,000
16	San Francisco Bay Area	775,000
17	San Francisco Bay Area	725,000
18	San Francisco Bay Area	675,000
19	San Francisco Bay Area	625,000
20	San Francisco Bay Area	575,000
21	San Francisco Bay Area	525,000
22	San Francisco Bay Area	475,000
23	San Francisco Bay Area	425,000
24	San Francisco Bay Area	375,000
25	San Francisco Bay Area	325,000
26	San Francisco Bay Area	275,000
27	San Francisco Bay Area	225,000
28	San Francisco Bay Area	175,000
29	San Francisco Bay Area	125,000
30	San Francisco Bay Area	75,000

BROADCASTING YEARBOOK is universally recognized as the most complete, authentic and useful source of broadcast business facts available anywhere. It is studied, thumbed through, quoted as authority by advertisers, agencies and station management from the day it arrives until the day when the next year's edition is received.

It stays on the desks of people who are important to you, ready for frequent reference, throughout a full 12 months.

There is certainly information about yourself that you want these people to know. Strategically placed in the pages of the 1966 BROADCASTING YEARBOOK, your advertisement keeps making multiple impressions upon them all year long. Best of all, it tells your story at the exact time these makers of buying decisions are receptively interested.

ONE advertisement in 20,000 copies of BROADCASTING YEARBOOK delivers the repetitive impact of a full year's campaign — yet at ordinary rates. The closing deadline is October 1. But the time to reserve the best position in the directory section of your choice is now. It's as easy as calling the nearest BROADCASTING office (and reverse the charges) or mailing your space order today.

BROADCAST EQUIPMENT DIRECTORY
 Looking for a Broadcast Station? C-36
 Equipment Manufacturers, Distributors C-37
 U.S.A. News Reporting Radio/TV C-38
 Special Policies Section C-39

PRODUCT GUIDE

Radio and television equipment manufacturers are listed in this directory under the heading of their primary product line. This directory is arranged in alphabetical order by manufacturer's name. The listing includes the name of the manufacturer, the address, and the telephone number. The listing also includes the name of the distributor, the address, and the telephone number. The listing is arranged in alphabetical order by manufacturer's name.

For definitions of abbreviations see page D-16

FCC Data Report of Radio Licenses

Table listing FCC data reports for radio licenses, including categories like AM, FM, and TV licenses, with associated dates and details.

NAB CODES AND PROGRAM SERVICES

Table listing NAB codes and program services, including categories like Country & Western Music, Folk & Country, and various program services with their respective codes.

AGENCIES, REPS, NETWORKS, TRADE GROUPS, MISCELLANEOUS

Table listing agencies, reps, networks, trade groups, and miscellaneous information, including names and contact details for various organizations.

Program Producers, Distributors, Production Services

Table listing program producers, distributors, and production services, including names and contact information for various entities in the industry.

STATION APPLICATION PROBLEMS
 See in April in a broadcast
 Edition (A8/78/79)

Table listing station application problems and related information, including details on application processes and common issues.

TV programming, film, film, video tape

Table listing TV programming, film, and video tape information, including details on various programs and their scheduling.

TELEVISION TIME SALES

Table listing television time sales data, including advertising rates and sales figures for various stations and programs.

BROADCASTING YEARBOOK gives primary coverage of every significant fact about the broadcasting business. Arranged by five major index-tabbed sections, here are some of the contents you'll find in this "one-book library of television and radio":

- Section A—TELEVISION**
 - TV station directory
 - TV group owners
 - TV station sales
 - CATV directory
 - TV call letters
 - TV applications
 - Canadian TV
 - Experimental TV
- Section B—AM/FM RADIO**
 - AM/FM station directory
 - Radio call letters
 - AM frequencies
 - FM frequencies
 - Canadian radio
 - Mexican-Caribbean radio
- Section C—EQUIPMENT/RULES**
 - FCC rules
 - License applications
 - Equipment manufacturers
 - Product guide
- Section D—CODES/PROGRAMS**
 - Program services
 - Television code
 - Radio code
 - News services
 - Negro programming
 - Foreign language programming
 - Talent agents
 - Awards & citations
- Section E—AGENCIES/REPRESENTATIVES/NETWORKS**
 - Agency directory
 - Representatives
 - Network directories
 - FCC directory
 - Associations
 - Attorneys
 - Engineers

RESERVE YOUR SPACE TODAY FOR BEST POSITION IN THE 1966 BROADCASTING YEARBOOK

MAJOR AWARDS AND CITATIONS

Table listing major awards and citations, including details on various awards and the individuals or organizations that received them.

Broadcasting Yearbook

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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AMPEX

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- Has been completely optimized.
- Like new . . . will out-perform a new recorder.
- Original investment over \$70,000.

Now offered at a fraction of its original cost, this VTR represents a truly rare buy. The unit has had one owner, Gordon Enterprises, and has been thoroughly optimized. Recorder has received factory installation of Inter-Sync television signal synchronizer, and AMTEC time compensator.

EQUIPMENT LIST INCLUDES:

- 2 standard racks with electronic chassis.
- Erase and cue equipment.
- Over-console monitor mount.
- Tektronix 525 waveform monitor.
- Conrac picture monitor.
- Ampex monitor switching panel.
- Ampex audio monitor system.
- Video head reference tape.

SPECIAL PRICE

\$35,000

(F.O.B. floor of plant, Hollywood, Calif.)

A demonstration of this fine equipment can be arranged at your convenience. Phone, write or wire for details.

gordon enterprises

5362 North Cahuenga Blvd.
North Hollywood, California
Phone: (213) 766-3725

antenna and propagation symposium. Sheraton Park, Washington. (For advance reservations write 1965 AP Symposium, P. O. Box 6, Riverdale, Md. 20840.)

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

Aug. 31—New deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

SEPTEMBER

Sept. 1-3—Fall conference of American Marketing Association. Mayflower hotel, Washington.

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; H. Taylor (Bud) Vaden, president, Broadcasters Promotion Association. Bar Harbor Club, Bar Harbor.

■Sept. 11—Fall conference of Montana Broadcasters Association on music licensing. Participants include Herman Finkelstein, counsel for American Society of Composers, Authors & Publishers; Sidney Kaye, board chairman of Broadcast Music Inc., and Jim Myers, SESAC. Glacier Park Lodge, East Glacier.

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

Sept. 12-13—Meeting of New York State Associated Press Broadcasters Association. Glens Falls on Lake George.

Sept. 15-16—12th annual CBS Radio Affiliates Association convention. New York Hilton hotel.

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

Sept. 17—New FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was Aug. 6.

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

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

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

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

Sept. 22-23—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

Sept. 22-24 — Annual fall conference of

Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

Sept. 23-25—Annual broadcast symposium, professional group on broadcasting, Institute of Electrical & Electronic Engineers. Willard hotel, Washington.

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

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

OCTOBER

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

■Oct. 4-5—Society of Broadcast Engineers, national convention. Lewiston, Mont.

Oct. 4-5—Annual convention and elections of New Jersey Broadcasters Association. Governor Morris hotel, Morristown.

■Oct. 5—New deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

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

■Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.

Oct. 10-12—Annual fall meeting and elections of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.

Oct. 14-15—International Film & TV Festival of New York. Americana hotel, New York.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film. TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. Dur-

■Indicates first or revised listing.

NAB CONFERENCE SCHEDULE

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

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

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

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

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

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

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

NEW YORK
 LOS ANGELES
 CHICAGO
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 BOSTON - MANCHESTER
 DETROIT
 CLEVELAND
 SAN FRANCISCO - OAKLAND
 PITTSBURGH
 WASHINGTON
 PROVIDENCE
 ST. LOUIS
 DALLAS - FT. WORTH
 CINCINNATI
 BALTIMORE
 MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
 INDIANAPOLIS - BLOOMINGTON
 MILWAUKEE
 KANSAS CITY
 CHARLOTTE, N. C.

THE **MIAMI** MARKET
 MAY BE 22nd TO SOME PEOPLE...

BUT
TO SMART ADVERTISERS

THE **MIAMI** MARKET



625,700 TV HOMES (Television Magazine March 1965)
 144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel
 770,366 TOTAL TV HOMES (and Motor Hotel Ass'n., and Florida Development Commission)

Represented by  Television, Inc.



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

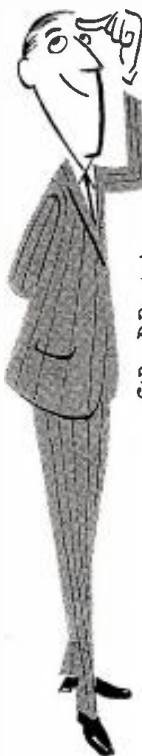
They got us again in
Bakersfield...
Renewed by KLYD-TV.



220 Popeye cartoons—in color



KING FEATURES SYNDICATE
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MU 2-5600



**figure
it out!**

**WHAT'S IT WORTH
TO GET ALL THIS IN
ROCHESTER, N. Y.?**

- 1 The highest per household retail sales in New York State!
- 2 The second highest per household income in New York State!
- 3 The lowest unemployment rate in New York State!

You get this—and more—in Rochester, N. Y., home of world-famous Eastman Kodak and sensational Xerox; plus Bausch & Lomb, Ritter Dental, General Dynamics, Taylor Instrument, Pfaunder-Permutit, General Railway Signal and other business giants.

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

WHEC-TV

CHANNEL 10 • ROCHESTER, N. Y.

Member of the Gannett Group

ing meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 15—Effective date of FCC's new AM-FM nonduplication rule which prohibits any FM station from duplicating more than 50% of programming of commonly owned AM station in cities of 100,000 population or more. Former effective date was Aug. 1.

Oct. 15-17—American Federation of Advertising fifth district convention. Sheraton Cleveland, Cleveland.

Oct. 21—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

Oct. 22—Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.

Oct. 25-27—21st annual National Electronics Conference. Included will be exhibition involving more than 500 electronics firms. McCormick Place, Chicago.

■ Oct. 28-29—Fall convention of Ohio Association of Broadcasters. The Christopher Inn, Columbus.

Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Ramada Inn, Jefferson City.

Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

Oct. 31-Nov. 4—National Association of Educational Broadcasters 1965 national convention. Sheraton-Park hotel, Washington.

NOVEMBER

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

Nov. 4—Second annual Georgia Association of Broadcasters FM Day. Atlanta.

Nov. 8—Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 8-10—Broadcasters Promotion Association 10th annual convention. Washington.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

Nov. 11-13—Annual fall meeting of Alabama Broadcasters Association. University of Alabama, Tuscaloosa.

Nov. 14-17—Association of National Advertisers fall meeting. Homestead, Hot Springs, Va.

Nov. 15-18—Annual membership meeting of Television Bureau of Advertising. Statler-Hilton, Detroit.

Nov. 18-19—Annual fall meeting of Washington State Association of Broadcasters. Spokane.

Nov. 21-22 — Annual fall convention of Texas Association of Broadcasters. Sheraton, Dallas.

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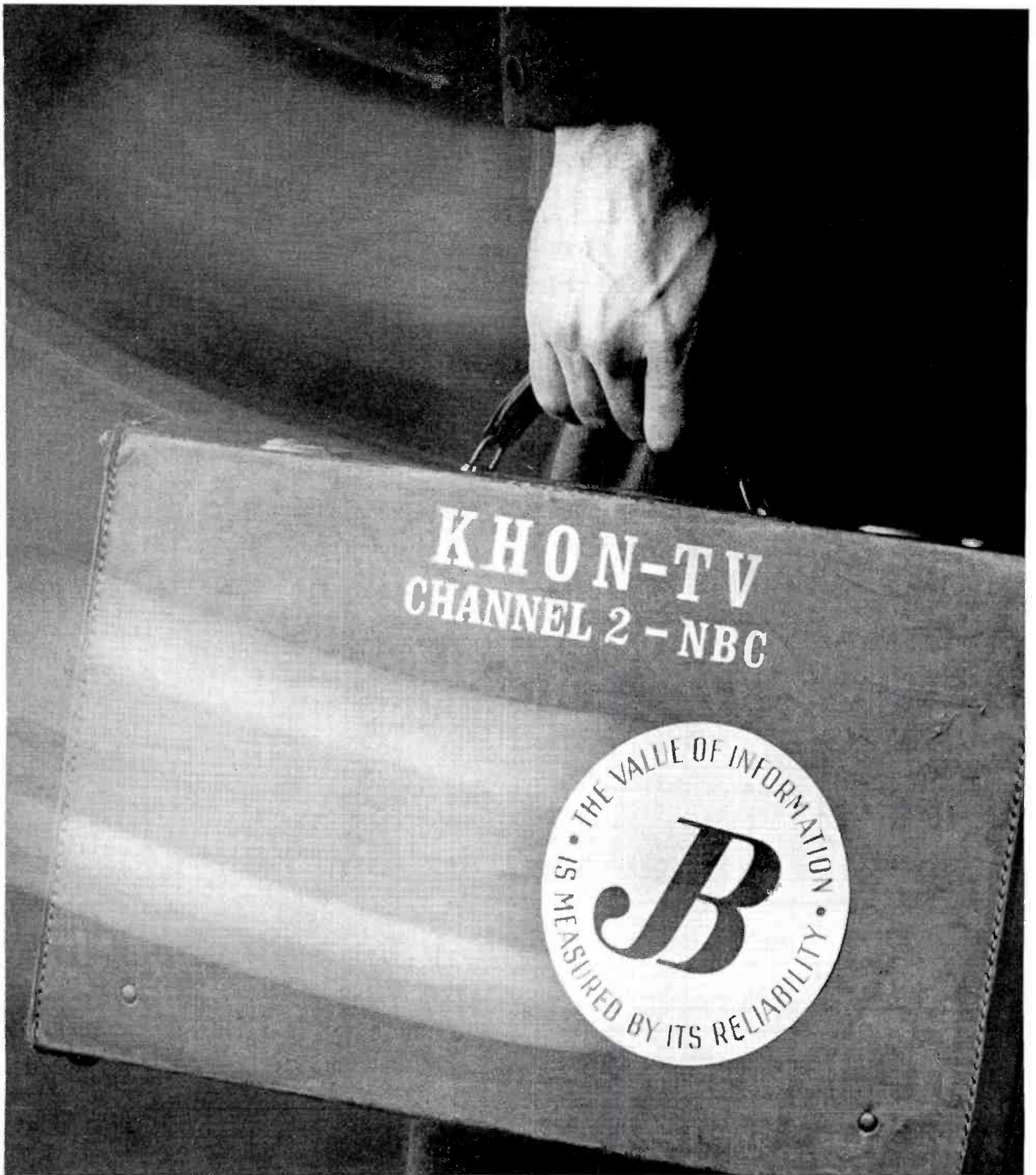
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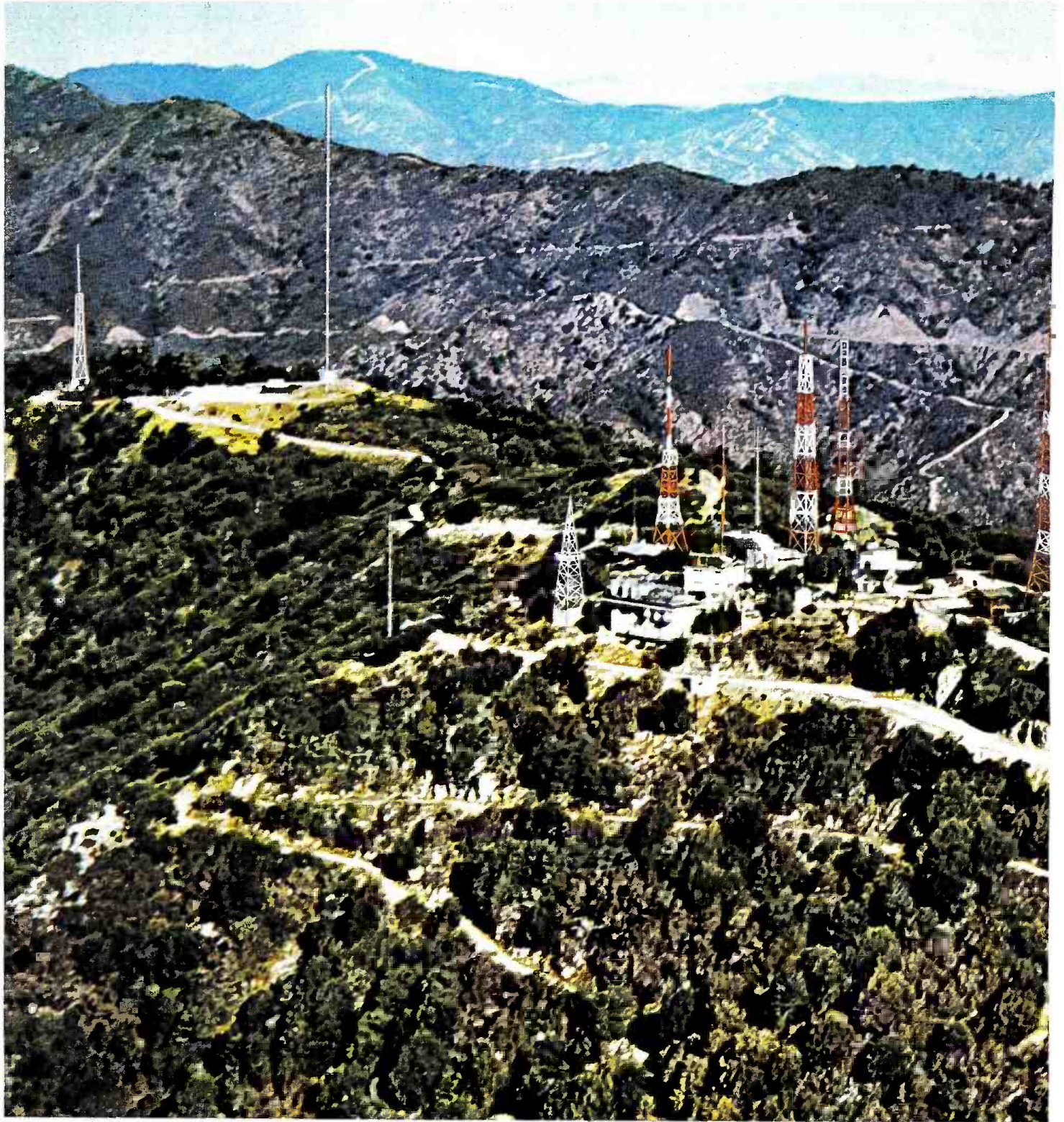
ASSISTANT PUBLISHER
Lawrence B. Taishoff

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®Reg. U. S. Patent Office
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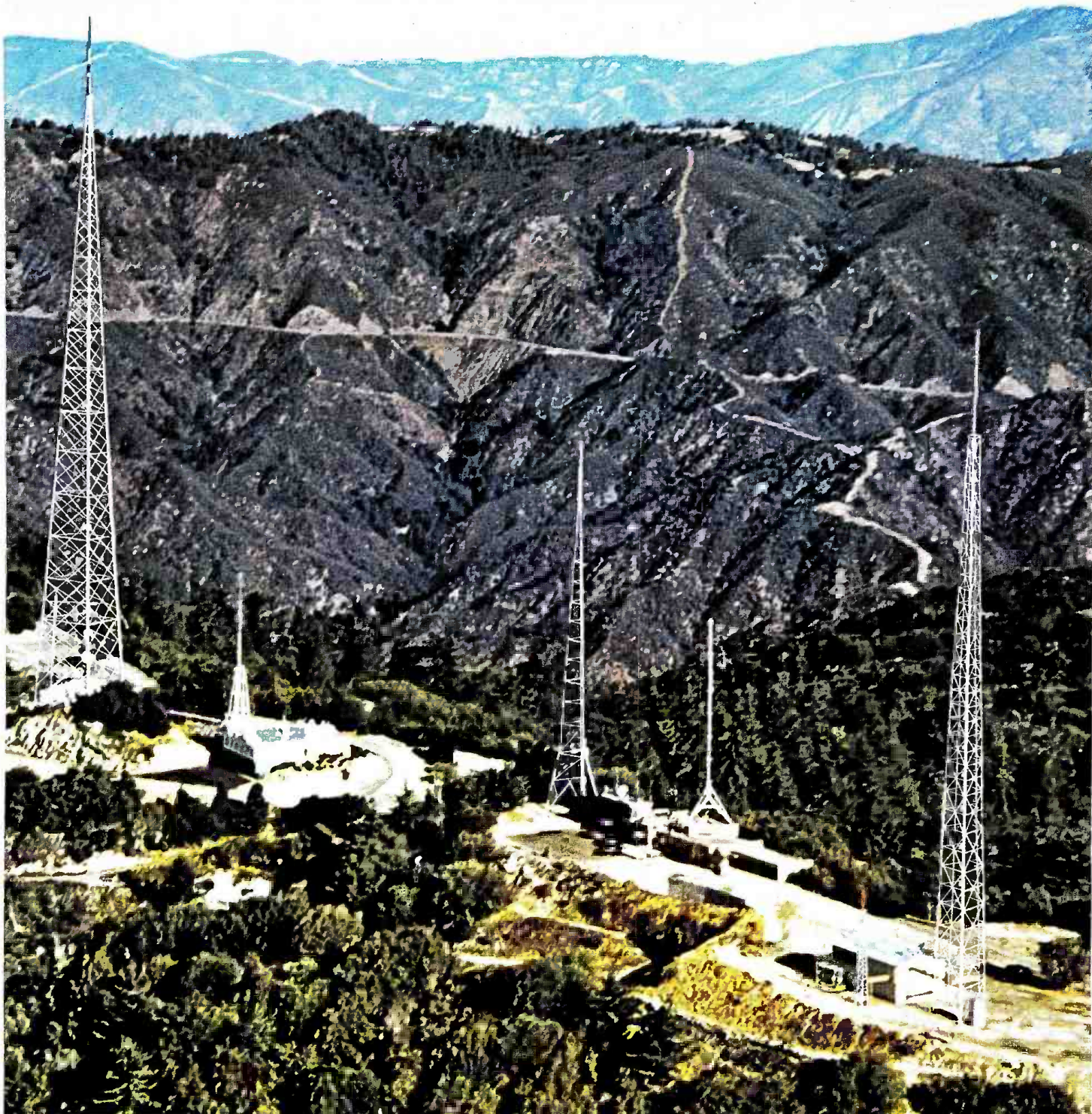


Going places *Communications Honolulu Ltd.'s Hawaiian Television Stations — KHON-TV — Honolulu, and its satellites, join America's most dynamic television stations. Arthur H. McCoy, President, announces the appointment of Blair Television as exclusive national representative !*



This is L.A.'s Mt. Wilson, where 6 out of 10* TV stations

*Soon to be 7 out of 11... by the end of the year a new station, KMTW (TV), Channel 52, also will be on the air (subject to FCC approval) with a G-E Helical Antenna.



transmit sharper images with General Electric antennas.

Los Angeles has the greatest concentration of TV antennas in the world—and the majority of them are General Electric. These are the stations and their G-E equipment: KABC-TV, Channel 7, 6 Bay Batwing; KCET, Channel 28, 8 Panel Zig-Zag; KMEX-TV, Channel 34, 5 Bay Helical (4 Panel Zig-Zag on order); KPOL-TV, Channel 22, 2 Bay Helical; KTLA, Channel 5, 3 Bay Batwing; KTTV, Channel 11, 6 Bay Batwing.

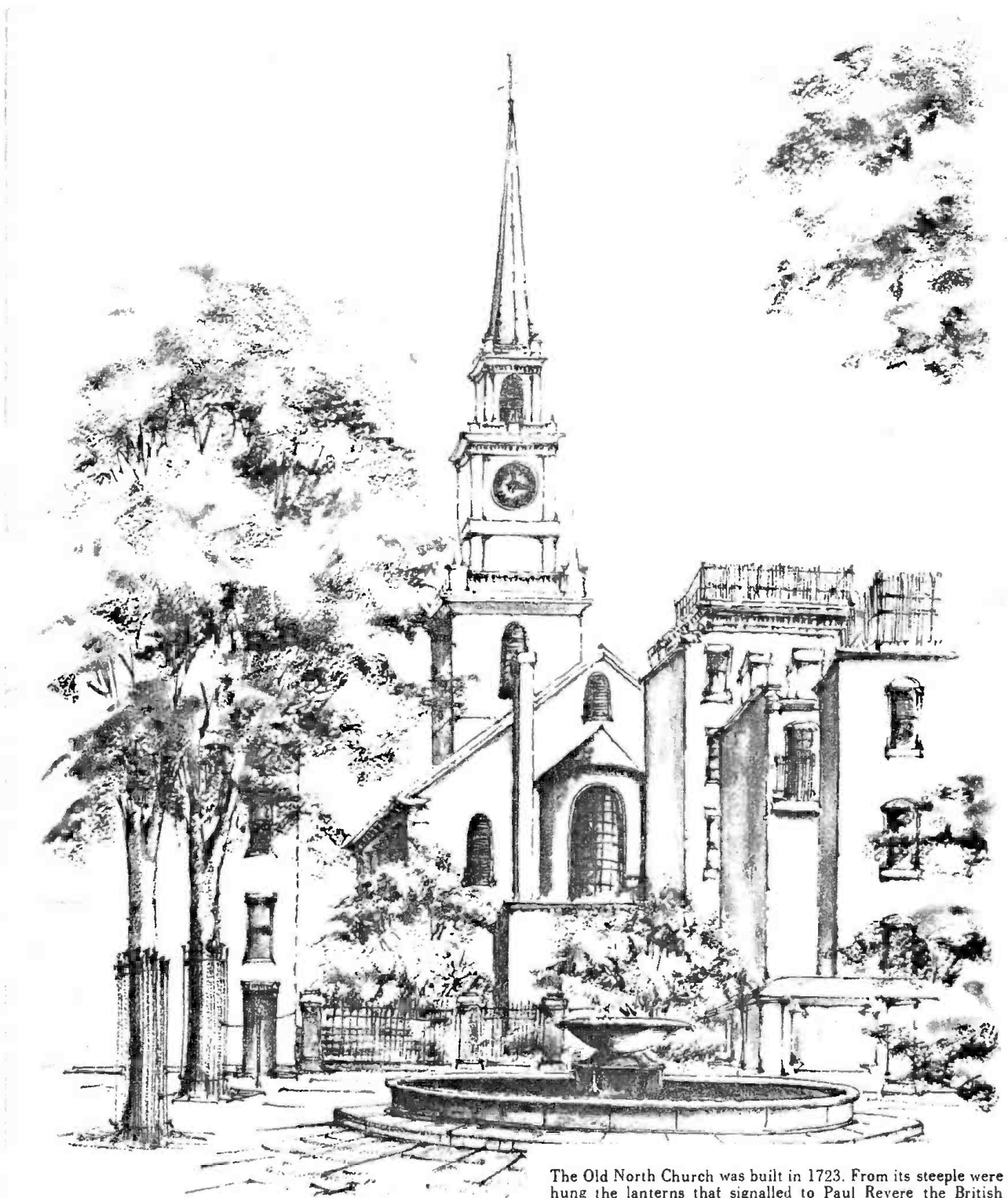
G.E. can help you improve your image. Contact your

G-E Broadcast Equipment Representative, or, General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, New York 13201. GE-14

Visual Communications Products

GENERAL  ELECTRIC

Electronics Park, Syracuse, New York



The Old North Church was built in 1723. From its steeple were hung the lanterns that signalled to Paul Revere the British route to Concord and Lexington. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian... Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS • FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO 

OPEN MIKE®

Trade unions and advertising

EDITOR: The article in your July 12 issue, "In union radio there is strength," was of great interest to me.

It is indeed heartwarming that a trade magazine read by people who buy air time for management and industry recognizes that today's trade unions operate in the arena of great respectability. This is particularly the case with the Retail Clerks International Association (the RCIA). . . .

It is true, as you pointed out, "Like any well-managed business concern with a product to sell and a message to deliver, the RCIA has turned to advertising." However, advertising is no new venture for the RCIA. . . . For example, on television the RCIA was a sponsor on NBC's *Today* show during Dave Garroway's tenure.

As for radio, over a period of what to my knowledge is 10 years or more, the RCIA has used radio saturation in a number of cities. . . . And for more than the past two years, the RCIA has been buying 30- and 60-second spots on NBC's *Monitor* every single weekend throughout the year.

The RCIA is the only trade union advertiser on network NBC. . . . Obviously, I know the above to be factual since my advertising/public relations agency places RCIA advertising on NBC. This brings up a point that requires clarification. The advertising agency to which you refer in your article—J. M. Sachs & Co., Beverly Hills, Calif.—is engaged by a regional council of the RCIA in Southern California. For national advertising, the agency that represents the RCIA and was appointed advertising agency by headquarters of the RCIA, is William Magnes Advertising, Inc.—*William D. Magnes, president. William Magnes Advertising Inc., Washington.*

Cigarette logic

EDITOR: Once there was a land where people developed the habit of throwing bricks in the air. Doctors soon noted that they were seeing more patients with bumps on the head and also increasing patient fatalities from fractured skulls. . . .

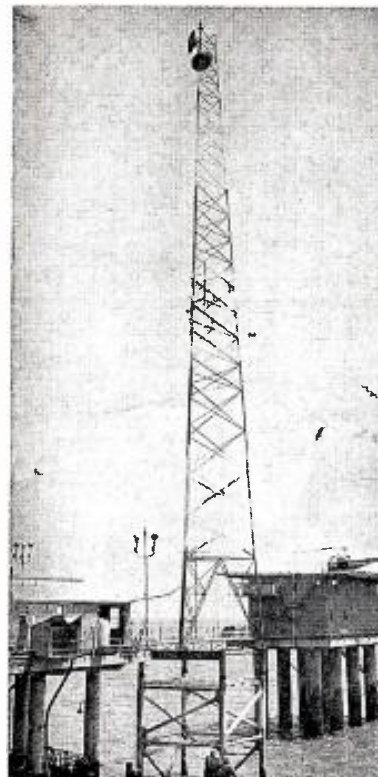
Finally the surgeon general summarized all the research and issued a report stating that the bricks were responsible for the bumps on the head and further stating that special treatment of the bricks (called "filters") weren't giving enough help to be detected. . . .

A majority of the members of Congress . . . passed a law requiring appropriate labeling of bricks. However the law prohibited any governmental interference with advertising of the



Day or night, afternoon or evening, TWILIGHT ZONE delivers. In three-channel Oklahoma City, where it ran on a delayed basis (Saturdays at 5:30 pm), the program doubled the station's rating for the period, boosting it to an all-time high, and delivering a huge 64% audience share. Program rated 75% higher than all competition combined. TWILIGHT ZONE can do as well for you! © CBS FILMS

Based on ARB estimates, subject to qualifications which CBS Films will supply on request.



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

Write — Phone — Wire for Prompt Service

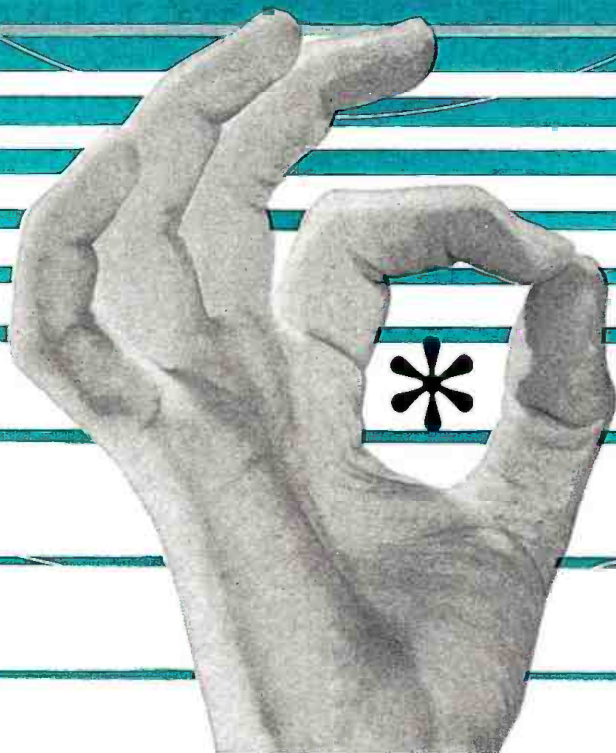
ROHN Manufacturing Co.

Box 2000, Peoria, Illinois
Phone 309-637-8416 — TWX 309-697-1488

"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."

P.R.A.

makes WCCO RADIO...



one of the great stations of the nation



The most: 50,000 watts, 1-A clear channel from 830 kc . . . 24 hours a day, seven days a week. Also, the power of full-size, complete programming. It attracts and holds all kinds of listeners not just a narrow segment of the available audience.



Coverage of a 124-county market in six states. Actually two markets in one: 5-county Twin Cities plus 119 non-metro counties. Total population: 4 million. WCCO Radio reaches more of these people than any other medium in the region.



On WCCO Radio, you enjoy a setting of outstanding acceptance for your sales story. The kind of acceptance that has been earned by more than 40 years of great service to the WCCO-Land market. Nothing sells like acceptance.

WCCO RADIO

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY **CBS** RADIO SPOT SALES

Nobody in Washington argues about which is the important station.



hazardous bricks until July 1st, 1969.

A leading broadcast industry publication . . . editorially supported the advertising restraint adopted by the brick manufacturers and lauded the congressional prohibition of governmental intervention in the advertising practices of the brick industry. Further the magazine expressed the opinion that in an additional four years of investigation, evidence as to whether brick throwing is, or is not, a genuine public hazard ought to be considerably clearer. . . .

Unfortunately the publication failed to indicate whether the new evidence should take the form of bigger and better bumps or an even greater fatality count. . . .—*J. H. Platz, Northwest Monitoring Service, Pendleton, Ore.*

(Mr. Platz refers to a July 12 editorial in *BROADCASTING* favorably commenting on the Congress's passage of a bill to require health warnings on cigarette labels but to temporarily restrain the Federal Trade Commission from insisting, as it had proposed, to require warnings in cigarette advertising.)

Tribute to Laurel and Hardy

EDITOR: All this fuss about doing a network TV special, plus a syndicated show now being peddled, as a salute to Stan Laurel and Oliver Hardy seems a little old hat to us here at KHJ-TV [Los Angeles].

The week of Feb. 15, before the sad death of Stan Laurel, this station ran a week-long "Salute to Stan Laurel."

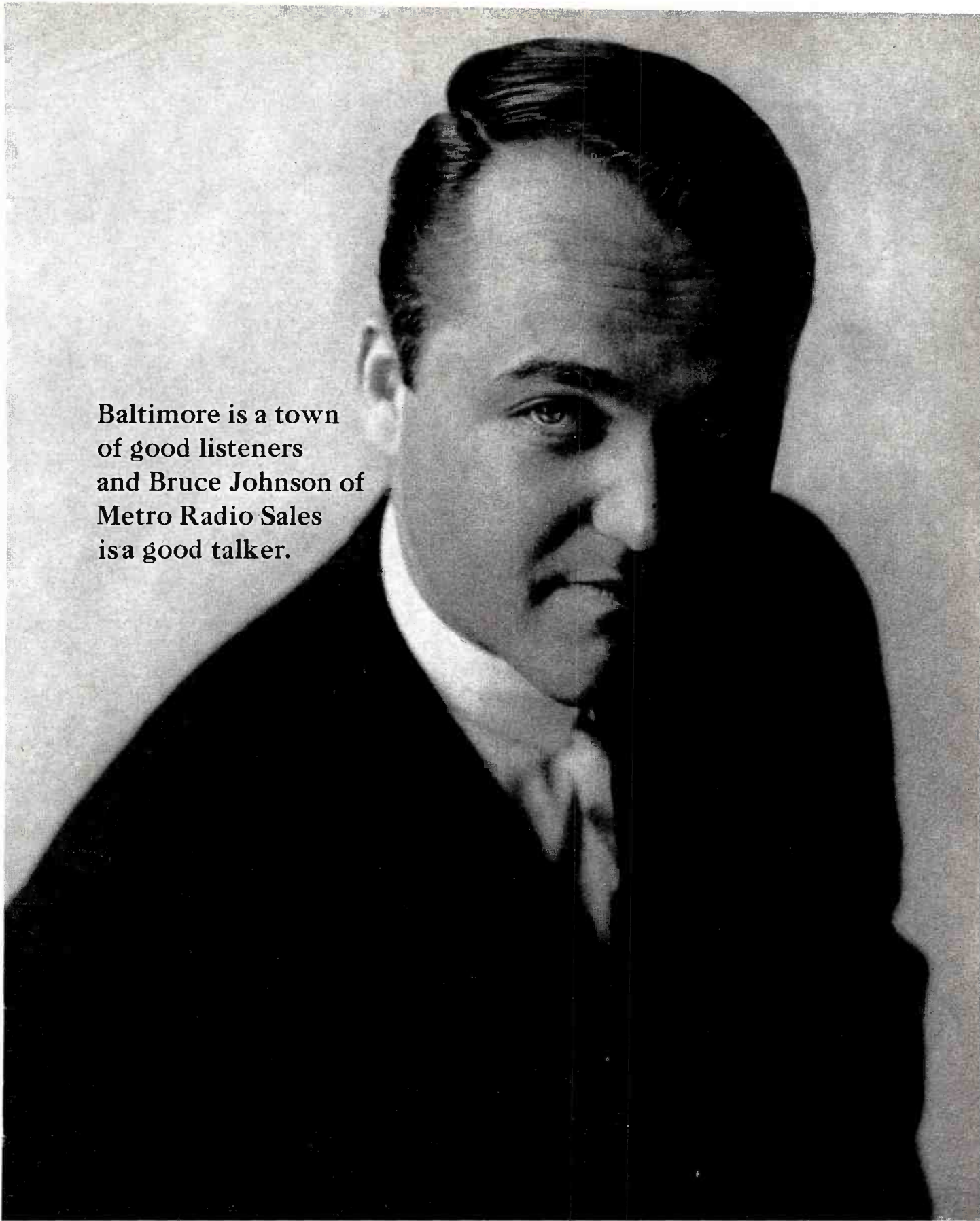
The screenings were prefaced by the appearances of Harold Lloyd, Ken Murray and Steve Allen, who taped special interviews for us. Each saluted Laurel and Hardy in his own way.

We tried to get Mr. Laurel to appear on some of our programs, but at the time has was too ill to leave his home. We never dreamed that within a couple of weeks he would be gone.—*Frank Barron, KHJ-AM-FM-TV Los Angeles.*

BOOK NOTE

"*Marketing Communications: A Behavioral Approach to Men, Messages and Media.*" by Edgar Crane. John Wiley & Sons, New York. 569 pp. \$8.95.

The author, an associate professor of marketing management and director of a research program in marketing communication at the University of Notre Dame, divides his volume generally into four areas: the behavioral science approach to communications; the behavior of aggregates: markets and audiences; the behavior of individuals, and finally, research as a form of communications. The volume is written not for the amateur but for the student and for the professional in marketing.



**Baltimore is a town
of good listeners
and Bruce Johnson of
Metro Radio Sales
is a good talker.**

STATIONS: WNEW New York, KLAG Los Angeles,
WCFL Chicago, WIP Philadelphia, KKHI San
Francisco, WHK Cleveland, WCBM Baltimore, WWTC
Minneapolis-St. Paul, KMBC Kansas City, KIMN
Denver, WDRC Hartford, KYMN Portland, Ore.

OFFICES: New York, Chicago, Detroit, Philadelphia,
Boston, Los Angeles, San Francisco and St. Louis.

Metro Radio Sales

A DIVISION OF METROMEDIA, INC.

MONDAY MEMO

from ARTHUR C. BARSCHDORF, Minnesota Power & Light Co.

Radio-TV's secret sales punch: citizenship

I'm a friend of the broadcast media. But this is no one-way relationship. The media have earned this friendship.

They have earned it by effectively delivering the advertising messages of my company. They also have earned it by constructively influencing the economic, social, cultural and even the political growth in the area my company serves.

Although a former newspaperman, I have no reluctance about bearing witness to the fact that radio and TV here at the Head-of-the-Lakes area are doing their job well. They are practicing their citizenship every day of the week.

Since I direct the advertising program of our company, with no little help from the sales department of course, I feel qualified to judge the advertising effectiveness of the media in this region. As director of our company's area development program, working with different groups and organizations in all phases of growth involving economic, industrial and human resources, I also feel I can judge with some competence the contributions that the broadcasters are making in these fields.

Budget Build-up ■ Nearly one-half of our company's quarter-million dollar advertising budget goes into radio-TV time and associated expenses. We prefer program sponsorships for our long-range day-in-and-out basic buys, but we also use spot frequently for special campaigns.

Minnesota Power & Light serves the broad area of central and northeastern Minnesota, all the way from Ely to Little Falls and including the three great iron ranges of Mesabi, Vermilion and Cuyuna. To sell and talk to our customers in this region we use a total of three TV stations and 15 radio stations. But we were not always this active: Once we were very heavy in print.

This more effective balance in the mass media has come about during my dozen years here largely as a result of the professional skills and advice of our advertising agency, H. E. Westmorland Inc. of Duluth. This better balance was achieved, too, without borrowing any dollars from one medium to help another. It was done through general expansion over the years, during which the total budget has increased about three-fold.

Catching Prospects ■ Some of the increases can be attributed to rate hikes. But many of them have come from our greater advertising effort in the rising

competition for consumer attention.

We strive to let each medium do what it is best able to do. Television, for example, has brought us the new dimension of demonstration on a grand scale never before possible through our wide use of visiting home economists, whom we still use. Apart from showing new appliances and cooking techniques, for instance, TV permits us to show how a water heater works, which was not possible before in any practical way.

Radio provides us with both regional and local coverage through the major stations in Duluth and the smaller community stations. This gives us both mass coverage and strong local identification. We find our most effective combination is using both the regional and the local vehicles consistently.

The standard for radio and television in this area is high, set by the major Duluth stations, and embraces both advertising and public service. The stations compete aggressively for audience with one another and the other media through what is to my mind a high calibre of news reporting and individualized programming of music and features.

Civic Response ■ The major Duluth stations over the years have been well-managed and they have been very responsive to the needs of the community. These stations have attracted talented personalities for the on-air work. While many of these have moved on to bigger jobs at larger stations and the networks, many others have remained in Duluth and the surrounding communities where they too have become deeply involved.

All that I have said up to this point forms the background of the one overriding reason that I am a friend of the broadcast media: the good citizenship practiced by the area's stations.

The top brass of the major Duluth

stations, for example, carry through key leadership assignments in a variety of civic causes. This is true also in most smaller stations of the area. More than a reasonable amount of air time and talent goes into worthy projects.

Together this adds up to a lot of good citizenship, certainly enough for most cities. But because of the standard set by one man there is even an additional element on the scene here.

This element is influence for the public good. The man is Bill Krueger, a broadcast journalist at KDAL Duluth, who pioneered on-the-air editorials 20 years ago with KDAL's encouragement. When Bill Krueger's anniversary was celebrated recently, the event drew acclaim from across the U.S.

For a good part of those two decades we have been proud to sponsor Bill Krueger's news program with its "Minitorials." Long at 6 p.m. each evening, the show now is slotted in the CBS network roundup at 7 a.m. We tell the listeners each day we're proud too "because discussion is a stimulant to progress in a free society."

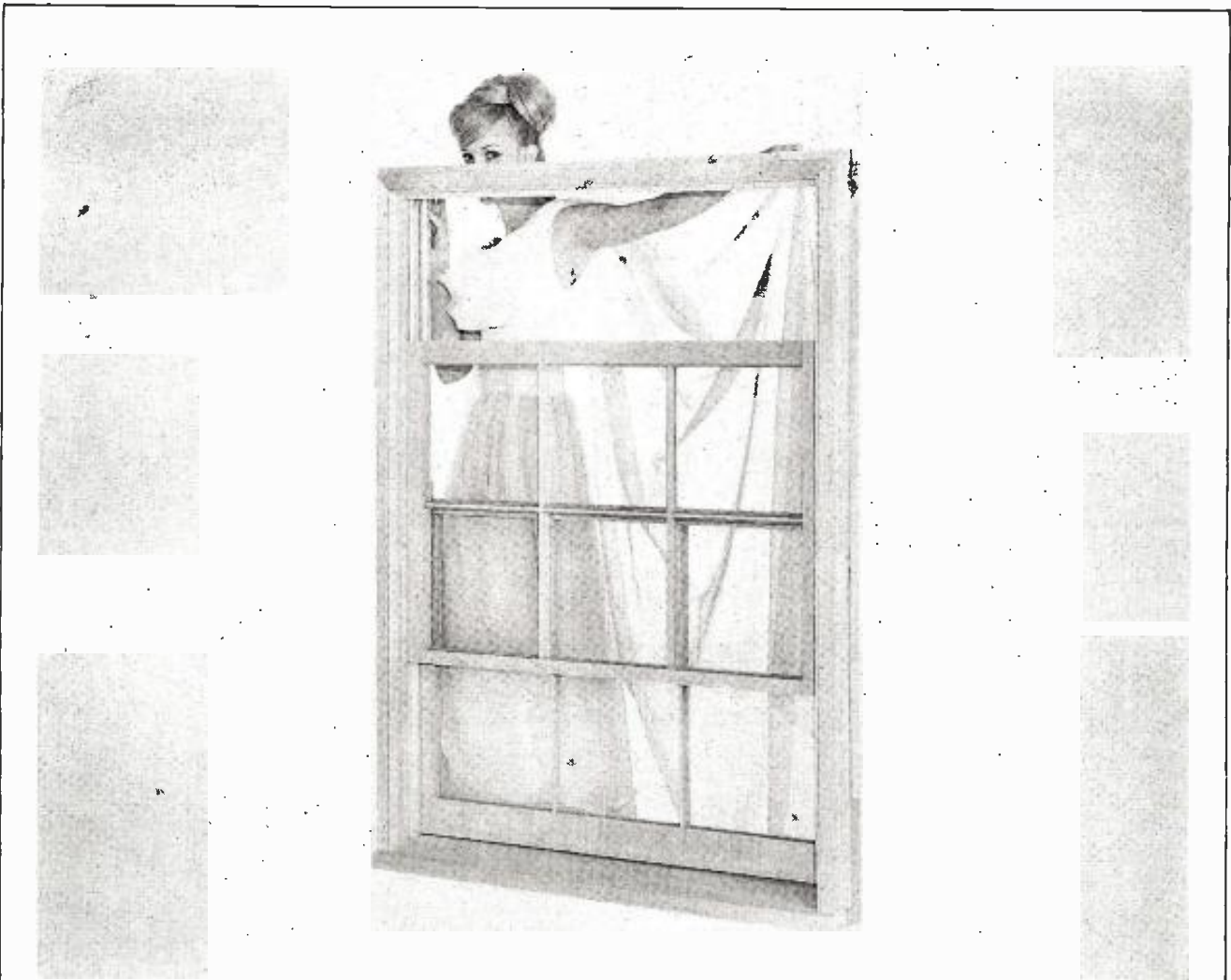
Financial Support ■ KDAL-AM-TV, as well as other Duluth stations WDSM-AM-TV and WEBC are substantial financial supporters of our new Northeastern Minnesota Development Association. It is a \$1.5 million five-year plan to build and diversify our economy.

KDAL and WDSM plus the Duluth newspapers have joined our company in a national advertising program to tell America's businessmen of the new economic surge in this region. WDSM also has joined our company and the wood fibre industry to provide an exhibit at the New York World's Fair.

Our stations not only believe good citizenship is good business; they practice it.



Arthur C. Barschdorf since the fall of 1953 has been director of area development and public information for Minnesota Power & Light Co., Duluth. He was a Nieman Fellow at Harvard in 1952-53 and before that for eight years was with the 'Hammond (Ind.) Times.' He was an Army information specialist during World War II. A native of Bennington, Vt., he worked for the 'Bennington Banner' before the war.



how to sell Detroit's HOME OWNERS

Reach more of them with Detroit's leading station

Homeowners buy! Everything from garden hoses to furniture to appliances to paint.

Detroit home ownership is one of the highest in the nation—78.5%—and WKNR reaches more of these households than any other station! More than 224,000 every 24 hours according to Detroit Qualitative I.

WKNR's Detroit Qualitative I is the first in-depth study of the Detroit Market by Pulse, Inc. It shows more than fifty characteristics of our audience as well as substantial market data. It's sure to be of use in developing your client's marketing strategy. For a copy call your Paul Raymer man or your WKNR salesman.

WKNR

**THE STATION THAT
KNOWS DETROIT**

KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call



C. P. PERSONS, Jr., General Manager

CATV growth paced by problems

Regulation, pole-line rights, copyright law are studied at Denver convention which drew 1,500; percentage of broadcasters continues to grow

The dimensions, as well as the problems, of the community antenna industry, were on parade in Denver last week at the 14th annual convention of the National Community Television Association.

▪ The registration totalled 1,500, representing over 1,600 CATV systems—from the hamlet cable system serving less than 100 families to giant combines serving multiple thousands.

▪ Of the 600 cable system operators attending the meeting, at least 100 represented CATV systems that are broadcast-related.

▪ A score of financial representatives, attested to the economic stability—and the future—of antenna operations, as well as lawyers, brokers, and government observers.

▪ An estimate by an established TV ratings expert was that CATV systems are serving 2 million TV homes today.

All illustrate the growth of an industry that began a scant 15 years ago in Oregon and Pennsylvania basically created by local businessmen.

The 15 years have wrought changes—particularly in ownership. CATV, once a small time business, and still largely a family affair, has entered the phase of bigness; big money and large, group-owned systems.

Broadcasters Increasing ▪ Among the largest of the groups and becoming more and more the one most significant element in the CATV business are broadcasters.

But it was no broadcaster who predicted that perhaps in another decade, CATV systems would equal 1964 TV revenues. The estimate was made by Bruce Merrill, whose manufacturing, microwave relay and group CATV operating company is headquartered in Phoenix, and who is the retiring chairman of NCTA.

Television took in \$2 billion in 1964, Mr. Merrill noted. "At \$5 a month, \$60 a year, all we would need to equal that would be between 30 and 35 million

families," he calculates.

Fantastic? That's the spirit of today's CATV industry.

Problems, Problems ▪ The spirit may be high, but the problems faced by the burgeoning young industry are real. Crises seem to arise yearly. This year's convention had its share, and more.

▪ Regulation by the federal govern-

ment and by state governments is one. The FCC wants to assert complete jurisdiction and to force protection for local TV stations. States want to place CATV under public utility control.

▪ Relations with broadcasters is another. This is considered an element in the regulation issue.

▪ Telephone companies and pole-line

Money, money everywhere at NCTA convention

If there was one item in evidence at last week's convention of the National Community Television Association, it was money. Investment houses were offering it, finance corporations were offering it, and CATV firms that want to get bigger were offering it.

Among sales announced at the convention were Paper City Television Cable Corp., Berlin, N. H., to United Cablevision Inc. The 3,300-subscriber system went for an undisclosed price. W. Randolph Tucker, president of United Cablevision, is a CATV pioneer who once ran systems for Fox Wells & Co., a New York investment firm. United Cablevision is backed principally by Hornblower & Weeks-Hemphill, Noyes, a New York investment firm that had been adviser to Ameco Inc. in its recent \$12.1 million financing agreement (BROADCASTING, July 19).

Other sales announced were of systems in Fallon and Yerrington, both Nevada; Saugus, Calif. (all owned by Ray Miller and George Acker); Neodesha, Kan. (owned by Cable TV Construction Co., Iola, Kan.); and Elk City, Okla. (owned by Community TV Inc.) to Western CATV Inc. Estimated price for all

the systems is \$1.7-2 million. They serve more than 5,500 customers. Western CATV Inc. is a wholly owned subsidiary of Narragansett Cable Corp., Providence, R. I. Narragansett had recently purchased the 6,000 subscriber system in Mankato, Minn., for approximately \$2 million, and the 600 subscriber system in Monroe, La., for about \$500,000.

Alvin H. Hartman, vice president of Narragansett, in addition to announcing his new acquisitions, was also one of four speakers at a Tuesday (July 20) session on "Finances, Taxes and CATV." Other speakers were William R. Putnam, vice president, Morgan Guaranty Trust Co., New York; James F. Ackerman, senior vice president, Economy Finance Corp., Indianapolis, and Ralph M. Fratkin, CPA and vice chairman of Philadelphia Tax Review Board.

Leon Papernow, who resigned last month as vice president of H&B American Corp., to form Community Cablecasting Corp. (BROADCASTING, June 28), was announcing the availability of "\$10 million cash and expert management."

There was lots of money in Denver last week.

rights are a problem. Suddenly the fixture of CATV—the attachment of its own lines to utility poles for a fee—is threatened. Telephone companies, both Bell and independents now are offering to supply the circuits needed for antenna cable operation, and in some cases are even offering the complete service to individual TV set owners.

▪ Under the proposed revised copyright law, CATV operators would be liable for the payment of fees to copyright owners.

The group has some rays of sunshine too.

In the field of equipment, apparatus of sophistication equal in some respects to that used by broadcasters, has made its appearance.

Fundamental hardware has become more rugged, more durable, using solid state devices instead of vacuum tubes.

Devices for local origination, including an AP news wire ticker service, as well as the standard standby weather-time equipment, have all been upgraded and refined.

Serious exhibits showed the latest equipment for buried cable, a new and

coming approach to CATV facilities installations.

Above all, there was a new concept prevalent in Denver. CATV seemed poised for its next big move—into broadcasting. Time after time, panelists and speakers urged cable owners to consider seriously the step into broadcasting, particularly in the low power UHF field.

And all over town, Denver sprouted signs and placards welcoming the “National Community Public Servants.” This, too, was the public theme of the convention.

FCC's regulation plans blasted at Denver

FORD FIRES AWAY AT BROADCASTERS, COMMISSION, COPYRIGHT OWNERS

If there was a villain at the National Community Television Association convention it was the FCC.

Whenever the subject of federal regulation came up in the meeting halls of the NCTA convention in Denver protest after protest was registered against the FCC's asserted jurisdiction and the specifications of its rules for CATV. It was made most clear at a panel on CATV's problems.

Primarily two aspects of the FCC's proposals were under attack: more than simultaneous duplication protection for local TV stations, and any ban on “leapfrogging,” the practice of bringing in distant signals and overlooking TV stations nearer to the CATV's home territory.

Another target for the CATV'ers ire was also present at the NCTA convention. To the delight of hard core CATV operators, the new NCTA president struck out at broadcasters who are fighting the alleged encroachments of CATV. Frederick W. Ford, who took office as the paid president of NCTA in January, lashed out at those elements in broadcasting that want to keep CATV subsidiary to TV stations, and at the FCC which he said wants to hobble the cable antenna business with harsh regulation.

Problems-Solutions ▪ A five-man panel, including two broadcasters, in a wide-ranging survey of CATV's governmental and broadcaster problems, failed to come up with any solutions.

The broadcasters were Marcus Bartlett, Cox Broadcasting Corp.'s CATV chief, and George B. Storer Jr., president of Storer Broadcasting Co. which also has CATV interests.

Other members: Bruce Merrill, Phoenix, CATV manufacturer, owner of a group of CATV systems and of a microwave relay service; Max D. Paglin, Washington attorney and until recently

general counsel of the FCC, and E. Stratford Smith, also a Washington attorney and special counsel to NCTA.

The panel was moderated by Sol Tuishoff, editor and publisher of BROADCASTING and TELEVISION magazines.

Mr. Bartlett called for a two-year moratorium on regulation while facts are gathered on such issues as CATV in big cities, CATV vs. UHF, “long-haul” microwave (bringing in TV signals from distant cities). He suggested the establishment of a “blue ribbon” government-industry committee to study the data and make recommendations to the FCC.

The result, Mr. Bartlett observed, “will be some changes for broadcasters

and for CATV, but the public interest will be served.”

The CATV industry is not itself guiltless for some of its problems, Mr. Bartlett stated: It failed to establish good relations with broadcasters: it allowed the “pay TV” tag to be imposed on its activities: it failed to recognize the need for regulation before regulation was being forced on the industry, and it failed to “quench the myth” that CATV is a gold mine.

Mr. Storer noted that the foundation for broadcasting, CATV (and even airlines—a reference to Storer's investment in Northeast Airlines), is to provide service to the public.

The major issue, he said, is that there are people in the nation still not receiving TV in any form, or at most through boosters, which, he commented, provide “pretty bad pictures.”

Everybody, he said, should have at least one—three would be even better—TV services. Broadcasters have failed to provide this, he stated. But “somehow” something is going to take place to bring this about, perhaps through small stations, boosters, translators or CATV.

Unless broadcasters provide this service, Mr. Storer warned, it is “inevitable” that the government will regulate rates.

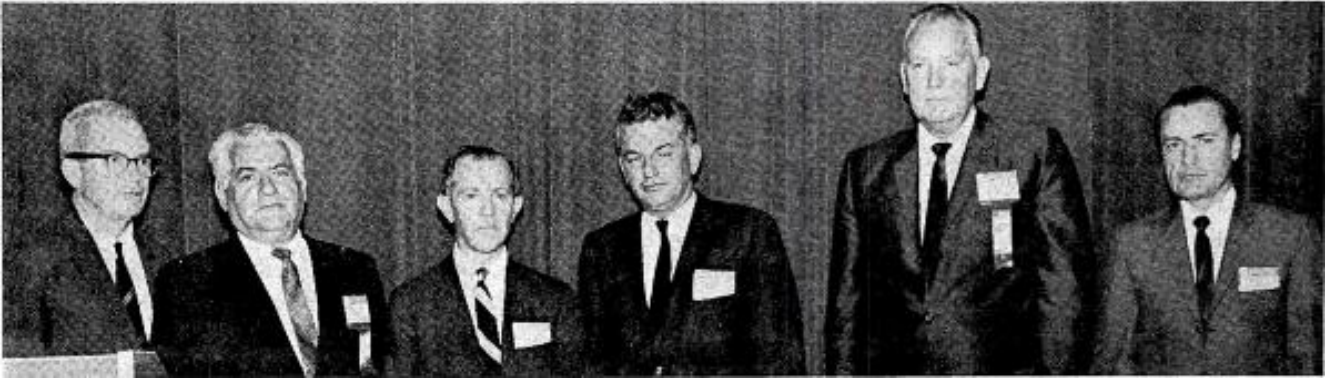
Case-by-Case ▪ Mr. Merrill spoke against the imposition of blanket rules to govern CATV. It a broadcaster feels he is being hurt by CATV, Mr. Merrill said, let him prove it in a hearing before the FCC. After all, he added, the public interest is the primary issue.

Broadcasters, he stated, cannot be protected and escape utility regulation: “The broadcast industry cannot ask and receive a protected status, free from all competition for their viewers' sets, and escape ultimate supervision of their profit rates. . . .”

Mr. Paglin referred to CATV as the



NCTA President Ford



Participants for the 'Problems-Solutions' panel in Denver were (l-r): Marcus Bartlett, Cox Broadcasting Co.; Sol Taishoff, editor-publisher of BROADCASTING and TELEVISION magazines, moderator; Max D. Paglin, Washington attorney; George B. Storer Jr., Storer Broadcasting Co.; Bruce Merrill, retiring chairman of the NCTA, and E. Stratford Smith, another Washington communications lawyer.

"quiet revolution" in broadcasting. The public's willingness to pay for television, he said, is a straw indicating "a change in the existing order. . . ."

The FCC, he said, has failed to keep abreast of the technological and economic advances that have taken place in TV. It has failed to maintain its "expertise" in the field.

Mr. Paglin foresaw an "integrated" system of television by wire and by broadcasting. He also said that he can see a "marriage" of the skills of the broadcaster and the grass roots base of the CATV operator through the entry of the CATV owner into ownership of low-powered UHF stations. "As I see it," he said, "CATV will not for long remain solely an adjunct to television broadcasting [but will] soon develop as an integral part of the overall broadcast structure."

He also sees broadcasters moving into the CATV field.

"The growing demand for improved television service," he observed, "cannot be satisfied by the use of the radio broadcast spectrum alone . . . [American opinion] wants a broad scope and variety of television and other forms of programing."

Reception Service ■ CATV, Mr. Smith maintained, is a master antenna service which is not subject to FCC regulation.

But, he added, "the issue here is not now that of avoiding regulation. The issue is what the regulation should be. There seems to be common agreement that the public interest should be the goal of that regulation [but] the obvious difficulty is that there is relatively little agreement as between broadcasters and community antenna owners as to wherein lies the public interest."

The cable industry's problem with the FCC, Mr. Smith stated, is that the commission is "adamant" that it doesn't want to consider problems on a case-by-case basis.

The rules proposed by the FCC, Mr.

Smith contended, "do not purport in the slightest to control the stations . . . they operate to restrict community antenna[s]. . . ."

CATV operators, Mr. Smith said, will have to engage in a grass roots campaign to let their congressmen and senators know their side of the controversy.

During a question and answer period panel members commented on:

■ Revision of Section 325 of the Communications Act to require CATV operators to secure permission from originating TV stations—Not practical and it would "force CATV owners to their knees": it is a shortcut to pay TV. (Mr. Merrill). Would put control of CATV into the hands of the broadcasters: even review of a station's action by the commission would be suspect because the commission seems to be partial to broadcasters (Mr. Smith).

■ Origination of programing—CATV should originate programs just as soon as equipment is available; but the originations should be public service programs—city council meetings, high school football games—not programs already available to public by broadcasters (Mr. Bartlett). Separate CATV's reception function from its origination activities: in this way its "master antenna" operation would be immune to regulation while its "origination" practices could be federally regulated (Mr. Smith).

■ CATV ownership of low powered UHF stations—Perhaps the FCC could encourage the entry of CATV owners into UHF station ownership by relieving those cable operators from duplication protection regulation (Mr. Smith). Perhaps the FCC might change the multiple ownership rules (which now limit a single entity to the ownership of no more than seven TV stations, of which not more than five may be in the VHF band) to encourage CATV operators and broadcasters to expand UHF ownership (Mr. Bartlett).

■ Protection to local TV stations—CATV will "never submit" to more than simultaneous duplication protection (Mr. Merrill).

■ Harris bill—Would halt "rush" by FCC to regulate CATV: it would specify that CATV is not a public utility (Mr. Paglin).

Wrong, Wrong ■ Mr. Ford, the former FCC commissioner who was chairman of the commission for one year (1960-61), directed his harshest words at broadcasters.

Some "powerful" television stations, he said, which are promoting government protection of their economic interests "are wrong—wrong in concept, wrong in principle and wrong in their efforts to seek the government's protection by law and regulation of the status quo."

Protection means regulation and federal intervention for those seeking it, he warned. ". . . When one acquires a monopolistic position in a free enterprise business," he said, "the government soon finds ways to regulate his business practices in order to furnish the stimulation which would otherwise be provided by competition, or to take action to provide that competition."

Leveling his attack on what was understood to be the position taken by some TV stations, Mr. Ford raised the question of local programing:

"Some of the most vocal broadcaster critics in this country, I am told," he said, "have no adequate local news programs on their own stations and they pay no attention to the needs of the local population which they were licensed to service. They merely supply an outlet for programing originated elsewhere while their owners and managers travel around the country fighting CATV and bleeding in the claimed righteousness of their cause."

And, he continued: ". . . many television stations in single station markets have long since ceased to develop pro-



Spies in the enemy's camp? Not so. Guests at the NCTA convention were National Association of Broadcasters chairman John F. Dille Jr., Communi-

cana Group of Indiana and an investor in a Lafayette, Ind., CATV system (r) and William Carlisle, NAB vice president for station services.

graming specifically designed to serve their communities, and they have lost the initiative necessary to the creation of entertainment and information programs for the benefit of the public they serve."

CATV, he stated, seeks no government protection; in fact, he added, it "furthers [the government's] objective of diversity in program sources."

Fair Settlement ■ The proposed 1964 settlement with the National Association of Broadcasters "was just and reasonable" for the broadcasters, Mr. Ford said, and "although restrictive and burdensome" they were "not intolerable" for CATV. The NAB board refused to approve its committee's recommendations last December.

The negotiations with the NAB's Future of Broadcasting Committee were calculated, Mr. Ford acknowledged, to avoid regulation of CATV by state legislatures—which were stimulated, Mr. Ford asserted, by "those economic interests" standing to gain the most from the status quo.

The FCC rules for CATV—imposed on microwave users and proposed for all CATV operators—"are grossly deficient" he said, in meeting the purposes of the national policy seeking the greatest practicable diversity of television programming.

Only Congress, Mr. Ford said, "can now fashion the protection required to maintain an equitable balance between the television and CATV industries."

CATV into Broadcasting ■ Mr. Ford urged cable owners to enter broadcasting by applying for low power UHF stations in their communities. If CATV'ers become broadcasters, he cautioned, they must carry their station on

their cable systems. This will not only help UHF, he said, but will show Congress, the FCC and broadcasters that "we are more than willing to help in the realization of a truly nationwide, competitive broadcast structure—by becoming an even more integral part of that structure."

Of the other objects of concern among cable operators in the regulatory field were state moves to place CATV under public utilities commissions as a common carrier, and the copyright issue.

Mr. Merrill discussed the utility situation in his annual report. Pointing out that only Connecticut has passed a law placing CATV in the utility classification, Mr. Merrill noted that this law requires also that each CATV must pay 6% of its gross revenues to the state.

Twelve states, he said, have bills pending in their legislatures to make CATV a public utility. These are Idaho, Maine, Minnesota, Missouri, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, West Virginia and Arizona. In other states, PUC agencies are considering whether to take jurisdiction; these are Nebraska, Nevada, North Dakota, Ohio, Oklahoma and Pennsylvania.

"Until federal legislation" disposes of this issue, Mr. Merrill stated, "we can expect a continuous battle in many states."

The copyright issue was mentioned by Mr. Ford in his luncheon address. Inveighing against "a number of the most powerful owners of copyrights," he charged that they are imposing a double burden on CATV subscribers:

the copyright fee is paid at the time the program is broadcast, he noted; requiring CATV systems to pay again is a "double bite." He termed this "iniquitous."

Mr. Smith delivered a status report on the copyright threat, predicted that a court trial would be underway before the end of the year in the United Artist suit against the Clarksburg, W. Va., cable system. He ventured no estimate as to when the CBS suit against Teleprompter would come to court.

In his discussion, Mr. Smith voiced the belief that if the revised copyright law goes into effect, requiring CATV systems to pay royalties, this would conflict with the FCC policy ordering CATV's to carry local stations. Because TV stations constantly change programs on short notice, he observed, it would be conceivable that the cable company would be carrying copyrighted material for which he had not received permission or had not paid.

Second look urged on microwave renewal

Black Hills Video Corp. urged the FCC last week to reconsider and revise its order granting a conditional renewal for microwave stations used to serve four commonly owned community antenna TV systems in Rapid City, S. D.; Victoria, Tex., and Dexter and Poplar Bluff, Mo.

In a petition filed Monday (July 19) seeking reconsideration and further hearing before the commission en banc, Black Hills said the renewals, which were granted July 2, are of such a limited nature "as to gravely injure and inevitably destroy" the company's microwave operations as well as the CATV businesses of its affiliated systems.

In renewing Black Hills' licenses the commission imposed two conditions: that the company transfer out of the common carrier service by Feb. 1, 1966, and into a new proposed service, and that the carrier require the CATV's it serves to protect local TV stations by carrying their signals and refraining from duplicating their signals for a 15-day period (BROADCASTING, July 5).

Black Hills, which has been unwilling to afford nonduplication protection, as the commission's interim policy requires, urged the agency to modify its decision and grant its renewals in full and without any restrictive conditions.

In a separate action now pending before the federal appeals court in St. Louis, Midwest Video Corp., the parent company of Black Hills, is seeking to overturn the commission's CATV rules (BROADCASTING, June 28).



Okay, so we're a little ahead of schedule. The Braves won't make Atlanta their home until 1966, but in the meantime WSB Radio sports director Frank Stiteler is warming up the flagpole at new, spectacular Atlanta Stadium. Also in the meantime, WSB Radio is covering baseball thoroughly, just as the Voice of the South reports all sports first and factually for the fabulous Georgia market. It's another reason WSB Radio is the choice of listeners and advertisers alike.

WSB RADIO/ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



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

Radio, one of the good things about America, sells

WABC sells New York

"The results towered above our wildest expectations" was what a New York moving company executive said about their first radio advertising... a schedule on WABC. In fact, he went on, "our six spots on WABC... have so far been directly responsible for business which more than paid for the cost of the advertising." Now he knows why so many New York advertisers who want moving results sell with WABC.

WXYZ sells Detroit

Number one dealer in sales is the achievement of one of WXYZ Radio's most consistent advertisers. Outselling over thirty other car dealers in the area handling the same popular make, this Detroit dealer has placed the major portion of his promotion budget on WXYZ for seven consecutive years. Week in and week out, this dealer has used WXYZ Radio's personalities to sell Detroit families. Who needs a tiger to sell cars... when you're already foxy enough to sell with WXYZ?

KQV sells Pittsburgh

"I don't think we would ever attempt to sell anything in Pittsburgh without using KQV." That was the enthusiastic reaction of an agency president to the "outstanding success" of his client's campaign on KQV. Why such enthusiasm? Because this packaged food campaign increased distribution, consumer awareness and generally increased sales." Those are impressive results in anybody's book!

WLS sells Chicago

"Buy Radio" was the recommendation from Chicago to a West Coast maker of men's slacks. That was just two years ago when this company launched their products in the Midwest using only WLS Radio. "Big things have happened as a result of radio," says the company's ad manager, and today this is one of their major distribution areas with eight Chicago-based representatives instead of one. Nothing slack about WLS Radio's effectiveness here!

KGO sells San Francisco

A helicopter selling for a stock brokerage house? That's right! A prominent San Francisco house used KGO's "Hurleybird" traffic reports to sell the Bay area. Effective? Not only have the number of inquiries from KGO listeners been impressive, but a high percentage were from high income residential areas... from doctors, business proprietors and executives." Those are pretty down-to-earth selling results, even for a helicopter.

KABC sells Los Angeles

Sales volume doubled in less than three years! That's the happy boast of a chain of retail shoe stores in Los Angeles that puts the bulk... and sometimes all of its ad budget on KABC Radio. Why? KABC showed this advertiser how to talk to the thousands of people who listen to "news and conversation radio"... obviously a step in the right direction if you want to sell shoes in Los Angeles!

ABC Radio Stations

six of the best
things about Radio

CATV: little cause for alarm

How CBS sizes up probable impact of cable growth on television broadcasting: normal increase in advertising volume will offset audience losses

A new assessment of CATV's potential and its probable economic impact on broadcasters was released last week by CBS.

The appraisal was contained in a "white paper" prepared by the CBS Office of Economic Analysis and submitted by CBS to the FCC last Friday along with its comments on the commission's proposed CATV rulemaking (see page 40).

The analysis explored the history and patterns of CATV growth and then concluded that:

- There is a "reasonable opportunity" for CATV to reach about 6 million families (10-12% of total U. S. population), whose on-the-air service from networks is not adequate because of distance or terrain, plus possibly 2 million more (3-4% of the population) who live in high-rise apartments in metropolitan areas. At least half of the latter group, it was noted, live in the New York area.

- If, however, CATV systems show that they can thrive in cities where on-air network service is "more than adequate" and apartment-house reception is no problem, then the CATV potential "far exceeds anything that we have talked about thus far and, in fact, much of the country could ultimately become CATV territory." This would test the appeal of additional services, as opposed to improved quality of network service, in enlisting CATV customers. CBS noted that CATV applications are pending in a number of such cities including Albany and Syracuse, N. Y., Galveston, Tex. and Philadelphia.

- In its analysis of probable economic impact of CATV on broadcasters CBS sided more with the moderate-impact conclusions of Dr. Martin Seiden, special consultant to the FCC (BROADCASTING, March 8), than with those of Dr. Franklin Fisher, whose study was commissioned by the National Association of Broadcasters (BROADCASTING, Oct. 26, 1964). CBS held that most of Dr. Fisher's conclusions probably can be accepted as "roughly accurate," but that they tend to "give an impression of much greater impact of CATV than is in fact the case."

- Not only may Dr. Fisher's estimates of CATV effects on broadcasters be "on the high side," CBS said, but it prob-

ably will take one to five years or more for these effects to begin to be felt. In any case, according to the CBS analysis, television advertising's normal growth rate, if maintained, should compensate for economic losses caused by CATV in most cases and still leave room for growth in station revenues.

Economic Effects ■ Statistical procedures indicate, CBS said, that Dr. Fisher's figures were "quite precise" as to how much money a station would lose if its programs were not carried on the CATV system (\$14,000 a year per 1,000 CATV subscribers among its viewers, if the station is the only one capable of being viewed over the air; \$8,000 per 1,000 subscribers when it is one of two stations that can be viewed over the air).

But Dr. Fisher's estimates of what the loss would be if the station's programs were carried on CATV with average duplication of its programming are subject to "much larger" margins of error, CBS contended. Based on its own studies, CBS concluded that in a one-station market when the station's programming is both carried and duplicated on CATV "an [economic] effect two-thirds as large as Fisher's is probably a minimum estimate" and that "the true value" probably lies somewhere between that and Dr. Fisher's estimates.

In addition, CBS estimated, stations get a plus when CATV enables them to reach viewers they couldn't reach over the air: "In both one- and two-station markets a station annually adds about \$4,500 to \$5,000 in revenues for every additional thousand families now able to receive the station via CATV."

In any case, CBS maintained, "it might take, say, three to five years for a change in an affiliate's audience standing to be reflected fully in the relative network rate of the station. Similarly, national spot revenues of the station would probably not fully reflect changes in audience for a year or so. And local spending should take a very long time to react fully. As a consequence, changes in a station's audience resulting from CATV penetration would be fully reflected in changing revenues only after a considerable period had elapsed."

Impact Proportionate ■ CBS also cited "the persistent rise in advertising de-

mand for television time." The maximum impact on station revenues of CATV growth is proportionate (a 10 percentage-point increase in CATV penetration would result in a 10 percentage-point decrease in station revenues in one-station markets), CBS said. "If we take this maximum impact and assume that all stations are faced with equal CATV growth, then an annual rise in television advertising expenditures of 1/2% would be enough to offset the effect on station revenues of the current rate of CATV growth.

"In fact, of course, CATV growth is concentrated in smaller markets, and the average annual percentage increase in CATV penetration in these markets is much higher. If, for example, we assume that nearly all CATV growth is in the smaller markets containing, say, 25% of U. S. television families, then the current rate of growth in those markets would be about two percentage points per year and a comparable rise in advertising demand would be sufficient for revenues to remain unchanged.

"More realistically, there are undoubtedly some smaller markets currently undergoing rapid CATV expansion where the current growth rate is much higher. Let us hypothesize a fairly extreme case, say a small, single-station market in which the CATV system, when complete, covers two-thirds of the population. Let us further assume that 60% of the population in the CATV's coverage area become subscribers over a four-year period.

"Under these circumstances, 10% of the station's covered population is converted to CATV status each year for four years. A 10% annual increase in demand for television time in this market would fully offset the effect on revenues of the growth of CATV, assuming no time lag in the effect of CATV growth. In a two-station market, where the effect of CATV on a local station's revenues is only about one-fourth as great as in a one-station market, it would only take a 2 or 3% annual increase in television demand to offset this CATV growth.

"If we now add in the fact that there is a fairly substantial lag in the impact on the revenues of the CATV-induced changes in viewing patterns, perhaps

**"Fonteyn & Nureyev...
nothing short of fabulous!"**
—N.Y. HERALD TRIBUNE

A beautiful new half-hour TV Special from Seven Arts

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with the Royal Ballet*

Seven Arts takes you backstage to see what really happens behind the scenes to generate this fantastic public and critical acclaim:

"Rudolf Nureyev stands out as one of the most electrifying male dancers of all time... If this were not enough, Nureyev has been further blessed with a classic partner—Dame Margot Fonteyn, long the reigning ballerina of the Western world." — TIME

"Margot Fonteyn & Rudolf Nureyev, a virtuosity that no pair alive can match." — LIFE

"Nureyev's flair for publicity, his discotheque frugging plus his Ed Sullivan TV show appearance and column exposure has made him the one everyone wants to see." — VARIETY

"All things considered, the Royal Ballet of England is probably the most satisfying ballet company in the world at the present time." — THE NEW YORK TIMES

BEHIND THE SCENES WITH THE ROYAL BALLET was recently filmed at Covent Garden in London during rehearsals for the production of "Romeo and Juliet" which was S.R.O. in its 16-city tour of the United States and Canada.

Sir Frederick Ashton, Director of the Royal Ballet Company, narrates this most timely and unique TV Special. Filmed in arrangement with the General Administrator, Royal Opera House, Covent Garden Ltd.



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CATV: LITTLE CAUSE FOR ALARM continued

overall as much as three or four years, then a fairly modest rate of growth in television demand, say 6 or 7% per year in one-station markets, and much less in two-station markets, would fully compensate for the effects of CATV growth on an individual station under the given conditions.

"If we accept our earlier conclusions that the fully proportionate relationship derived by using the Fisher estimates directly is probably too large, then a five or six percent annual growth in such a one-station market would compensate for the effects of CATV and allow some room for growth in revenues. This rate of growth in market revenues is well within the general pattern of growth that the television industry has been experiencing.

"In other words, it will be only in rare cases that the rise in CATV will, in fact, be rapid enough and large enough in magnitude to cause an absolute decline in station revenues."

Seiden Errors ■ Although CBS agreed with the FCC's Dr. Seiden that the CATV economic impact on broadcasters is "moderate," it disagreed with some of his reasoning in reaching that conclusion and particularly with some of his views on advertiser buying practices.

The CBS report said: "Seiden is in error when he says that advertisers do not buy audiences," and it added that "as long as the rating services do their job properly, the growth of CATV will ultimately have an impact on station revenues, whether or not advertisers or agencies or anyone else knows what effect the CATV's are having."

"The true reasons for the modest impact of CATV thus far," CBS continued, "are the relatively small amount of penetration that CATV's generally have in any particular market and the considerable length of time necessary for the effects of CATV to work themselves out."

The analysis noted that Dr. Seiden had suggested that eventually small-market stations may be in danger of being passed-by by national advertisers electing to cover them through larger-market stations whose signals are carried into the smaller markets by CATV.

"In general," CBS said, "it is probable that CATV penetration in a station's coverage area would have to be quite high before advertisers would decide it would be worth their while to try to cover small-market stations from the outside and it is unlikely that we will get up to such percentages in the near future."

Size of CATV ■ In its "white paper" CBS estimated the CATV population at the end of 1964 at about 1,400 systems serving approximately 1.4 million subscribers and collecting some

\$75 million from them annually. Annual growth rate in the number of subscribers was put at about 15% over the past several years.

The "average" system was said to have 1,245 subscribers and charge them \$4.42 a month, but the "overwhelming bulk" of CATV's were said to be "relatively small," with the "most typical" system having 200-300 customers and two-thirds of those studied having fewer than 1,100. Some 31 systems, or 3.9%, had more than 5,000, while 67 systems, or 8.4%, had no more than 100.

Among the established CATV systems the average carried five TV stations, which was also the number carried by 40% of the total. Some 20% carried four channels, 13% carried six, and lesser numbers carried through 10.

The average TV station carried on CATV was found to be about 80 miles from the system, but the largest number—about 36%—were more than 100

FCC represented

FCC observers at the NCTA convention last week in Denver were: Henry Geller, general counsel; Daniel R. Ohlbaum, deputy general counsel; Ruth V. Reel, administrative law and treaties division, Office of the General Counsel; Martin I. Levy, chief, broadcast facilities division, and Attorneys Arthur H. Bernstone and Stanley S. Kaufman, rules and standards division, Broadcast Bureau and Sydney R. Lines, technical division, office of chief engineer.

miles from the CATV on which they were carried.

About 250 of 1,300 CATV systems in operation Jan. 31, 1964, received microwave service.

Based on eight 1964 CATV sales on which details were known, CBS reported that CATV systems are selling at an average of about \$300 per subscriber, although the range in these trades was from \$220 to \$343 per subscriber.

Assuming 1.4 million CATV subscribers, this would put the present market value of the CATV industry at about \$420 million.

In assessing CATV's potential, the CBS study said that "as of the moment, the growth of CATV systems is essentially within the classic pattern of serving under-served areas, defining un-

der-served as three-network service that is less than adequate because of distance or terrain. Metropolitan area apartment-house service is on the horizon but has not yet been tested. Other types of antenna service have been talked about and even applied for but seem to be somewhat further away. And their viability, it seems to us, is still subject to question."

CATV proposal splits networks

NBC, CBS oppose

FCC jurisdiction,

ABC gives blessing

CBS and NBC have decided to dispute the FCC's assertion of authority to regulate all community antenna television systems. But they appeared to be among the only major voices in the broadcasting industry to take that position in comments due today on rulemaking to extend to non-microwave-served CATV's the rules adopted in April for microwave-fed systems.

ABC, the National Association of Broadcasters and others in the industry are taking the position that the commission not only has but should exert jurisdiction over all CATV's to protect local television stations.

The rules would require off-air CATV's to refrain from transmitting programs for 15 days before and after the local station carries them and to carry the station's signal on the cable.

CBS View ■ CBS contended that the FCC lacks legal authority to regulate non-microwave CATV but that, even if it had authority, it should not adopt the proposed rules because to do so would create artificial protection for broadcasting. The CBS comments were filed last Friday.

CBS, which took a similar position in opposing a ban on wired pay-TV, told the commission:

"While it is possible that unrestricted and unregulated CATV may economically hurt the present system of broadcasting, CATV does not propose to use broadcasting spectrum space. And so, in the last analysis, whether the proposed rules be rationalized in terms of implementing the sixth report and order, or of preserving opportunities for local expression, or of protecting UHF, it seems to CBS that the concept proposed is essentially a concept of electronic tariff walls which would protect an existing and favored method of distribution from what is thought to

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(Even against people in penthouses.)



A flood on the terrace can be just as disastrous as one in a basement. Wall ovens that smoke are just as sooty in new buildings as in old ones. And since the overwhelming majority of New Yorkers everywhere listen to **WMCA**, the housing complaints phoned in to us are as varied as our listeners.

Of course, when Call for Action was organized, thirty months ago, it was in an effort to get action for the one million New Yorkers living in sub-standard housing.

WMCA broadcast the Call for Action phone number all through the day.

Trained volunteers, organized by the station, manned the phones and assisted over 20,000 people with housing problems.

Hundreds of **WMCA** editorial broadcasts exposed the snarled building inspection system that Call for Action learned about, demanding city action.

Are we saying that **WMCA** is a responsible station?

Yes. But we are also saying that our vast number of listeners take their community seriously.

You see, people don't have to listen to serious music to be serious, responsible people.

It would be irresponsible of us to think otherwise.

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CATV: LITTLE CAUSE FOR ALARM continued

be 'undesirable' or 'unfair' competition.

"CBS recognizes that there are, indeed, some novel aspects to the CATV competition. One is that CATV feeds parasitically on the very system which it may be threatening. . . . Second, CATV may hurt free broadcasting without the vote of a majority of the public which may be affected. This is because it is doubtful that CATV can economically furnish signals to sparsely populated outlying areas; nor can those members of the public who are economically disadvantaged pay for the necessary subscriptions. It is entirely possible, then, that a majority of the public in a given service area can, by subscribing, deprive a minority in the area who are served by the broadcasting licensee of the service of that station.

"Yet, strong and persuasive as these factors may seem to be, CBS cannot escape the conclusion that it is an unwise policy for the federal government to intervene and abort the normal processes of the free competitive marketplace, to protect one group of businesses against the competition of another group."

Another Challenge ■ NBC planned to file its comments today and was expected to challenge FCC's authority, under present law, to regulate CATV where microwaves are not involved.

NBC reportedly planned to take the position, however, that all CATV systems should be regulated to the extent that any are, and that FCC therefore should ask Congress for authority to regulate all of them.

Actually, NBC was expected to say, FCC regulation should be relatively limited—and the need for it would be sharply curtailed if Section 325(A) of the Communications Act were amended to require that CATV systems, like broadcast stations, get permission from the originating station before picking up its signal.

Such an amendment and the normal economics of the business, NBC feels, would take care of leapfrogging, duplication and most of the other major problems.

ABC Position ■ The opposite view—that the commission has and should exercise jurisdiction over all CATV's—was expressed in comments filed or in preparation by ABC, the National Association of Broadcasters and others that have long urged the commission to take the position it has taken. The need for swift action to prevent damage to the development of independent television was a common theme running through their comments.

ABC not only said it "agrees fully" with the commission's conclusion on

the jurisdiction question but that the commission should adopt an interim rule to bar CATV's from major markets.

The network said that, pending the conclusion of the rulemaking, the commission should prohibit the relay of the signals of a station beyond the station's grade B contour into a market where four or more grade A television services are allocated and where three are in operation or soon will be.

Storer Filing ■ A similar proposal is contained in comments filed by Storer Broadcasting Co., which also supports the commission's position that it has jurisdiction over all CATV's. Storer bases its view of the jurisdiction question on a Communications Act provision giving the commission authority over persons engaged in interstate communications by wire or radio.

Storer says the commission should bar the importation of distant signals by a big city CATV unless the cable can make a showing that the CATV competition would not impede the development of independent television stations in the market.

ABC said its proposed interim rule would serve three purposes—protect large markets for the development of UHF stations; serve notice on local officials that, pending commission action on in the CATV proceeding, they "should not rely . . . upon promises by those seeking franchises that they can necessarily carry the signals of distant independent stations" and prevent the "precipitous establishment . . . of wired-television systems so extensive as to provide the basis for a significant system of pay TV."

The commission, which suggested such a proposal in its notice of rulemaking, has imposed a virtual freeze on the entrance of microwave-fed CATV's in major markets. Microwave applicants proposing to serve CATV's in large cities are required to make a showing that independent UHF's wouldn't be hurt.

The NAB, which also supports the view that the commission has authority over all CATV's, said that unless the commission asserts its jurisdiction and imposes some curbs on their growth, they will seriously impair the FCC's TV allocations plan.

Taft Rebuttal ■ Taft Broadcasting Co., another supporter of the commission's position, restated its view in an unusual manner. It cast its comments in the form of a point-by-point rebuttal of Commissioner Lee Loevinger's dissent to the commission rulemaking proposal. The commissioner held that the FCC should not act without a

specific grant of congressional authority.

Taft asserted that the commission's duty is to resolve the jurisdictional question and act accordingly since a decision to await congressional action would in effect constitute "a decision against regulating CATV's."

"Inaction permitting CATV's to proliferate unchecked and unregulated," Taft said, "would produce irreversible changes in the system."

Westinghouse Broadcasting, planning to file its comments today, was expected to take the position that FCC has authority to regulate all CATV but that the commission should adopt rules to prevent the entry of out-of-town signals into markets served by—or soon to be served by—three grade A TV signals.

Westinghouse reportedly planned to tell the commission that the only opportunity for a fourth service in many markets is UHF, that UHF needs to be encouraged, but that bringing in a fourth signal via CATV will discourage rather than promote UHF.

Civic groups ask FCC to follow court decree

Two Clarksburg, W. Va., groups, which successfully appealed an FCC decision approving the sale of the city's only TV station to a company owning the local community antenna TV system, have urged the commission to abide by the court's order calling for a hearing, despite the company's subsequent disposition of its CATV properties.

The action was sought last week by the Citizens TV Protest Committee and the Clarksburg Publishing Co. They had asked the Washington Court of Appeals last March to rescind a commission order, issued a year earlier, granting the transfer of WBOY-TV Clarksburg to Fortnightly Corp. (BROADCASTING, March 16, 1964).

Fortnightly, at the time it purchased the TV station from Rust Craft Broadcasting Co., also owned CATV systems in Clarksburg and Fairmont, W. Va.

The federal court in May set aside the FCC's consent to the sale and remanded the proceeding for further hearing to determine, in effect, if the transfer should have been approved in view of Fortnightly's local CATV ownership (BROADCASTING, May 10).

The current motion by the two Clarksburg groups stems from a July 13 letter from Fortnightly's Washington counsel and directed to John H. Conlin, the commission's associate general counsel. The letter asks that the commission issue a final order affirming Fortnightly's purchase of WBOY-TV and terminating the proceeding.



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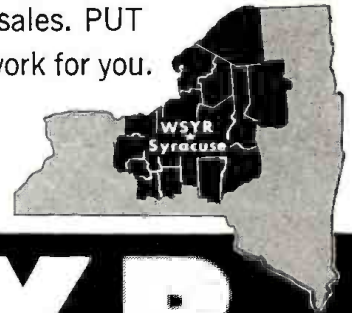
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In New Orleans
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Agency profits rose in '64

**AAAA study shows
 they are higher than
 any time since '56**

The rate of advertising agency profits, which has slipped more than it has risen over the past decade, advanced in 1964 to its highest point since 1956, the American Association of Advertising Agencies reported in a 10-year analysis last week.

Net profits (after taxes) of 234 reporting agencies of all sizes averaged 4.76% of gross income (total receipts from media commissions, service charges and fees). The comparable figure in 1963 was 3.7%; in 1956 it was 5.19%, and the year before that it had been 5.51%.

For incorporated agencies, which represent about 88% of AAAA membership and whose figures were considered by AAAA authorities to be generally more realistic, the after-tax profit average in 1964 was placed at 4.23% of gross income, compared to 3.04% in 1963, 5.02% in 1956 and 5.06% in 1955.

As a percentage of total sales or billing (total amount billed to clients for time and space and for outside purchases and inside services), after-tax profit of incorporated agencies in 1964 amounted to 83/100ths of 1%. as

against 55/100ths of 1% in 1963, 88/100ths of 1% in 1956 and 89/100ths of 1% in 1955.

For agencies as a whole, total payroll in 1964 averaged 67.01% of gross income, compared to 67.99% in 1963. The 1964 payroll figure was the lowest in the 10-year period, down from a high of 70.3% in 1958, but AAAA officials stressed that this did not mean the dollar payroll had declined. The dollar payroll increased, they said, but gross income increased at a higher rate.

Payments into pension or deferred profit-sharing plans increased from 1.63% of gross income in 1963 to 1.98% in 1964. The previous high in the 10-year period was 1.42% in 1956. In addition, insurance for employee benefit increased from 0.70% in 1963 to a 10-year high of 0.76% in 1964.

Total expenses were 93.62% of gross income in 1964, compared to 94.63% in 1963. U. S. income tax was 1.62% last year as against 1.67% in 1963. Among incorporated agencies the U. S. income tax average was 2.13% in 1963 and 2% in 1964.

AAAA officials said the 234 agencies in the 1964 report handled "close to two-thirds" of all U. S. advertising agency billing.

RAB executives discuss expanded operations

Miles David, executive vice president and general manager of the Radio Advertising Bureau, and Robert M. Alter, vice president, sales, put the "white tornado" to shame last week as they swept through the West, visiting six

BAR estimates for 18 markets

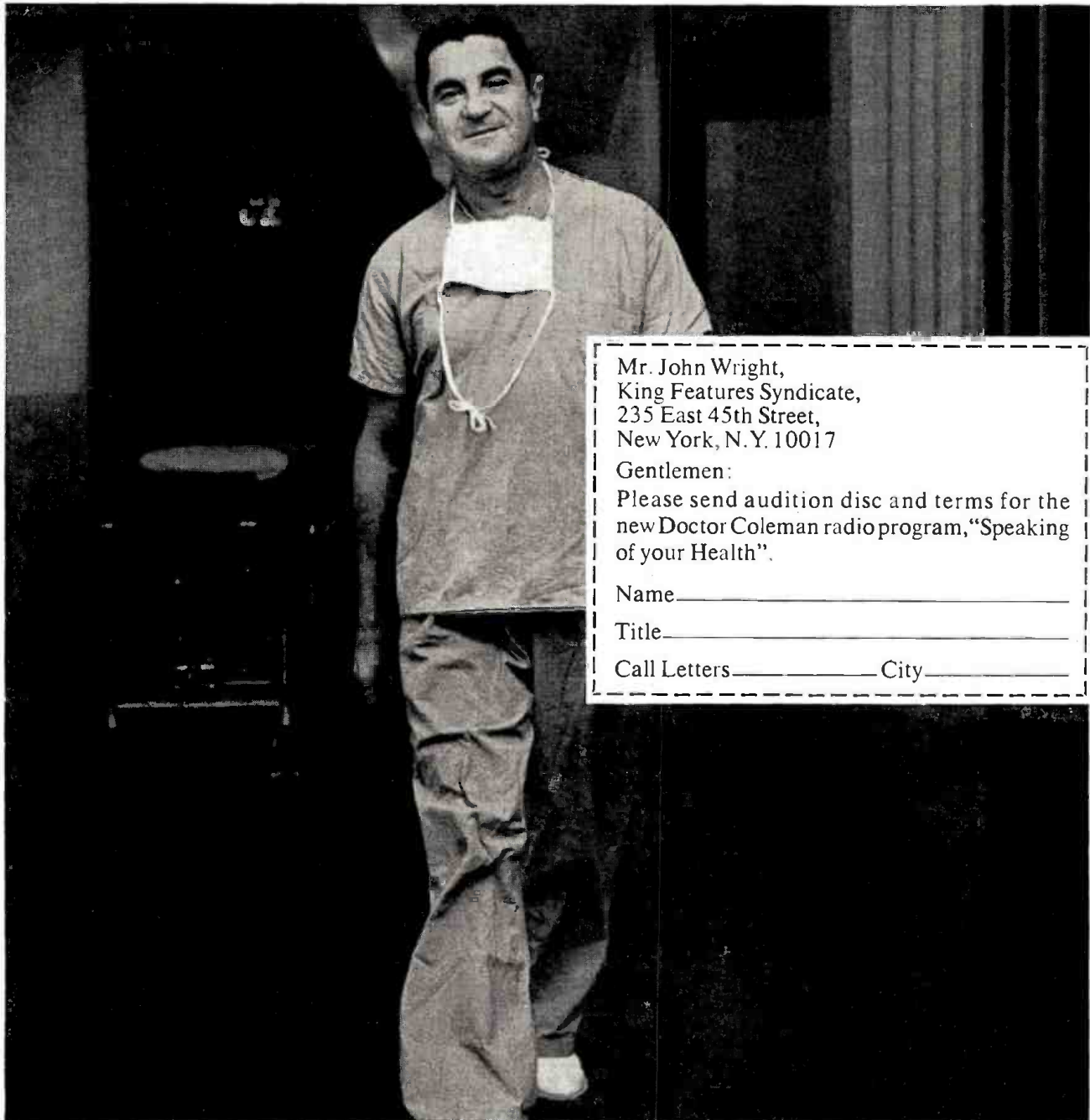
Estimates of the dollar volume of nonnetwork television business on the air in 18 U. S. markets during the week ended July 9 are reported herewith as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

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

Week ended July 9:

Altoona, Pa. (2)	\$ 92,790
Cedar Rapids, Iowa (3)	60,567
Cincinnati (3)	230,014
Columbus, Ohio (3)	212,124
Flint, Mich. (2)	72,116
Ft. Wayne, Ind. (3)	48,288
Hartford, Conn. (3)	308,450
Indianapolis (4)	251,030
Lansing, Mich. (2)	68,443
Minneapolis (4)	255,281
New Orleans (3)	129,304
Omaha (3)	122,360
Phoenix (4)	122,587
Pittsburgh (3)	426,362
Salt Lake City (3)	78,988
San Francisco (4)	569,288
St. Louis (4)	317,293
Washington (4)	321,874

Quick! Get the Doctor.



Mr. John Wright,
King Features Syndicate,
235 East 45th Street,
New York, N.Y. 10017

Gentlemen:

Please send audition disc and terms for the new Doctor Coleman radio program, "Speaking of your Health".

Name _____

Title _____

Call Letters _____ City _____

Last month we brought out our first radio series, "Here's Heloise." Is there a market for good-advice shows in radio? We've got 439 inquiries to prove it.

Now here's our follow-up: "Speaking of Your Health" by Dr. Lester Coleman, the nation's top medical columnist (389 papers). One minute a day

of assuring, authoritative advice on every health topic from head to toe. It's quick. It's good. And it will also be ready for debut October 4th.

So why not listen to the Doctor. Find out for yourself. Mail this coupon today for audition disc and details.

KING FEATURES SYNDICATE, 235 EAST 45TH ST., NEW YORK. MU 2-5600 



T. STERLING DUNN
President, International House
 The unique non-profit institution with 2600 members, dedicated to world trade, peace and understanding . . .

In New Orleans
 he's now
 one in a million

Bureau of Census says—
**New Orleans
 Metropolitan
 area now over
 ONE
 MILLION
 PEOPLE**

*Gain 10.4% in population
 in four years*

**WDSU-TV
 AM-FM**

*Proven Salesman to
 The Million (Plus)*

cities in five days to meet with member stations to tell them about recent developments at RAB and plans for future improvements. The RAB executives exhorted the members to go out and sign up stations, partly for the benefits the current outsiders would derive from RAB membership, partly to distribute the costs of the expanded operation among more stations.

The shifting of the recruitment effort to RAB member stations follows a recent transfer of staff salesmen who have been taken off station calls and given new assignments of selling radio as an advertising medium to advertisers and agencies. Concurrently, RAB has redesigned its sales tools, which traditionally were direct mail pieces, to be used by these salesmen in person-to-person presentations.

In reporting these and other developments at RAB, Messrs. David and Alter discussed with the station executives plans for establishing a branch office in the West, similar to that maintained by the Television Bureau of Advertising. They also visited San Diego, San Francisco, Portland, Ore., Seattle, and Denver.

TVB rebuts 'Spot Life'

The Television Bureau of Advertising last week reviewed the "Spot Life" concept of advertising being introduced by *Life* magazine, and came up with a highly unfavorable notice.

TVB's commentary was spiced by such phrases as "false face," "tugging at broadcast media's coattails" and the "mask of 'Spot Life'."

Harvey Spiegel, TVB vice president and research director, who issued the analysis, claimed there is no similarity between the *Life* plan and spot television, and added:

"Wrapping magazine advertising concepts in spot terminology only reveals the plight of magazines' efforts to woo back former magazine advertising budgets. Magazines keep trying to look like television in the eyes of the advertisers, but the impression can never materialize."

He contended that the *Life* plan can-

More room for Audience Studies Inc.

Audience Studies Inc., a subsidiary of Screen Gems that pre-tests TV programs and TV and radio commercials as well as printed advertising, is adding another floor (14,000 more square feet of office space) to its new building currently under construction in Hollywood.

Pierre Marquis, vice president and general manager of the audience and advertising research organization which also has sales offices in New York and in Chicago, said enlargement was necessary before completion of the original design because of personnel and equipment added since plans first were approved in June of last year. Since that time, he indicated, there has been a steady

increase in business, most of it in the commercial pre-testing area.

ASI also claims to conduct more than 80% of all independent TV program pre-testing in the U. S., and services major motion-picture companies and independent film producers.

The new building will house automated equipment, closed-circuit TV systems and a theater among other facilities. ASI also has Audience Studies Ltd. in England. ASI plans still other foreign organizations, operating this fall in Tokyo and in Sydney, Australia. The new ASI building has a 150-foot frontage on Sunset Boulevard. Its designer is Arthur Froelich and Associates.





Winning Combination



FOR THE PAST THREE YEARS WGN-TV news cameramen have won the Grand Award and other honors presented annually by the **Chicago Press Photographers Association**. The winners line up to be congratulated for consistent, outstanding performance in the coverage of Chicagoland news. From left: Ed Sullivan, Grand Award winner in 1962; Charles Ray, Grand Award winner in 1963; and Roger DeWert, who captured the coveted major trophy in 1964.

GARY PARK AND JIM RUDDLE, WGN-TV's news reporting team featured nightly on "Park-Ruddle News" (5:45 and 10), thank the men behind the news cameras who provide consistent award-winning coverage. Park and Ruddle, and the news cameramen, are all part of a 35-man news department dedicated to keeping the vast Chicagoland audience on top of the news. WGN-TV presents more award-winning news footage in Chicago than any other television station!

WGN
IS
CHICAGO

the most respected call letters in broadcasting



FRANCIS DOYLE
President, United Fund
 (Raised over 100% of goal in
 four weeks)

In New Orleans
 he's now
 one in a million

Bureau of Census says—
**New Orleans
 Metropolitan
 area now over
 ONE
 MILLION
 PEOPLE**

*Gain 10.4% in population
 in four years*

**WDSU-TV
 AM-FM**

*Proven Salesman to
 The Million (Plus)*

not provide market-by-market coverage and cited these reasons:

- Under spot TV, an advertiser can pick the markets he wants, including any single market. There's no minimum number of markets and there's no need to buy a combination of markets to qualify. Since the basic requirement in "Spot Life" is a minimum circulation of 750,000, an advertiser cannot use the plan in any single one of 19 of the 20 markets offered.

- *Life* claims at least 34% reach in these markets. This includes "barber shops and beauty parlor readers and audiences that take up to six weeks to accumulate." At best, this is "audience" to the magazine and not "audience" to the advertiser's selling message.

- *Life's* full national circulation can be bought for \$7.34 cost-per-thousand. For advertisers who don't market nationally, however, the minimum can be bought for \$9.36 cost-per-thousand, a 31% premium. Buying all 20 markets in "Spot Life" costs \$8.33, a 14% premium. "Spot Life" delivers 4 million circulation in areas that contain 25 million TV homes ("Is this penetration?" Mr. Spiegel comments).

- For the cost of buying this 4 million circulation, an advertiser can buy at least two prime-time TV spots in each of these markets and get "well over twice the number of *Life* homes in these 20 markets."

Five Texas stations get mail from FCC

The number of stations to receive letters of inquiry from the FCC on commercial policy matters was increased by five last week.

By votes of 4 to 1 in four cases and 3 to 2 in another the commission directed the staff to inquire into the practices of five Texas radio outlets.

The stations include KIRT Mission, which the commission staff said exceeded its promise in 52.7% of the time during hours in which its Spanish-language programs competed with offerings of Mexican stations; and 22% on an overall basis. The station, a subscriber to the National Association of Broadcasters Code, reportedly exceeded the code's commercial limits by 22%.

Other stations are KSEL Lubbock, which reportedly exceeded its promise 42% in terms of time and 60% in terms of the number of spots; KCOH Houston, 31% in time, 34% in numbers of spots; KBWD Brownwood, 22% in time; KUKA San Antonio, 19% in time and 35% in spots. KUKA, code member, reportedly exceeded its limits by 6.4%.

Chairman E. William Henry and

Commissioners Kenneth A. Cox, James J. Wadsworth and Robert T. Bartley voted for letters in four of the cases. Commissioner Bartley, who favors letters on questions of promise vs. performance, swung over to cast a negative vote with Commissioner Rosel H. Hyde in the KIRT case. That letter, reportedly, questioned the station about its proposed policy.

Commissioners Robert E. Lee, who invariably votes for letters on commercialization, and Lee Loevinger, who just as invariably opposes them, were both absent.

Xerox's documentary accepted by CBS-TV

The Xerox Corp., Rochester, N. Y., and CBS agreed last week to telecast *The Making of the President: 1964* on CBS-TV on Oct. 19 at 9:30-11 p.m.

The decision marked a departure from CBS's practice of not accepting outside news productions for broadcast and also a reversal of Xerox's plan to carry the program on a national spot lineup.

The advertiser had elected to carry the program on a spot basis in the week of Oct. 25, after noting that no network time period could be found and specifically that its discussions with CBS-TV had been terminated (BROADCASTING, June 21). Donald L. Clark, Xerox vice president in charge of corporate advertising, had said that CBS-TV had accepted the program but that the advertiser and network failed to reach agreement on such details as local ties with Xerox branch offices, on-the-air promotion and newspaper advertising.

CBS-TV, however, said it had offered time periods it considered acceptable to the Xerox agency, Papert, Koenig, Lois, New York, but indicated that Xerox and the agency apparently decided not to accept the time periods.

Mr. Clark in a statement last week said that the telecast being on CBS "together with the promotional plans we have developed, will provide us with the widest possible audience." Xerox has not been on CBS-TV in three years, Mr. Clark noted.

CBS News said it approved the final version of the program under its policy of complete editorial supervision. Fred Friendly, CBS News president, also said that CBS had wished at the time *The Making of the President: 1960* was telecast on ABC-TV last year that the program "might have been carried under the CBS News banner."

A Xerox spokesman affirmed last week that the initial falling out with

*"Our reputation
for wisdom
depends much
on our
success."*

*Euripides
480-406 BC
Greek Dramatist*

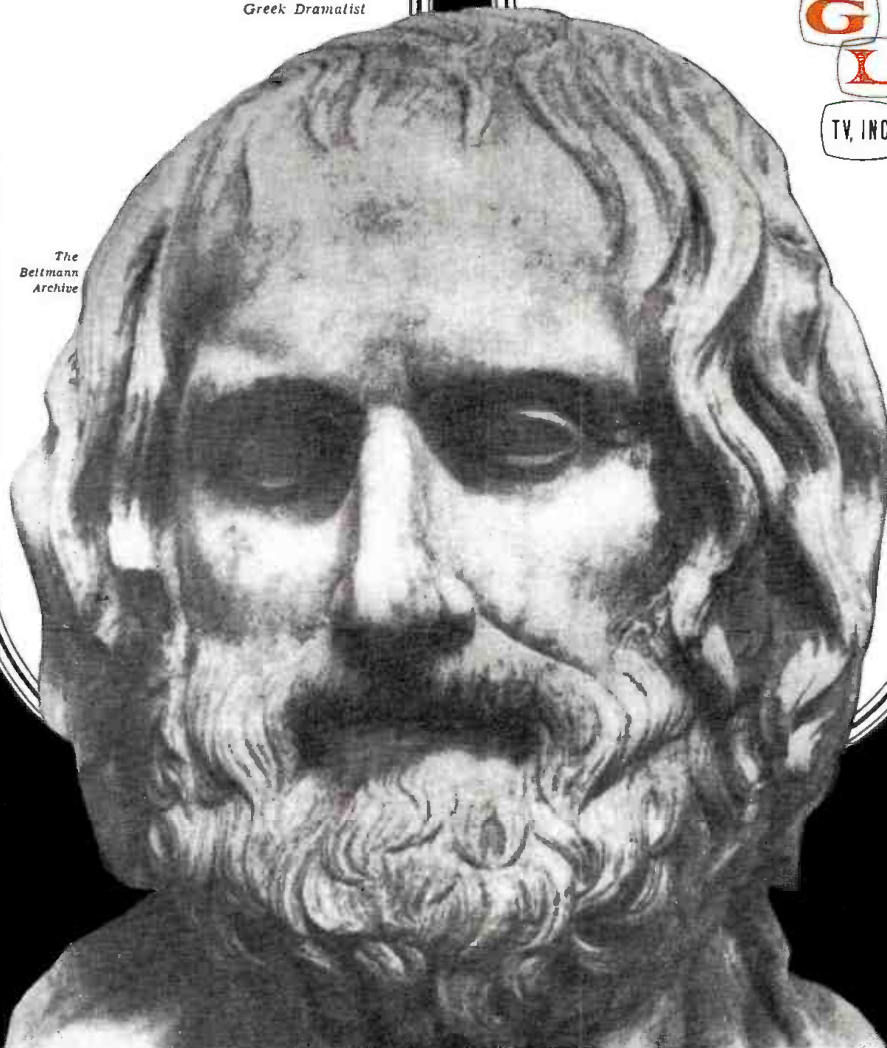
Euripides would look upon the success of Griffin-Leake stations as evidence of wise management. Actually, it has to be a reflection of many other success stories, on the part of those who use these G-L facilities with CONFIDENCE.

GRIFFIN-LEAKE
TV, INC.

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



*The
Belmann
Architect*





Just place your tv ad
on WKOW-tv Madison,
and let'er go!

Our microwave-intercon-
nected WAOW-tv Wausau
whips it out simultaneous-
ly. Your commercial bar-
rels through every ARB
county of Wisconsin's
huge central market belt.
Total advertising mileage
with just one buy!



the Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Bentson, Pres.

National representative, ADAM YOUNG

CBS came when the advertiser and network failed to reach an agreement on "enough promotion which Xerox felt the program deserved" but that a pact was made when promotion needs were "figured out."

Both the 1960 special and the new show are David L. Wolper productions.

Business briefly . . .

Campbell Soup Co., Camden, N. J., through Needham, Harper & Steers, Chicago, for its Campbell's Pork and Beans and V-8 Cocktail Vegetable Juice products will participate extensively in CBS Radio's *Dimension* and *CBS News* programs, beginning Aug. 23. Split-week participations are scheduled for each product at the rate of 35 commercials per week. The Pork and Beans campaign begins Aug. 23 and is slated to continue through July 11, 1966, while the campaign for V-8 begins Sept. 6 and ends June 27, 1966.

The Fanta Beverage Co., division of The Coca-Cola Co., Atlanta, will test-market a new low-calorie drink, Fresca, in Providence, R. I., Seattle and Tacoma, Wash. The campaign will include spot television.

Carling Brewing Co., through Lang, Fisher & Stashower, both Cleveland; **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., through William Esty Co., New York, and **B. F. Goodrich Co.**, Akron, Ohio, through BBDO, New York, will sponsor *The Carling World Golf Championship* on CBS-TV on Saturday, Aug. 21 (5:50-6:30 p.m., EDT) and Sunday, Aug. 22 (4-5 p.m. EDT).

House of Ideas, Spencer, Ohio, through Lang, Fisher & Stashower, Cleveland, is planning a television pre-Christmas campaign for three new children's toys. Stations in Chicago, Detroit and Cleveland will be used.

Participations reported last week by NBC-TV for the coming season: **The Sherwin-Williams Co.**, through Griswold-Eshleman, both Cleveland, in *Daniel Boone*, *Dr. Kildare*, *The Virginian*, *The Man from U.N.C.L.E.* and movies on Tuesday and Saturday nights; **Merck & Co.**, Rahway, N.J., through Needham, Harper & Steers, New York, in *Dr. Kildare*, *Run For Your Life*, *My Mother The Car*, *I Spy* and *Convoy*, and **Grove Laboratories**, St. Louis, through NH&S, in *Camp Runamuck* and *Run for Your Life*.

United Motors Service Division of General Motors Corp., through Campbell-Ewald Co., Detroit, will sponsor ABC Radio coverage of 32nd annual College All-Star Football game from Chicago, Aug. 6., starting at 10 p.m. EDT.

Coffee group names McCann-Erickson

The recently formed U. S.-Canada Technical Committee of the World Coffee Promotion Committee, New York, after hearing presentations from five major agencies (BROADCASTING, June 28), last week appointed McCann-Erickson, New York, as advertising agency for a \$3 million advertising campaign to promote coffee drinking in this country and Canada.

Advertising plans have not been set, but it was said that radio-TV would be strongly considered in the campaign expected to begin around Oct. 1.

The technical committee represents members of the Pan-American Coffee Bureau, the National Coffee Association and the Inter-Africa Coffee Organization, all located in New York.

Agency appointments . . .

- DeLuxe Laboratories, New York, has appointed The Chalmers Co., Beverly Hills, Calif., to handle advertising and promotion for the parent organization and also for its General Film Laboratory division in Hollywood. David E. Johnson, vice president of the agency, will supervise the account.

- Wham-O Manufacturing Co. has named Hixson & Jorgenson, Los Angeles, to handle advertising for its line of toys, including Frisbee Flying Saucer, Monster Bubble and Air Blaster. Participations in children's TV programs will continue to get the major portion of Wham-O's \$1 million budget. At H&J, H. D. Walsh, senior vice president, will be account supervisor for Wham-O; Richard L. Bower will be account executive. Under consideration is a test campaign for the Hula Hoop, to see whether this original Wham-O product can regain some of the popularity it had a few seasons back.

- The Robert A. Johnson Co., Milwaukee, has appointed Carl Ally Advertising, New York, for its cookie, dessert speciality and institutional food products, replacing Campbell-Ewald, Detroit. A spot-TV campaign is tentatively planned for the account, which annually bills approximately \$800,000.

- Family Record Plan has named Honig-Cooper & Harrington, Los Angeles, to handle its \$200,000 account. Company is a direct selling organization offering parents a portrait album extending over the early years of each child's life, with sales of over \$11 million last year. Consumer advertising has been placed in magazines in the past, but plans call for TV to be tested. FRC is also testing a second sales pro-

ANSWER MA'AM

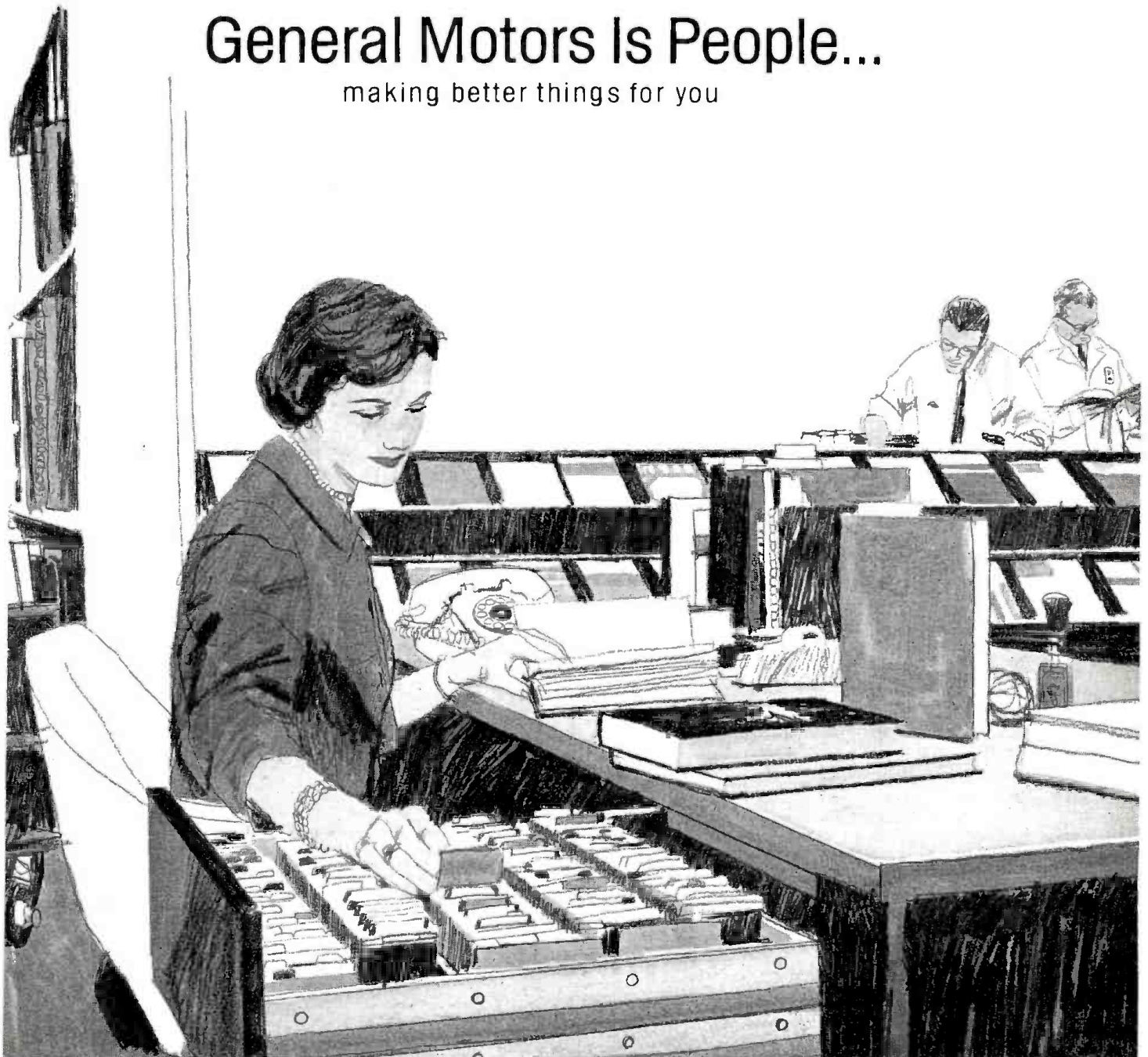
What are the structural characteristics of organic soaps? What is the minimum daily intake of water needed to sustain the human system? This Research Laboratories librarian at the General Motors Technical Center has the answers . . . or she'll find them. By background and training, she is well qualified to handle the more than 7,000 complex inquiries that come to the Research Laboratories library every year—not only from GM Technical Center personnel but from manufacturing divisions as well. Her credentials include a Master's degree in Library Science and years of practical experience.

The job of people in research is to explore the unknown. But the usual first step in any project is to find out all about what is known. Here is where the librarian goes to work. She looks, digs, discovers . . . and *delivers* all the available data, all the background material.

There are some 78 librarians and assistants in 22 GM libraries across the country. Their education, training and experience make them important people at General Motors.

General Motors Is People...

making better things for you



gram, the American Dairies to Read, a phonics reading program for children and adults. Radio and newspapers are the media being used during the test period.

- **Excello Shirts Co.**, division of Kayser-Roth Inc., New York, has appointed Altman, Stoller, Chalk, that city, as its advertising agency, replacing Daniel & Charles, New York. Advertising plans have not been formulated.

- **Lee Tire & Rubber Co.**, Conshohocken, Pa., has appointed Wyse Inc., Cleveland, which plans a new promotional program for the new Lee line of automobile, truck, farm, off-the-road and industrial tires.

- **Daitch Crystal Dairies**, New York, operators of a chain of 104 Daitch-Shopwell supermarkets in New York and Connecticut, has appointed Mogul Baker Byrne Weiss, New York, on a fee basis. Daitch, which had previously handled its own advertising, estimated at \$750,000 yearly, plans an extensive radio campaign in the New York area.

- **Liggett & Myers Tobacco Co.**, New York, has appointed J. Walter Thompson, there, to handle advertising in

Puerto Rico for L&M, Chesterfield and Lark cigarettes. JWT replaces West Indies Advertising Co., San Juan, P. R.

Rep. appointments . . .

- **KRLA Los Angeles**: H-R Representatives. New York.

- **KCKN Kansas City, Mo.**, and **WROV Roanoke, Va.**: McGavren-Guild Inc., New York.

- **KNOB(FM) Long Beach, Calif.**: Savalli/Gates, New York.

Chicago festival includes TV

Television film commercials have been included as a category of the newly proposed Chicago International Film Festival scheduled in that city Nov. 4-13 by its founder and promoter, Michael J. Kutza Jr., a freelance artist who has done some 16mm camera work for WGN-TV Chicago. Fairfax Cone of Foote, Cone & Belding is among agency representatives who will judge entries due Aug. 15. TV entry fee is \$50. Prizes in all film categories total \$10,000. Festival headquarters: Room 306, St. Clair hotel, 162 East Ohio Street. Chicago.

Country Hall of Fame compiles record album

Country Hall of Fame, through Martin Gilbert Inc., Los Angeles, is preparing a year-long radio-TV campaign using one million broadcast commercials to advertise a record album made by 25 top recording artists in the country music field. The artists, the various recording companies, the music writers, composers and publishers have all waived their royalties in the new album, titled "Famous Original Hits," so that proceeds may go to the Country Music Association, a national organization.

Martin Gilbert, who is president of Country Hall of Fame, which is producing the album, as well as head of the agency handling its distribution and advertising, said that he has made a donation of \$25,000 to CMA and has given that organization a royalty guarantee of \$85,000 for the album. Sales will be made by mail, Mr. Gilbert said, with orders generated from 7,000 TV spots a week on some 300 stations and 35,000 radio spots a week on about 500 stations. Most of the time will be bought outright; some will be placed on a per inquiry basis.

Fireworks carry message of Standard Oil Company of Ohio

Fred A. Niles Communications Centers Inc., Chicago, used a complete fireworks display as the backdrop for a Standard Oil Co. of Ohio commercial. The ad explains the details of SOHIO's \$350,000 five-car jackpot contest. Production of the commercial was handled by Niles' Hollywood office with SOHIO's agency, The Marschalk Co., Cleveland office.

The fireworks required 25 separate rigs of scaffolding and wooden latticework and display the main points in the promotion. The films were shot in 35 mm in black and white

and it was necessary for the geometric design of the arrangements to carry both the message and viewer attention. The sets were manufactured by the Atlas Fireworks Co., Fontana, Calif.

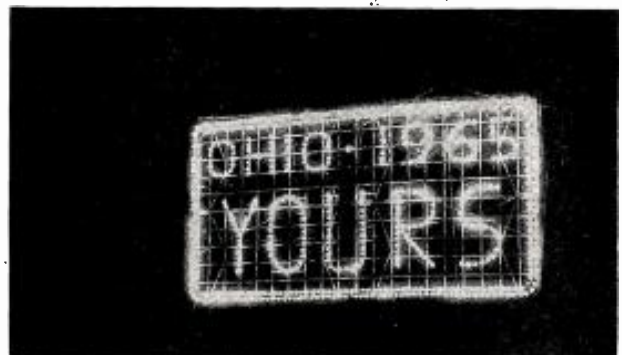
Camera crews shot from two angles; one from an elevated fork lift and the other at ground level. Since the various set-ups used different light producing compounds it was necessary to determine in advance the compounds used for each and adjust the camera exposure accordingly. Smoke from the displays was dispensed with by the use of

two large wind machines which blew the smoke back through the set-ups without damage to the fireworks. The problem of locating the burst of an aerial bomb was solved by firing a practice shot from the same position as the one to be filmed. Niles' cameramen, lying on their backs, were able to focus in the general vicinity with hand held cameras.

Shooting was done under the supervision of Sal DeMarco, radio and TV director of Marschalk, and Lionel Grover, Niles vice president and producer. Sid Siegel, Niles musical director, provided the score.



Fireworks sparkle over Standard Oil's jackpot.



Message is delivered by geometric design.

TIME

THE MARCH OF

EIGHT NEW ONE HOUR TELEVISION SPECIALS



JAMES W. ASTON
*President of the
Republic National Bank
of Dallas*

DALLAS JOINS THE LONG LIST OF CITIES PREMIERING

THE MARCH OF TIME

IN OCTOBER

DO YOU HAVE THESE 8 OUTSTANDING ONE HOUR SPECIALS IN YOUR MARKET?

Now visual news for CATV's

AP offers 'News Channel'—its regular radio wire report—over special Telemation equipment for charge reported as between \$87.50 and \$125 a week

A continuous visual news service for community antenna TV systems, using the radio-news wire reports of The Associated Press, was previewed last week for delegates to the National Community Television convention in Denver.

The service, to be sold by the AP through its subsidiary Press Association, evoked major interest at the convention—and at the same time aroused the resentment of a number of radio broadcasters who saw the service as competing head-on with radio news.

Though the 24-hour daily service is visual, not aural, it presents for the viewer the full AP broadcast report as it comes over the wire.

Press Association buys the special

equipment, used in the service, from Telemation Inc., Salt Lake City, and installs and maintains it as part of its service to CATV clients.

AP officials in New York said the service, called "News Channel" is being offered in response to requests by broadcaster and newspaper owners of CATV systems. It is being offered by Press Association because that subsidiary deals with clients who are not AP members.

Starts in September ■ AP broadcast membership executive Fred Strozier, who also holds this post with Press Association, said the subsidiary expects the first operations of News Channel to be underway by Sept. 1, at which time,

he said, the client total "may be as high as 10."

AP authorities indicated that News Channel contracts would be for the usual five-year term with the charges based on several factors including market size and possibly the number of CATV connections.

Although the AP refused to disclose prices for this service, it was learned it is charging the rate it would charge for a station in a comparable market. This fee runs, it's understood, from \$87.50 to \$125 a week, plus a \$20 weekly charge for the printer-scanner. In addition, there is said to be a line-haul charge.

The new service has been tested over the past couple of months in Miles City, Mont., where Micro-TV Inc. operates a community antenna TV system (Ian A. Elliot is president and general manager. He is also general manager of KATL Miles City).

According to Associated Press spokesmen, principals in the Miles City operation (Mr. Elliot and Robert J. Scanlan, publisher of the *Miles City Star*) believed the report well done and found most viewers enthusiastic and quite favorably disposed. From the newspaper publisher's point of view, it was said, "people are made more news conscious and the reports do not interfere with other news services in the community."

Radio, Too? ■ AP officials intimated that the publisher viewpoint was germane in light of reported radio broadcaster discontent—though they said they hadn't heard of it last week—in that initial fear of competition would prove unfounded as the service becomes an adjunct to, and not a substitution for, existing news media.

A National Association of Broadcasters source noted that many broadcasters, particularly those in radio, appeared "very unhappy," viewing the development "as another step in the direction of origination" by CATV operators.

But AP executives in New York maintained that the news service had been designed for CATV operators who are not originating entertainment or news programing and that the technique



Studying the operation of the AP news service for CATV systems and considering contracting for it for their Palm Desert, Calif., cable operation are Dr. David D. Palmer, president, Palmer Broadcasting Co.; Keith Burcham, manager, Palm Desert CATV system, owned by Palmer Broadcasting; William D. Wagner, vice president,

Palmer Broadcasting, and William Laird, Telemation Inc., Salt Lake City, which showed the equipment and service at the Denver convention of the NCTA. Palmer Broadcasting, which owns WOC-AM-FM-TV Davenport and WHO-AM-FM-TV Des Moines, both Iowa, also owns the Naples, Fla., CATV system.

was designed to simplify operation.

A United Press International spokesman told BROADCASTING that it had experimented with "similar devices on several previous occasions" in Arizona, California and in Florida.

"The problem appears to be lack of viewer interest in watching a Teletype machine for any length of time," the UPI spokesman added. UPI, he said, takes the position that Teletype machines are available from the news organization and camera equipment also is available "from any number of sources and UPI is ready to aid any broadcaster in such a project."

In the AP technique, a camera device is installed that "reads" news copy as it is printed by the newswire machine. The news file will be the regular service provided stations by the AP broadcast report.

Large Type ■ The characters on the page are printed larger than those by the conventional newswire Teletype used in radio and TV station newsrooms and in newspaper offices. The machine for CATV's is modified to give about 37 characters per line, or about half the number the ordinary Teletype prints across the paper.

A keying device can be triggered by a central operator to move the camera's focus away from the matter being sent.

When this is done the camera trains automatically on the last news summary sent. The camera remains in that position, repeating coverage of the summary until keyed to return to what is being run on the machine.

Such substitutions are planned for those times when advance news copy is being sent for later release, for market listings and for other tabulated material not easily read or understood.

The broadcast wire on weekdays regularly feeds stations with five-minute world news summaries some 22 times in a 24-hour period weekdays at five minutes to the half hour, and about 20 times on the half-hour on Sundays; spot summaries, preceded by headlines, hourly before the half-hour (except after the expanded five-minute summaries), and regional news for a like frequency as 5-minute and 10-minute or longer summaries over the 24-hour period, usually following or bracketing the world news summaries. In addition, the wire service regularly provides market and business news, weather summaries and features, sports, features for women, commentary and analyses and special reports.

At present, there are no plans for audio feeds to accompany the video presentation of news. But AP officials noted that some CATV's envision the playing of music tapes or other sound effects.

Equal time for debt adjusters

FCC says KTLN hasn't lived up to fairness doctrine; reminds WGCB fairness doesn't mean purchased time

If a business is legal—and a controversial issue of public importance—broadcasters can't attack it without affording a spokesman for it time for reply.

The FCC made the point last week in holding that KTLN Denver had violated the fairness doctrine when it refused to make time available to a representative of the debt-adjusting business.

And, in another fairness matter, the commission issued a reminder that broadcasters can't meet their obligations under the doctrine if they make time available for conflicting views exclusively on a paid basis.

In the KTLN case, the station had broadcast a series of programs entitled *The Gougers* that was sharply critical of the debt-adjusting business, and had rejected a request for time for reply by one of the credit-counselling firms in Denver.

KTLN, according to a letter to the station that the commission made public, had argued that debt adjusters "were no more entitled to broadcast time than dope peddlers." It also said, the FCC related, that "if the commission requires that time be given to people engaged in what are obvious rackets, it will open the airwaves to the criminal and near-criminal element."

Issue of Importance ■ The commission said that following the station's series on debt-adjusting a bill to outlaw the business was introduced in the

state legislature but was later amended to provide for regulation of the business. It was passed in that form. The bill indicates the subject is a controversial issue of public importance, the commission said.

And in presenting its views, the commission added, the station broadcast "personal attacks on the honesty, character and integrity of those engaged in the debt-adjusting business in Denver."

Under the circumstances, the FCC added, a spokesman for the business should have been given an opportunity for reply. "Debt adjusting, evidently a lawful activity in Colorado . . . cannot be equated with the unlawful activity of dope peddling or with other criminal offenses," the commission said.

Red Lion ■ The reminder that broadcasters may sometimes have to make time available at no charge in order to meet their obligations was contained in a letter to the Rev. John M. Norris, licensee of WGCB Red Lion, Pa.

The station had been the object of a fairness doctrine complaint filed by the Democratic National Committee, but the commission declined to pursue the matter because the committee had not responded to an offer to buy time (BROADCASTING, July 19).

But, the commission, in a letter to the station that it made public, said the station's position raises questions as to whether it is conforming to the

Other program gear for CATV's

The digital-computer revolution came to CATV last week at the National Community Television Association convention when Ameco showed the first direct readout system for time-weather operation.

The device, called the "Weather-Matic," is an electronic visual display system for automatic programing on CATV, giving time, weather, wind direction and velocity, humidity and pressure. Weather data is gathered from sensors mounted on rooftop or mountain top, and conveyed to the readout cabinet for direct TV camera pickup for transmission on a special channel. Price is \$8,000.

An additional unit for the display of news and other information is also available for \$12,000-\$14,000. That price covers a color conversion unit.

Other origination equipment shown at the NCTA meeting:

Sony showed its PV-120 U professional portable tape recording machine. Telemation featured an Ampex VR-660B at \$12,500.

Various weather-time devices were shown.

Spencer-Kennedy Laboratories Inc., Boston, showed its fixed TV camera console which provides time-weather and public service notices through the use of an optical diplexer. Telemation Inc., Salt Lake City, showed its TMW-2B weather channel, and its junior grade "J.G." TMW-5.

R. H. Taylor Co., Wellington, Tex., showed Weather-Scan, Tri-Scan, and Roto-Scan, and Industrial Electronics Systems Inc. showed its Tele-Weather.

Prices ranged from \$3,500 to \$5,000.

Republicans on TV: Soon 'scarce as hen's teeth'?

In response to a suggestion by FCC Chairman E. William Henry, Representative Catherine May (R-Wash.) offered evidence last week to support her charge that Republicans are short changed on major TV network public affairs programs.



Rep. May

For the first six months of

this year, she said:

- CBS has presented only one Republican and 14 Democrats on its major public affairs program, *Face the Nation*.

- NBC has presented five Republicans on *Meet the Press*, compared to 12 Democrats, and its *Today* show has been running 3 to 1, Democrats to Republicans.

- ABC's *Issues and Answers* has presented six Republicans and 19 Democrats.

Representative May first raised the issue at the June 17 convention of the Maryland, District of Columbia, Delaware Broadcasters Association in Rehoboth Beach, Del. She said then that "if the trends continue, Republicans on television will be as scarce

as hen's teeth." Something like Newton Minow's (former FCC chairman) proposal for four hours of prime time allocated to each major party the month before election day would, she observed, leave that month "in excellent hands. But . . . it is the 47 months that follow an election about which I am concerned."

Chairman Henry Replies ■ Later, Mr. Henry was asked by Metromedia Vice President Mark Evans during a Metromedia-WTTG(TV) Washington production of *Opinion in the Capital* if he was interested in Mrs. May's charges.

He replied: "Well, not as such. We have a policy that says when you get into controversial issues, you've got to be fair about it. If you put on one side, you've got to put on the other, or you've got to make an effort to put on the other."

Mrs. May, a veteran radio news broadcaster herself, said she was not trying to embarrass Mr. Henry or criticize the broadcasting industry, but she is concerned over the "near silence imposed on Republican views . . ."

She added that she is not talking about editorializing, which she favors, or regular news programs, but only the "opinion making" public discussion shows.

all beginning Aug. 14, *Saturday News* at 1 p.m. EDT will be extended from 5 to 10 minutes; *Drees on Sports*, featuring Jack Drees, moves from 1:05 to 1:10 p.m. on Saturdays, while the *Saturday News* at 5 p.m. will be extended from 5 to 10 minutes.

Radio series sales . . .

Jacoby on Bridge (Enterprise Broadcast Features): WELW Willoughby and WBCO Bucyrus, both Ohio.

Sportscene (Enterprise Broadcast Features): WHHH Warren, Ohio.

Agribusiness (Enterprise Broadcast Features): WDWL Vineland, N. J., and WDMV Pocomoke City, Md.

Let's Exercise (Enterprise Broadcast Features): WELW Willoughby, Ohio.

The Joe Pyne Show (Hartwest Productions): WQNN Lakeland, Fla.; WDNB Anniston, Ala.; WAVI Dayton, Ohio, and WAAC Terre Haute, Ind.

Top of the Pops (Hartwest Productions): KRUX Glendale, Ariz.; WKYC Cleveland; WDAK Columbus, Ga., and WROV Roanoke, Va.

Anniversaries in Sound (Triangle): KFBB Great Falls, Mont.; Ktwo Casper, Wyo.; KBHB Sturgis, and KCPX Pierre, both South Dakota.

July 4, 1776 (Woroner Productions): KOOK Billings, KXXL Bozeman, and KARR Great Falls, all Montana; KKJO St. Joseph, WDAF Kansas City, and KSM Sikeston, all Missouri; WRTA Altoona and WACB Kittanning, both Pennsylvania; KNEA Jonesboro, Ark.; WSUB Groton, Conn.; KJEM Oklahoma City; WIRL Peoria, Ill., and WGNB Murfreesboro, Tenn.

The First Christmas (Woroner Productions): KOOK Billings, KXXL Bozeman, and KARR Great Falls, all Montana; KKJO St. Joseph, WDAF Kansas City, and KSM Sikeston, all Missouri; KATI Casper, KOWB Laramie, KROE Sheridan, and KRAL Rawlins, all Wyoming; KALL Salt Lake City; WRTA Altoona, and WACB Kittanning, both Pennsylvania; WCOA Pensacola, Fla.; KLO Ogden and KOVO Provo, both Utah; KJEM Oklahoma City; WIRL Peoria, Ill., and WGNB Murfreesboro, Tenn.

Close-up (Woroner Productions): WILK Wilkes-Barre, Pa.; WPCF Panama City, Fla.; WAKR Akron and WONE Dayton, both Ohio, and WWHY Huntington, W. Va.

Tips on Tots (Woroner Productions): KFRU Columbia and KWOC Poplar Bluff, both Missouri; WSPD Toledo, Ohio; WHNR McMinnville, Tenn.; KIMA Yakima, Wash.; KJEM Oklahoma City, and KNEA Jonesboro, Ark.

fairness doctrine. WGCW carries nine sponsored programs dealing with controversial subjects but has a general policy of making time available for conflicting views "only upon a paid basis," the commission said.

"Such a policy," the FCC said, "is inconsistent with the public interest," adding WGCW has the choice of presenting the controversial programs and has "the right to attempt to encourage presentation of conflicting viewpoints on a sponsored basis."

But, the commission said, "you cannot reject programing—otherwise suitable to you—solely on the ground that it is not sponsored, where you have not presented and do not plan to present the conflicting viewpoints in other programing. The paramount consideration is the public interest in an informed electorate—not the private interest of insistence in all events sponsorship." The commission first enunciated that position two years ago in a case involving two Alabama stations (BROADCASTING, Sept. 23, 1963).

CBS Radio shifts program schedule

CBS Radio last week announced several changes in its programing, all effective in the week of Aug. 9.

The World Tonight, a weekday news analysis, will move from 8-8:15 p.m. EDT to 7-7:15 p.m. EDT, replacing *CBS Evening News*. In order to allow a 50-minute block of network news, sports and information programs, *The World Tonight*, will be offered stations as network optional time in place of *CBS Evening News*, which now goes to stations at local option. All other programs in the block are offered as network optional time.

Marvin Kalb will replace Alexander Kendrick as correspondent on *The World Tonight*, and on Aug. 9, Mr. Kendrick will begin a new weekday news series at 5:30-5:35 p.m. EDT.

Also on weekdays, *CBS Network News With Steve Rowan* begins on Aug. 9 at 8-8:10 p.m. EDT. In other changes,

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Data Source: Sales Management's 1965 Copyrighted Survey



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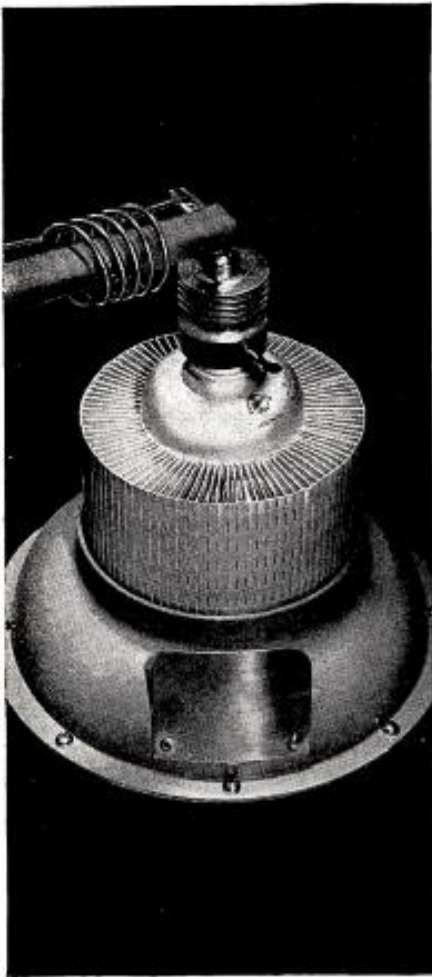
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BROADCASTING, July 26, 1965

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(continued on the opposite page)

Directors OK merger and new contract

The membership of the Directors Guild of America has approved a new contract with the TV and radio networks and a merger agreement with the Screen Directors International Guild, DGA President George Sidney said Monday (July 19) at a news conference at the guild's headquarters in Hollywood.

The contract with the networks, a four-year agreement retroactive to Jan. 1, calls for a 5% increase for TV freelance and staff directors and another 5% increase on Jan. 1, 1967. The agreement also gives directors greater creative control over the programs under their direction and forbids direction by network executives. Other clauses give DGA jurisdiction over pay television, for both home and theater exhibition, and over satellite broadcasts as well. The pension plan was extended to cover NBC employes and is now applicable to work done under the videotape code.

The merger with SDIG, which has been discussed intermittently for eight years or longer, will add about 500 members to DGA's present membership of about 2,650, Mr. Sidney said. SDIG has approximately 550 members, but 48 of them are already members of DGA. The balance will receive membership applications for DGA membership and the merger should be completed in about 90 days. SDIG, New York based guild whose members have worked chiefly in the field of commercial and industrial films, will move its offices into DGA's New York quarters and will dissolve its own organization.

WIBW clears bridge area after collapse

Votes of confidence for media access to disaster areas have followed a bridge collapse and the subsequent radio-TV coverage in Topeka, Kan. Following failure of a span over the Kansas River in central Topeka sweeping at least one and possibly several autos into the current, WIBW-AM-FM-TV Topeka rushed news teams to the scene.

Intensive reporting and frequent interruptions of regular programming by WIBW proved an invaluable service toward informing citizens, and in turn clearing the curious from the disaster area, authorities said. With live audio reports on radio and TV within 15 minutes and live cameras within two hours of the collapse, the stations provided

information more complete than most individuals felt they could have gotten on the scene.

"There are many who feel that this type of coverage encourages crowds . . . but in this instance it had just the opposite effect," observed Thad M. Sandstrom, VP and general manager of the stations. Appreciation from Mayor Charles Wright of Topeka continued, "there is no question . . . but that your mobile equipment . . . greatly assisted us on advising the public . . . as well as informing the public to stay clear . . . to facilitate recovery efforts."

Reruns vs. new shows in a.m. schedules

A sharp difference in programming approaches was pointed up last Thursday (July 22) in separate announcements from CBS-TV and NBC-TV on changes in their morning schedules. CBS-TV is banking on re-run programs of network favorites in this period, while NBC-TV is relying on original series, primarily in color.

Effective Aug. 16, CBS-TV is adding selected replays of *The Dick Van Dyke Show* (which continues as a prime-time program) in the daily 11:30 a.m.-12 noon period. Continuing in the Monday-through-Friday morning slots on CBS-TV will be reruns of network staples: *I Love Lucy*, 10-10:30 a.m.; *The McCoys*, 10:30-11 a.m.; *Andy of Mayberry* (retitled *Andy Griffith Show* episodes), 11-11:30 a.m.

NBC-TV reported it is adding four new color series to its morning lineup and is presenting a complete schedule of original (no re-run) shows. Changes are effective Sept. 27. Its new lineup on Monday-through-Friday is *Fractured Phrases*, a new game show in color, 10-10:30 a.m.; *Concentration*, 10:30-11 a.m.; *Morning Star*, new dramatic series in color, 11-11:30 a.m.; *Point Paradise*, a new drama series in color, 11:30 a.m.-12 noon; *Jeopardy*, 12 noon-12:30 p.m. in color, and *Let's Play Post Office*, a new game show in color, 12:30-2:55 p.m.

WINS news format scores with adults

A representative group of advertisers and agency executives, briefed last week on Westinghouse Broadcasting's WINS New York all-news format, were told of a broadening appeal to adult listeners. The station converted from popular music to full-time, round-the-

clock news three months ago (BROADCASTING, April 19) and Westinghouse's KYW Philadelphia is set to go to all-news later this summer (BROADCASTING, June 21).

Joel Chaseman, WINS general manager, cited a Trendex study of New York radio listening which he said indicated the station has moved to third position among stations there with appeal to adults (18 years and over) as a group.

Southerners prodded on civil rights

An aggressive eastern civil rights broadcaster last week urged southern stations to take a stronger editorial stand on racial issues, but admitted such boldness must be tempered to the local circumstances.

Speaking before Northwestern University's National Broadcast Editorial Conference at Evanston, Ill., David C. Horowitz, director of public affairs at WMCB New York, also praised a number of southern stations that have already "stuck their necks out" successfully on civil rights subjects.

Those he singled out included WDSU-TV New Orleans, WTVJ(TV) Miami, WTAR Norfolk, WSAC Fort Knox, Ky., and WSB and WAGA, both Atlanta.

Hoping that broadcasters in the Midwest, the South and the Southwest would venture more boldly into the civil rights fight, Mr. Horowitz admitted that "if toes have to be stepped on, it might be wise to tread lightly. A big brave stride makes fine sense in New York, but in more difficult markets it might make more sense to rub with the grain, not against it."

George Thiem, Pulitzer prize-winning reporter for the *Chicago Daily News* who now is an Illinois State Representative-at-Large (Republican), urged radio and television stations to become more active in the field of investigative reporting.

"I know of no good reason why radio-TV stations should not have investigative reporters digging for the stories that lie beneath the surface of local government," Mr. Thiem said.

Heart series available

The National Heart Institute is offering "Know Your Heart," 10 two-minute recorded spots for radio stations. The institute said its previous series had been requested by approximately 1,200 stations. The current series can be obtained free from the Heart Information Center, National Heart Institute, National Institutes of Health, Bethesda, Md. 20014.



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Shorter conventions on TV?

That's what CBS Inc.'s Salant wants—either through streamlined meetings or less than gavel-to-gavel coverage by the networks

The prospect of substantially shortened television coverage of national political conventions was raised last week by CBS.

Whether the idea will gain support from NBC and ABC appears doubtful, however, from the first reactions of news authorities of those networks.

Richard S. Salant, vice president of CBS Inc. and former president of CBS News, sharply questioned the traditional practice of "simultaneous three-network pre-gavel to post-gavel coverage" in a speech at a political affairs seminar of the Kentucky Democratic Central Executive Committee (BROADCASTING, July 19).

The politicians should decide how their conventions are to be run, he said, but TV newsmen should decide what will be covered and how. The question, he said, should be re-examined "radically and freshly."

"If the convention managers insist on devising their agenda to cadge a maximum of simultaneous free time on the networks for their strings of half-hour commercials, rather than to get on with the serious business of choosing candidates and illuminating issues, that is their business," he said. "But there is nothing that says we must go along with them and many things which say we should not."

Hour or Two ■ Mr. Salant said afterward that one possibility as a substitute for gavel-to-gavel coverage was setting aside an hour or two of prime time each convention night, say from 9 or 10 p.m., in which to present convention news highlights live and on tape.

Certain "hot news" events like balloting and acceptance speeches could be anticipated and covered live, he said, and meaningful developments that were not covered live could be presented or recapped on tape. Events after 11 p.m., he said, could be summarized or presented on tape later in the evening.

He said that viewers could be assured, if a selective approach to coverage were adopted, that "we're not going to waste their time with meaningless convention activities and that they could stay tuned in confidence that when news did occur they would see it."

Mr. Salant said CBS authorities were

giving serious thought to the question of maintaining tighter editorial control of convention coverage. He also noted that in his speech he had recognized that this issue involves problems "of mechanics, of economics, of competition and of prestige" that are "not easy."

He thought there was a good chance that coverage innovations would be introduced at the 1968 conventions and that they would be "practically inevitable" by 1972.

Special Planned ■ In another development Fred W. Friendly, president of CBS News, also indicated CBS's con-



Mr. Salant

cern with present convention coverage practices. In reporting plans for a CBS News presentation sometime this fall on the history of conventions, including "TV's role in them past and future," Mr. Friendly said:

"It behooves the broadcasting industry to investigate its own role and performance in reporting the conventions, and to allow political leaders and the American people to look at themselves. After all, the next conventions will be carried on Early Bird. It may be that Americans understand what's going on at these affairs but what about Europeans and Asians?"

At NBC and ABC, news authorities were less than enthusiastic about a significant reduction in coverage.

Julian Goodman, NBC News vice president, noted that people have complained about too much convention coverage for years, "but only between conventions." When they are in progress they are "great American spectacles in which there is great public interest," he said, and "we should cover what goes on."

Asked about limiting coverage to one or two hours a night, Mr. Goodman said he "couldn't go along with anything like that."

Jesse Zousmer, vice president and director of TV news for ABC, also held that despite complaints at other times there is widespread interest while conventions are in session. He said: "The public often gets irrational" about the amount of time devoted, or not devoted, to coverage of it favorites. "It is possible to make decisions now, between conventions, that won't hold up when the public is aroused," he said.

Mr. Zousmer said he would "like to cut it down, of course," but that he would "hate to have half the country mad at me" for doing so. Before present coverage practices are significantly changed, he suggested, broadcasters should consult the national political committees and get their views. He also felt that so long as Section 315, the equal-time law, is in effect a selective approach to convention coverage would be subject to complaints from all directions.

Shorten the Conventions ■ There appeared to be little disagreement among newsmen that conventions themselves should be shortened, but the representatives of all three networks agreed that this was a question for the convention arrangers, not television, to decide.

The NBC and ABC executives also contended that when convention events became dull or trivial it has been standard practice to cut away to other events, analysis or summaries.

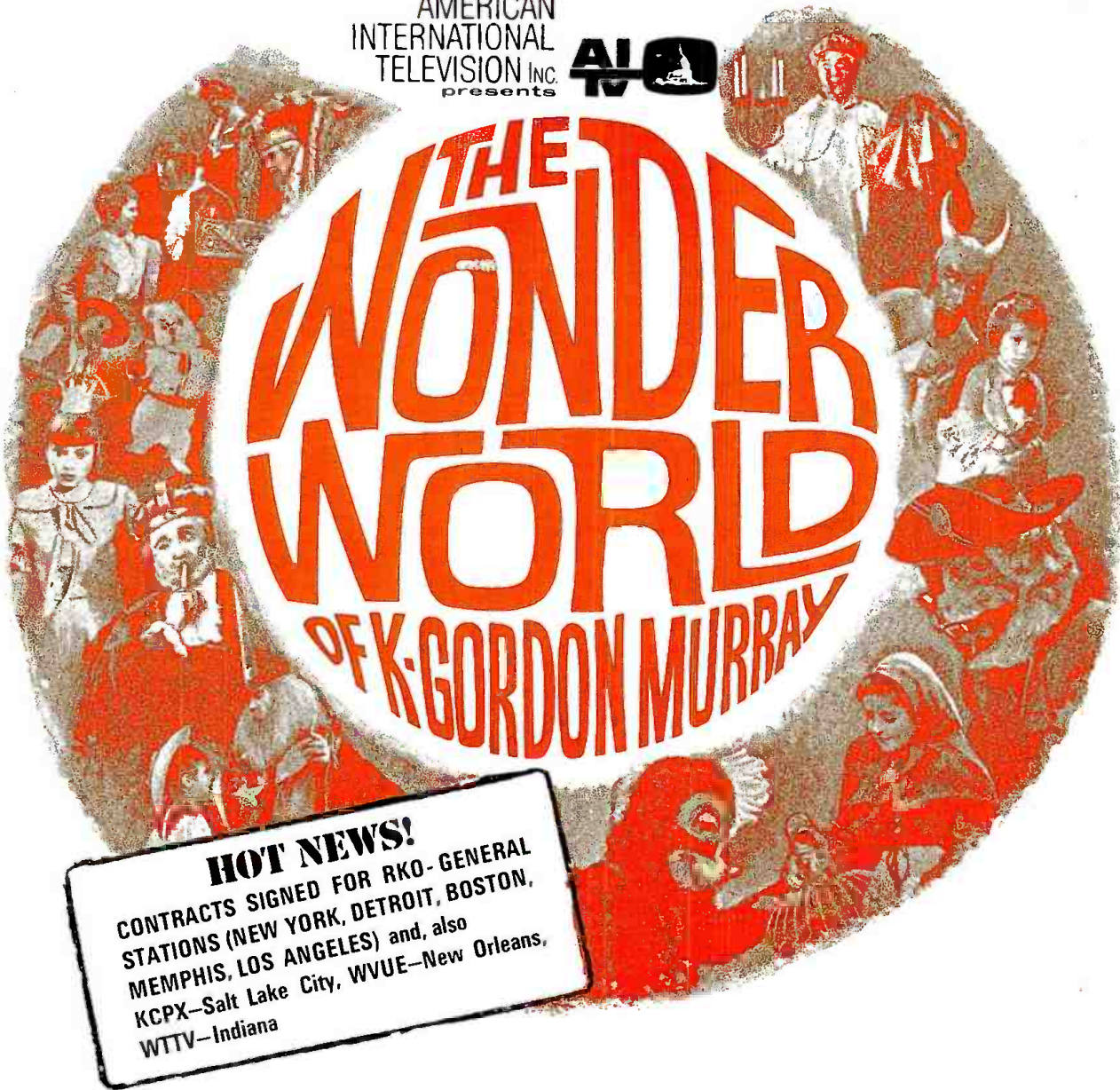
In his speech Mr. Salant called for the repeal of Section 315, which he said would permit TV to make "an enormous contribution to shorter, more meaningful, more informative and less expensive campaigns." He also urged modernization of registration and voting procedures, and pointed up advantages of shorter campaigns.

But his main emphasis was on TV's maintaining its "independence and ability to report without being used," he said:

"Politicians—and businessmen and preachers, too, for that matter—seek to 'use' not only television but all news media. I have no quarrel with that—it's flattering to be the object of seduc-

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BROADCASTING, July 26, 1965

tion attempts—short of assault. On our side, it is our job to resist—not to permit ourselves to be used, or managed, or seduced. We must not permit our cameras to be participants or the stimulants because otherwise there is the appearance, but not the fact, of reality. . . .

“But television news can go only so far in turning its back on events, even events which are intended for, or stimulated by, the presence of television . . . It will not do to suggest that if only we ignored Martin Luther King and stayed away from Selma, all the problems will be solved. They are news. But it will also not do for television to be actor and participant rather than mirror and illuminator.”

Stage Managed ■ Mr. Salant said he would “not for a moment suggest” that conventions be planned to suit TV.

“But,” he added, “I would respectfully suggest that there is something unappetizing about stage-managing a convention to take advantage of the time zones throughout the country in which television coverage appears, and that a filibuster designed to last beyond prime time in the East so that the real debate will come after easterners’ bedtime is not consistent with high public policy.

“While I leave it to the party leaders to do what they will, or can, about conventions, I would suggest that conversely television editors and journalists must also now take a good, long, hard look at our practice of simultaneous three-network pre-gavel to post-gavel coverage. Are we really exercising our news judgment when we stay that long looking for stories to fill the air while from the rostrum we are treated to a chorus of songs from congressional wives; while resolutions are passed thanking the golden girls; while the boy orators orate; while the favorite sons, who everybody knows will withdraw, are nominated and seconded; while there are six seconding speeches; and while the same people turn up in the carefully rehearsed, carefully orchestrated spontaneous demonstrations?

“Little wonder that in our resolve to stay from beginning to end, we sometimes descend to trivia where our newsmen interview each other and trade jokes . . .”

He said CBS also is “disturbed about whether we are really serving the public when, in most areas of the U. S., viewers for those eight long nights” must either watch the conventions or turn off their sets. Audience studies in New York, he said, showed that viewers were about evenly divided between the convention and independent stations’ entertainment programming during the 1964 Democratic convention, and that the independents outdrew the Republican convention three viewers to two.

Extensive pool for Gemini 5

Plans call for use of ITT floating station and Early Bird; cost: \$1.5 million

Next month’s coverage of the Gemini manned space flight is expected to involve the largest cooperative pooling effort yet undertaken by the TV and radio networks. And it could, for the first time, provide live pictures of a space capsule splashdown.

ITT World Communications Inc. last week put forth a plan to establish a floating station from which it would transmit TV pictures via the Early Bird satellite of the Communications Satellite Corp.

The television networks were planning a pooled color transmission of the rocket launch and of White House reaction to the event.

The plan is a major departure from earlier space coverage in that pool facilities will have full responsibility for all network TV transmissions from Cape Kennedy, the Houston Manned Space Center and other remote locations such as homes of the astronauts.

One-third the Cost ■ It was reported by one network spokesman that approximately \$1.5 million was being budgeted by the three TV networks for the whole pool coverage effort. This, he said, would be the approximate amount each network would otherwise pay on its own for coverage.

Following last month’s Gemini 4 flight, news heads of the three TV networks met in New York to discuss ex-

pansion of pool efforts in later space flight programming (BROADCASTING, June 14).

Management of the pool will rotate with each major space mission. Next month’s flight is to be under the direction of John Lynch, overall pool producer, and editorial producer William Seamans, both of ABC News. Participating will be the three TV and four radio networks.

The Gemini 5 mission is tentatively scheduled to begin Aug. 19 and is planned as an eight-day flight.

Ready at Splash ■ ITT World Communications’ plan to provide live pictures of the space capsule recovery would involve the construction of a “ground station” aboard a U. S. Navy carrier.

At splashdown and recovery remote TV cameras in helicopters would send signals to the carrier-based station by microwave and they would be transmitted to Early Bird.

A number of problems would have to be solved before ITT could carry through its proposal. ITT’s request to the FCC for authorization of the transmission was met by partial opposition from Comsat in another filing with the commission.

Comsat contends it should have primary responsibility for such an undertaking since the FCC has given it jurisdiction over earth stations used in connection with communications satellites. Comsat also noted that foreign users of the satellite would have to agree to give up their channels for the special TV use and specify rates they would charge.

During the Gemini mission NBC will be handling a pool feed from the Sealab project underwater in the Pacific ocean. Astronaut Scott Carpenter and nine other men will be shown live during part of the month-long undersea laboratory test.



ITT’s transportable ground terminal station as ITT hopes it will appear next month aboard the U.S.S. Lake Champlain prepared to transmit live to

Early Bird the Gemini 5 splashdown. In the foreground at right is the van housing the 10 kw transmitter. In the background is parabolic antenna.

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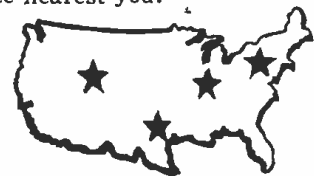
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Daytime color series is sold in 21 markets

A new daytime color series, *P.D.Q.*, has been sold in 21 markets which cover more than 46% of the U. S. television homes, Len Firestone, vice president and general manager of Four Star Distribution Corp., announced last week.

The five-day-a-week celebrity game show on tape has been bought by the five NBC-owned stations (WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WKYC-TV Cleveland and WRC-TV Washington). In addition, it has been sold to WGR-TV Buffalo, N. Y.; WHDH-TV Boston; WLWT-TV Cincinnati; WLWC-TV Columbus, Ohio; WLWI-TV Indianapolis; WJW-TV Cleveland; WITI-TV Milwaukee; WTVJ-TV Miami; WLOS-TV Asheville, N. C.; WFLA-TV Tampa, Fla.; WDBO-TV Orlando, Fla.; KUTV-TV Salt Lake City and the Skyline Network stations in Billings, Mont.; Great Falls, Mont.; Boise and Idaho Falls, both Idaho.

Mr. Firestone also reported that another tape show distributed by Four Star Distribution *Hollywood a Go Go*, has been set for a second cycle of 26 new episodes. The original group of

one-hour programs was offered for sale in February of this year. Four stations have bought the second cycle; WPIX (TV) New York, WGN-TV Chicago, KTVT (TV) Dallas-Fort Worth and WTTG (TV) Washington.

Film sales . . .

Treasure (Bill Burrud): KPTV (TV) Portland, Ore.

True Adventure (Bill Burrud): WBAP-TV Ft. Worth; KMVT (TV) Twin Falls, Idaho; WLWC (TV) Columbus, Ohio, and WTCN-TV Minneapolis-St. Paul.

Across the Seven Seas (Official Films): WGN-TV Chicago; KOIN-TV Portland, Ore.; WESH-TV Daytona Beach-Orlando, Fla.; KOLO-TV Reno; KFDA-TV Amarillo, Tex.; WCOV-TV Montgomery, Ala.; WINK-TV Ft. Meyers, Fla.; WFRV (TV) Green Bay, Wis.; WLEX-TV Lexington, Ky.; WRBL-TV Columbus, Ga.; KRDO-TV Colorado Springs-Pueblo, Colo., and WCBI-TV Columbus, Miss.

Big Night Out (Seven Arts): WOR-TV New York; WNAC-TV Boston; KHJ-TV Los Angeles; WHBQ-TV Memphis, and WHCT (TV) Hartford, Conn.

Jump to Glory (Triangle): KCRA-TV Sacramento, Calif., and WSUN-TV St. Petersburg, Fla.

FCC rebukes WFUN for DJ's actions

The FCC was not amused last week by the actions of a disk jockey for WFUN South Miami, Fla., who, by a ruse, directed listeners to telephone the home of an announcer from a rival station.

Rounsaville of Miami Beach Inc., the licensee, said the disk jockey, Morton (Doc) Downey Jr., has been trying to attract listeners and improve his rating. But the commission, in a letter it made public, called the disk jockey's use of the station "irresponsible."

Mr. Downey had announced that by calling a certain telephone number listeners could reach a well-known team of recording stars. Actually the number was that of Charles K. Murdock Jr., an announcer for WQAM Miami.

Mr. Murdock complained that the calls harassed his wife, who was home alone and ill, that the disk jockey broadcast part of a phone conversation between Mr. Murdock and a third person, which had been recorded without Mr. Murdock's permission, and that Mr. Downey broadcast remarks that could be considered insulting to his wife.

'Popeye' popular in color too


King Features Syndicate reported last week more than \$1.5 million billings in renewals of its *Popeye* cartoons, now in a total of 138 markets. According to Al Brodax, director of TV, 26 of the stations which originally bought the cartoons in black-and-white have switched to color prints, noting that the cartoons also are reaching new audiences since first they were offered to stations five years ago. New sales reported last week were WPSD-TV Paducah and WLEX-TV Lexington, both Kentucky, and KHSL-TV Chico, Calif. The syndicator also has newly placed in distribution two radio programs, *Here's Heloise* and *Speaking of Your Health*, the latter in one-minute segments (BROADCASTING, July 19).

Special on midgets planned

Beacon Sports Network, Brookline, Mass., producers of athletic features for television and radio, will be covering the annual "Mighty Midget" auto championship this year. Under the supervision of the Northeastern Midget Auto Race Association, the race will take place at Oxford Plains Speedway in Maine.

Beacon Sports plans to have a 90-minute *Live & Lively* special ready for release by Labor Day weekend in September.

in Shorthand . . .



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To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1966 BROADCASTING YEARBOOK won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as THE authority for a multitude of facts about television and radio . . . dependable facts they can

translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1966 BROADCASTING YEARBOOK, packed with more data about the broadcast medium than ever before, will be delivered to subscribers in mid-December. Your message gets a big bonus of attention and long life at regular BROADCASTING rates. Today's the day to reserve a good spot for it.

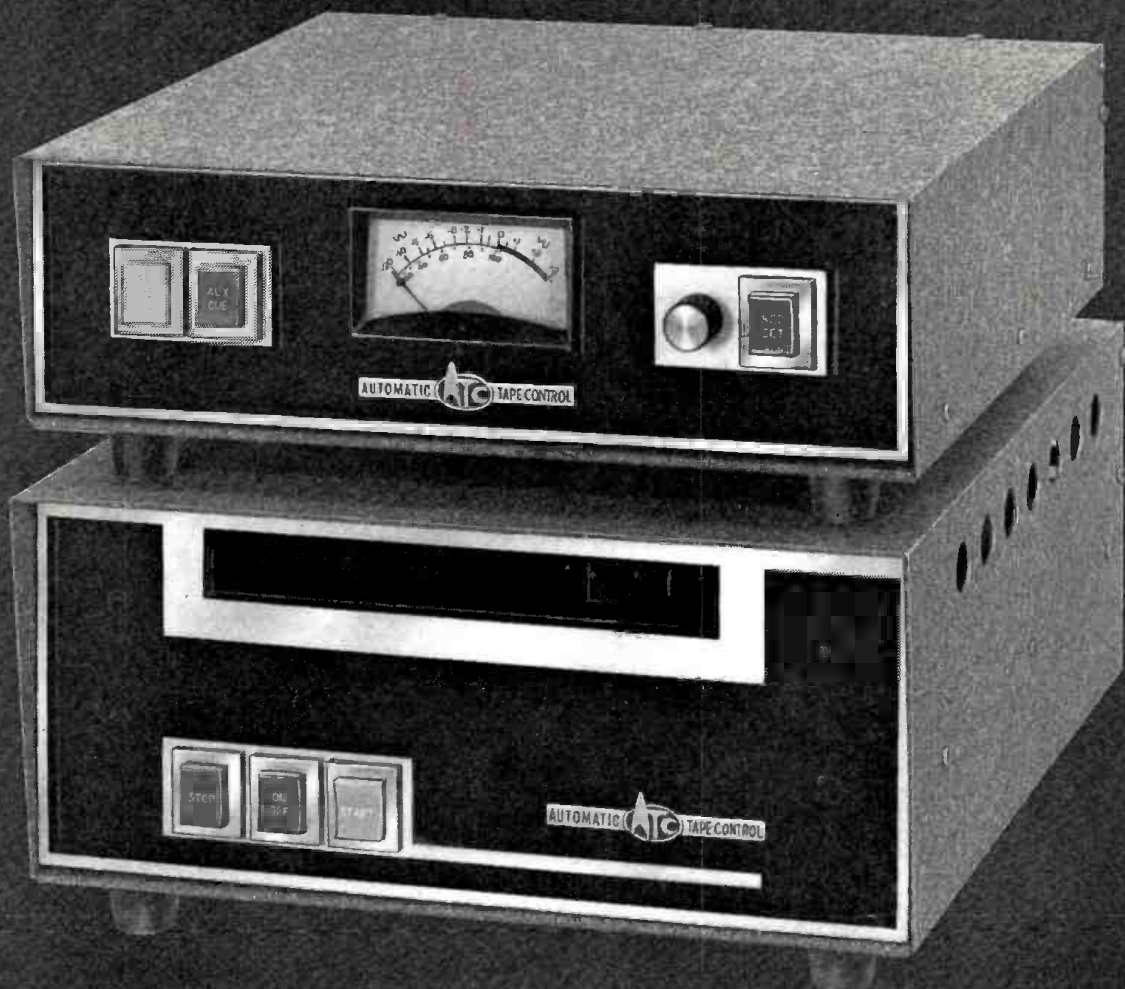
Deadlines? Sept. 21 if proofs are needed; Oct. 1, no proofs.

Broadcasting
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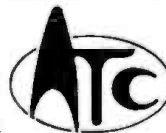
New work horse of broadcasting from ATC

The all new Criterion tape cartridge system has become the new standard of the broadcasting industry. In broadcast installations all over this country and abroad, the Criterion system is supplying reliable tape information around the clock, day after day, year in year out. The all new solid state Criterion series has been designed to give the broadcaster the After Delivery Economies which mean more profits through superior performance.



- Completely transistorized.
- New direct capstan drive, quiet solenoid, plug-in connections and modules.
- Choice of one, two, three-tone and stereo operation
- Available in slide-out rack mount or slim-line, slide-out desk console.
- Conforms completely with recently adopted NAB standards.

AUTOMATIC



TAPE CONTROL

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Bloomington, Illinois

Struggle for control of CATV hardware

Cable operators fear they may be forced off poles by phone companies moving in on their business

The pocketbook issue at the National Community Television Association convention in Denver last week was pole-line rights.

The subject was discussed at various public meetings and panels; it was the dominant topic in corridor conversations and private meetings.

At stake is the physical base of community television: the ownership of the lines and associated hardware that make up the CATV plant, with its emoluments under the present tax structure—depreciation and amortization to add to cash flow, capital gains in sales.

Poised to puncture this economic base are the telephone companies—both the Bell system and independents.

Both have begun filing tariffs with state public utilities commissions offering to supply the communications channels required to deliver TV signals from

headend on the mountain top to a householder's TV set. Some telephone companies, principally independent, have also moved into the CATV business, furnishing CATV services directly to subscribers. Mostly this has been through subsidiaries.

From the inception of CATV, the local operator's own equipment has been strung on telephone and other utility poles. The CATV operator has paid a modest sum for this privilege—up until the last few years about \$1.50 a year per pole. More recently this fee has climbed—to \$3 or more a year; with telephone spokesmen calling for sums up to \$10 per pole per year at this date.

In practice the increase in pole rentals has been matched by the addition of special charges—for each FM channel carried by the CATV system, for each

channel used for local originations, etc. (BROADCASTING, July 19, 12).

The purpose of these "restrictions," as CATV operators call them, is to force cable operators to lease facilities from the telephone companies, the CATV people say.

Action-Reaction ■ The parry offered by the CATV industry came last week at the Denver convention of the NCTA: Justice Department, litigation, legislation.

The federal moves commenced even before the convention. A communication signed by William Asip, Ameco, was submitted to FCC Commissioner Lee Loevinger early this month and was referred by him to the antitrust division of the Department of Justice. Mr. Loevinger is former chief of the Justice Department's antitrust division.

The Department of Justice acknowledged that it had received the complaint and that it is investigating.

The complaint charges that Bell telephone companies are violating a 1956 consent judgment signed by New Jersey Bell in a federal court. This decree forbids Bell to engage in any communications business that is not a common carrier function, according to the complaints. CATV is not a common carrier, they contend. The complaint also charges that other telephone companies are offering CATV circuits for lease and dragging their feet in pole rentals or renewals.

Board Resolution ■ As the convention opened on July 19, the NCTA board took cognizance of the intense worry of its members on the pole-line situation and passed a resolution charging that Bell system and other telephone firms might seriously impair the future development of CATV as an independently owned industry. Expressing deep concern over the offering by telephone companies to provide virtually the entire physical plant for CATV systems at public utility charges, the board stated:

"Many system owners and prospective system owners view this development as an outright entry into the CATV business by the telephone industry and assert that this, together with the telephone companies' ability to restrict or prohibit use of utility poles for privately owned community antennas, could sound the death knell to future CATV development outside the control of the telephone companies.

"The NCTA board of directors has directed the association's staff to develop immediately all available facts regarding the plans, policies and practices of various segments of the telephone industry regarding the tariff

EIA figures for four months

Production of black-and-white TV sets was off slightly for the first four months of the year while color set production rose 78% above figures for the same period of 1964. An increase of 94% in monthly production of color sets was registered over April of last year. Total set production climbed substantially with the boost from color output.

Distributor sales of black-and-white sets declined through April

but a significant increase in radio distributor sales yielded 807,078 more sets on the market this year.

FM set production rose during the period from 517,828 to 858,734 and an overall increase in radio production of nearly 2 million was registered.

Production and sales over the first four months of 1965, as reported by the Electronic Industries Association:

Period	SALES		Radio (Total)	Radio (With FM)
	Television (Monochrome)	(Color)		
Jan.-April 1965	2,428,720	3,386,290*
Jan.-April 1964	2,433,421	2,579,212*
	PRODUCTION			
Jan.-April 1965	2,666,491	682,178	7,615,667**	858,734
Jan.-April 1964	2,694,523	378,545	5,757,694**	517,828

*Excludes auto radios.

**Includes auto radios amounting to 3,393,675 in 1965 compared to 2,727,973 in 1964 thru April.

offerings, the availability to independent companies of pole-line attachment space contracts, the rate of such contracts when available, restrictive provisions therein impairing the opportunity of privately-owned systems to compete, and all other matters pertinent to the problem including plans for direct entry into CATV.

"All appropriate measures will be taken to prevent the development of a telephone monopoly in the manufacture, installation and operation of new CATV systems and to protect the integrity of existing CATV systems as independent businesses.

"It is the intention of this association to maintain close liaison with Bell system and other telephone companies in the interest of working out arrangements which will accommodate the legitimate interests of both groups and result in the best and most economical service to the public."

Jerseymen Object ■ On the same day, the New Jersey Community Television Association accused AT&T and New Jersey Bell Telephone Co. of "attempting to exercise monopoly control over the independent community antenna television industry."

The filing of a tariff by New Jersey Bell violates the 1956 consent judgment, J. Phil Franklin, Entron Inc., president of the association, said.

"The telephone company's so-called tariff offering," said Mr. Franklin, "puts the Bell system squarely in the community television business which the federal courts and the FCC have ruled is not a public utility or common carrier business and is therefore barred to the Bell system.

"The public utility commission's granting of Bell's petition would be contrary to the public interest. It would set up an arrangement whereby Bell would then be in a position, through its control over the use of utility poles for the attachment of cable and amplifying equipment, to monopolize and control community television service as well as the manufacturing and installation of community antenna equipment," Mr. Franklin said.

"This maneuver to get into community television through the back door of a leaseback arrangement," he said, "plus the Bell system's present power to assign or deny pole rental to community antenna television companies would enable the telephone titan to throttle free competition and to turn the community television small businessmen into puppets of the mighty Bell system.

"This is the most serious issue the community antenna television industry faces," Mr. Franklin said.

Basic Case ■ The New Jersey PUC hearing began early this month and is considered one of the bellwether telephone-CATV cases in the country. The

hearing is on New Jersey Bell's proposed tariff to furnish CATV communications facilities to CATV operators from headend to drop-off. New Jersey Bell testified first, acknowledging that it wants to become the middleman between CATV companies and the home viewer (BROADCASTING, July 5).

The pole line problem was a theme running through the remarks of several CATV speakers at the convention last week.

■ Frederick W. Ford, president of NCTA: "It appears," said Mr. Ford, "that the telephone industry has determined to use its power and the strategic position of its poles . . . to take over the community antenna television business."

■ Bruce Merrill, outgoing NCTA chairman: CATV will fight to maintain its "historic" right to put lines on utility poles, Mr. Merrill said.

■ E. Stratford Smith, Washington lawyer and special counsel for NCTA: "After 15 years, the telephone companies want in," said Mr. Smith. The pressure, he said, is through delay and refusals to renew or grant pole-line attachments. The basic question is whether CATV is a public utility. If it is decided that CATV is a utility, then the present industry is changed to one "in which the CATV operator will solicit customers and collect monthly charges—most of which he will turn over to the telephone company," Mr. Smith said.

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Bill Jones of Ameco (l) shows James Peterson, KFDA-TV Amarillo and KRIO McAllen, both Texas, a main line distributor amplifier.



H. M. Diambria, Westinghouse Broadcasting Co. CATV chief (c) looks over microwave relay gear, flanked by Collins salesmen Don Mehl (l) and W. H. Veerman (r).



Television veteran Paul Mowry (r), New York, observes new heterodyne receiver exhibited by Lenkhurt. He is aided by Bill Green, company representative.

Up-to-date CATV gear:

Cable operators and many of their broadcast brethren found CATV equipment approaching a level of sophistication that ranked some of the gear with standard broadcast equipment.

Throughout all the exhibits at the Denver convention of the National Community Television Association, the emphasis was on solid state devices which incorporate the latest developments in amplifiers, splitters and tapoffs.

Also on display, with more interest being shown than before, were the microwave relay manufacturers, showing equipment especially designed for the increasing number of CATV operators who are, or will be, bringing in distant signals to their communities.

And receiving more than the customary cursory inquiries were two exhibitors who displayed equipment for underground installation of cable systems.

One noteworthy advance that was evident in the exhibit area was the number of manufacturers showing line amplifiers cascaded in series. Jerrold Electronics Corp., Ameco



Viking chief engineer Donald Dworkin (l) explains a 12-channel output amplifier to James Y. Nishimura, Savannah TV Cable Co., Savannah, Ga.



CATV operator Harry Levin of Ilion, N. Y. (l), examines one of Jerrold's new Starline solid-state trunk amplifiers. He is being helped by salesman Joe Conowall.

Operators find new, useful industry hardware

and Kaiser Electronics featured this ability.

Featuring a solid state "up and down" converter was Entron Inc., Silver Spring, Md., which permits a single microwave system to multiplex two FM signals on one TV channel.

Jerrold Electronics showed its Starline series of solid state trunk amplifiers, capable of being cascaded up to a maximum of 50. It also showed for the first time its line of 4-inch high housing units containing amplifiers, automatic gain control unit and bridger, or any combination of these three devices. The Philadelphia manufacturer also featured for the first time solid state microwave relay equipment, and two new field strength meters.

Viking Cable Co. displayed its new solid state high level "Win-line" modular units, including main line amplifiers, with or without AGC, bridging amplifiers and line extenders. It also showed half-mile reels of seamless aluminum sheathed cable.

Splice Cover ■ One of the most interesting of the exhibits

was that shown by Sigma Industries Inc., Menlo Park, Calif. Anticipating the day of buried cable CATV systems, Sigma showed a plastic, thick wall, heat shrinkable splice cover that molds itself around connectors and cable for a tight-fitting seal.

Superior Cable Co., Hickory, N. C., showed a line of fiberglass housing for buried cable, each of them color coded.

CAS Manufacturing Co. showed a new directional "in-line" multiple tap, housed in a hermetically sealed, aluminum housing. It features variable isolation and has a minimum of 20 db isolation between drops.

Among the busiest of the booths were those of the tower fabricators and construction firms. Showing their wares at the NCTA convention were Andrews Tower Inc. and Fort Worth Tower, both Fort Worth, Tex.; Rohn Systems Inc., Peoria, Ill.; T.C.A. Tower Co., Mableton, Ga.; Utility Tower., Oklahoma City, and Video Towers, Fort Worth.

Specialities for linemen were shown by Hunt-Pierce Corp., Milford, Conn., and Jack Pruzan Co., Seattle, Wash.



Edward M. Whitney, Entron vice president for sales, shows one of his company's new solid-state 'up and down' converters to Stephen Vaughan (l) of the West Alabama TV Cable Co., Fayetteville, Ala.



Robert Clark, Vumore (l), is being shown CAS's distribution gear by Gary Chandler, company salesman.



A new headend is shown by Robert Jacobs of Dynair (l) to Carl J. Meyers, WGN-TV Chicago (c), and Edward E. Benham, Los Angeles consulting engineer and former engineering director of Subscription TV Inc.



Explaining Sigma's waterproof cable sleeves to George McClanathan, Meredith-Avco, is Signal's Dan Weagant (r.).

Support for UHF plan

NAB backs proposal for low-power TV's in small communities

The National Association of Broadcasters gave full support last week to an FCC rulemaking proposal which would establish a new class of low-powered TV stations designed for use in medium and small-sized communities.

The association, in comments filed Tuesday (July 20), said the proposal represents an extension of commission efforts made over the past few years, to provide additional free TV service tailored to local public needs.

It added that the current proposal would further this objective and best serve the public interest by balancing maximum local outlets with broad national coverage.

The commission's notice of rulemaking, issued early last month, would reserve channels 70 through 83 for a new class of stations with a maximum power of 10 kw and a maximum antenna height of 300 feet above average terrain (BROADCASTING, June 14, 7).

The notice also stipulates that no specific channels would be assigned in advance to any community but would be available upon specific application where the assignment would comply with minimum mileage-separation requirements. Only one commercial and one educational station would be authorized to a single city.

Also commenting on the rulemaking last week were the Electronic Industries Association, Jerrold Electronics Corp., the Georgia State Board of Education and Midwest Program for Airborne Instructional Television Inc. (MPATI).

EIA, while commending the commission on its proposal for more effective use of the UHF spectrum, intimated that the current rulemaking should be abandoned.

The association also expressed the belief, according to the EIA official, that the FCC should discard its month-old UHF allocations table and institute an up-to-date technical study surrounding the present mileage-separation requirements and electro-magnetic propagation characteristics upon which the table is based, including channels 70 to 83.

Both the Georgia State Board and Jerrold Electronics, on the other hand, endorsed the proposal. The board, in

offering a counter proposal, urged the commission to further divide the top 14 channels into a six-channel block (70-75) for commercial use, and a nine-channel block (76-83) reserved for educational use.

Jerrold, an equipment manufacturer and community antenna TV operator, urged the commission to include CATV owners among those eligible to be qualified applicants for the new community-type stations.

The company also asked that the commission liberalize its TV operator requirements to allow sharing of technical personnel for the new class stations and CATV systems, in the event the latter would be eligible to apply.

MPATI, which was recently granted a five-year authorization to operate its airborne instruction program in the Midwest on channels 72 and 76, urged the commission to provide for interference protection in that area in the event the current rulemaking proposal is adopted.

The Joint Council on Educational Broadcasting said the FCC action represents "a major blow to the cause of educational television and education generally."

The council took particular issue with the unsaturated nature of the table. JCEB said that the reservation policy so vital to educational broadcasting becomes meaningless in an unsaturated table.

The council expressed strong dissent to the commission's policy of restricting the number of educational assignments for major cities to two, while commercial interests are allocated as many as nine channels in the same metropolitan areas.

The National Association of Educational Broadcasters has also called for a saturated UHF plan (BROADCASTING, July 19).

In a separate action last week, the commission extended the July 20 deadline for filing comments on the new class of stations to Sept. 20, and advanced the reply deadline from Aug. 5 to Oct. 5.

Seeking the extension were the Association of Maximum Service Telecasters, the National Association of Educational Broadcasters and the Tri-State TV Translator Association.

Technical topics . . .

All-channel reception ■ Blonder-Tongue Laboratories, Newark, N. J., has announced a new line of color-approved UHF-VHF accessories for home distribution systems. Included are UHF antennas, amplifiers, couplers, splitters, wall and feed-through plates. B-T officials said the all-channel, color-approved reception system costs about 10% more than a VHF-only installa-

tion but "does a better job more easily."

Light weight ■ Microwave Associates, Burlington, Mass., has introduced solid-state television relay equipment for mobile applications. The MA-2 system can be set up anywhere with a nominal power consumption of 60 w using 110 volts ac, or 28 or 12 volts dc.

EIA seeks delay ■ Electronic Industries Association has asked the Senate communications subcommittee to delay action on legislation (S-1015) proposed by the FCC which would empower the commission to regulate the manufacturing of electronic and electrical devices which might cause interference to radio and TV reception. EIA Executive Vice President James D. Secrest said the committee ought to postpone action on the measure until the industry and the FCC can study interference problems and alternative methods of solving them. The committee held hearings on this bill, as well as five others, all requested by the FCC, but held the record open on S-1015 and another on common carrier interconnections.

Color coax ■ Jerrold Electronics announced it has begun delivery of its color coaxial TV antenna to General Electric under private label contract. Jerrold's color coaxial antenna uses shielded 75-ohm coaxial cable instead of the customary 300-ohm twin lead, and is said to reduce interference and weather effects.

Entron gets \$1 million N.J. CATV contract

Announcement of a \$1 million contract from Federal Electric Corp., a subsidiary of International Telephone & Telegraph Corp., New York, came last week at the National Community Television Association convention in Denver. Entron Inc., Silver Spring, Md., said it will supply equipment for a complex of CATV systems to be constructed by Federal Electric in New Jersey. The initial system to be built for Garden State Television Cable Corp. will serve 20,000 homes and probably be in service by early fall.

Entron is currently involved in construction worth over \$1 million on CATV systems in Bridgeton, N. J.; Dover, Del.; Jacksonville and Laurinburg, N. Y.; and Washington and Bridgeport, both Illinois, for Vincennes University. The firm said sales were up 15.7% to \$2,284,399 in the year ended June 30 from \$1,974,716 in 1964. Net income per share was 56 cents in the past fiscal year representing an increase of 24.4% over the previous period.

Group to defend free enterprise

Major TV owners form council to fight multiple-ownership restrictions; Ward Quaal will lead group

Another new broadcasting industry group—The Council for Television Development—came into being last week, its purpose to counter the FCC's restrictions on group ownership of major market television stations.

The major weapon: a broad program of research defending the free enter-

prise system of broadcasting, particularly the public benefits of group operations.

The other elected members of the

will function as ex-officio member of the research committee.

The research committee membership also includes the following: Dwight Martin, wdsu-TV New Orleans; Thomas J. Dougherty, Metromedia; Wrede Petersmeyer, Corinthian Broadcasting Corp.; D. L. Provost, Hearst Corp.; John E. McCoy, Storer Broadcasting; Arch Madsen, Bonneville International; Frederick Gilbert, Time-Life Broadcasting; Lawrence H. Rogers, Taft Broadcasting; Frank Gaither, Cox Broadcasting, and T. Ballard Morton, WAVE Inc. The committee is to meet Wednesday (July 28) at RKO General headquarters in New York to plan its strategy.

"The future development of all broadcast companies is seriously threatened by the pending proposals of the commission with respect to the multiple ownership of stations," Mr. Quaal said. "Our organization welcomes the participation of all television interests anxious to preserve and promote a dynamic and growing system of broadcasting by free and private enterprise," he added.



Mr. Quaal



Mr. Taft



Mr. Clipp

Montanans throw the book at NAB

A series of recommendations by the Montana Broadcasters Association board of directors takes the National Association of Broadcasters over the coals on: music licensing, community antenna TV, legislative action, super-power stations and copyright. In music licensing and CATV, the MBA resolutions call for NAB board members who have connections in either category not to vote on those subjects.

The MBA said the NAB "must take a more positive stand and must become directly involved . . . both financially and staff-wise" with the all-industry

research committee was established under the chairmanship of Hathaway Watson, RKO General, while W. Theodore Pierson of the Washington law firm of Pierson, Ball & Dowd, was appointed to serve as counsel to the executive committee. Mr. Pierson also

the council's executive committee included George Storer Sr., Storer Broadcasting; John S. Hayes, Washington Post-Newsweek Stations; Charles Crutchfield, Jefferson Standard Broadcasting Co.; William Grant, Metropolitan Television Co.; Jack Harris, Houston Post Stations, and Richard C. Block, Kaiser Industries.

Virtually every major group owner was represented at the meeting held Tuesday (July 20) and part of Wednesday (July 21) at WGN-TV Chicago. Invited but not present was Westinghouse Broadcasting Co. The networks as group owners were not invited. Last week's meeting was the second, an exploratory session having been held in January in Miami.

Although last week's session was chiefly of an organizational nature, it appeared the consensus was that the commission's new restrictions would hinder the full development of a competitive television industry and would result in greater concentration of control as well as less diversification of program sources.

Quaal to Head Group ■ Ward L.

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committees working on music licensing agreements. The resolution adds that "NAB board members holding music copyrights or representing firms engaged in the manufacture or recording of phonograph records [should] be asked to refrain from voting when matters concerning music copyright are before the NAB board."

Acknowledging CATV as one of the "most important issues" of the day, MBA requests the NAB board members "holding franchises or applications for franchises or interest in CATV franchises or representing firms holding franchises or applications for franchises" not to vote on "policies, matters or decisions" regarding CATV.

In the area of legislation and regulation, MBA said NAB should "cease operating as a defensive organization only and make an annual statement of purpose with clearly defined goals and a definite and aggressive plan of action each year. And that it initiate legislation and regulation beneficial to broadcasters rather than constantly being in a position of defending against legislation and regulations which are not in the best interest of broadcasting." Areas cited by the MBA board for NAB to take "a positive step forward for broadcasters" by seeking limitation or removal of effective or proposed FCC

rules are: fairness doctrine, public inspection of records and "exorbitant filing fees." It added that one of the first items for small-market TV stations should be gaining permission for remote control.

MBA said super-power stations are not in the public interest and said the NAB's "milk toast approach" should be changed into one that is "affirmatively and aggressively" against such stations. "The NAB must protect its broad membership through an aggressive battle to do away with any possibility of super-power giants," it added.

The composition of the "NAB-appointed copyright committee" was attacked by MBA as a "farce" because three of the five members represent networks "with vested interests in the recording business and the broadcaster has a minority voice on the committee." MBA recommended changing the committee to afford better representation of broadcast stations.

WBRT's license reactivated

The FCC last week rescinded a May 12 order which dismissed the license renewal application of WBRT Bardstown, Ky. Instead it imposed a \$1,000 fine. The licensee, Lawrence W. Adams,

was to be denied license renewal for failing to make annual reports and other material for over a four-year period, the commission said.

The station was to cease operation on July 21. The commission added that the WBRT renewal application will be held in a deferred status until technical problems are solved.

NANA rebuts critics of its TV poll

The North American Newspaper Alliance replied last week to industry critics of its polls on public attitudes toward television, and claimed its efforts are designed to help TV.

In an interview published in the July-August issue of *The Viewer*, a newsletter of the National Audience Board, and in a letter sent to the Television Information Office, John Osenko, NANA's executive vice president, pointed out that NANA critics had set up a "straw man" and "then proceeded to attack it vigorously."

He said NANA had acknowledged in the first of its reports on TV last February that its polls were not a national cross-section of all TV viewers. He added that NANA had stressed that its answers were coming from the more adult and sophisticated viewer-reader, and added:

"We proceed to formulate questions that would elicit spontaneous responses—written as well as statistical—that might actually serve as a bellwether for the TV industry in some of its nervewracking decisions in connection with the 1965-66 season. The responses to questions about commercials hold valuable clues for TV advertisers, we feel."

NANA's polls have been running in approximately 40 newspapers. Several months ago one poll claimed there was a growing disenchantment with TV among more "highly educated viewers." TIO challenged the authenticity of the poll as well as another by Louis Harris, which turned up findings similar to those by NANA (BROADCASTING, June 21).

TIO contended at the time that better educated households are watching television increasingly. It referred to an A. C. Nielsen report that for the first three months of 1965, these viewers set a record of six hours, 21 minutes per home, per day.

Distant Drums ■ In contrast to these figures, Mr. Osenko said, are the "distant drums which the newspaper poll is catching." He said he had offered NANA material to the networks which NBC, for one, had "turned down." (NBC rejected the offer because it said it had "no confidence" in the NANA project which it called

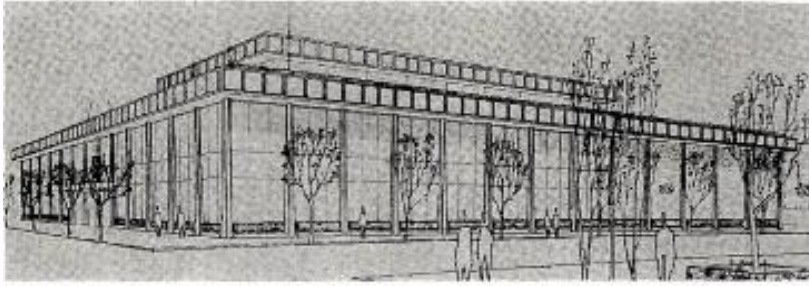
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--	--

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thou-

sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1966 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!

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WHAS-AM-TV to get new building

Construction of a new \$4.5 million studio and office building for WHAS-AM-TV Louisville, Ky., has been announced by Barry Bingham Sr., president of the stations. Work begins in the fall and should be completed after 18 months.

Designed by the architectural firm of Louis and Henry, Louisville, the building provides for FM facilities since WHAS has applied for such with

the FCC. It will also double the station's present TV studio facilities and add local, color studio origination to network and film color.

The new structure represents the third major step in program expansion for WHAS. In 1964 it installed a new radio transmitter and last April WHAS-TV began transmitting from its 1,949-foot tower at Floyds Knobs, Ind.

"biased" and "highly misleading.")

Mr. Osenenko said he believed the industry could benefit from the survey results. He pointed out that the results of the poll showed, among other things for example, that some programs cancelled still have an audience; soap operas rate low in the drama category; stars should not do commercials, and viewers don't want government interference in TV.

Duluth applicants have merger plan

The FCC review board last week was asked to approve an agreement eliminating the necessity of lengthy comparative hearings among the three applicants for a new TV station, on channel 10 in Duluth, Minn., and could result in the station being activated by early 1966. The parties are Northland TV Corp. (formerly WMT-TV Inc.), Central Minnesota Television Co. and Channel 10 Inc.

Central and Northland are seeking dismissal of their applications and a grant to Channel 10 Inc. Following this, Channel 10 Inc. and Northland would merge into a new company, Channel 10.

Channel 10 Inc. stockholders would retain 53% of the new organization, and Northland's stockholders would have the option to acquire the remaining 47% interest. Central, which would have no interest in the new company, would be reimbursed up to \$10,000 for expenses in processing its application.

Overmyer looks for New York staff

The Overmyer Communications Co., which is aiming to place seven UHF TV stations on the air over the next two years, has earmarked \$10 million to cover land acquisition, construction, broadcast equipment, engineering, research and personnel requirements for the undertaking.

OCC's financial commitment and current planning were outlined last week by Robert F. Adams, executive vice president, in a progress report on the company's activities. He said corporations for each of the seven stations already have been established and engineering evaluations and planning are proceeding.

Mr. Adams said OCC now is processing applications for top-level posts to be filled at headquarters in New York. The company is seeking a financial executive to coordinate all finances and budgeting for the TV stations; a chief engineer; a national sales manager; a national research and sales development manager; a national program manager, and an executive assistant.

Construction permits have been approved by the FCC for WDHO(TV) Toledo, Ohio, WATL(TV) Atlanta and WNOP(TV) Newport, Ky.-Cincinnati, according to Mr. Adams. Applications are before the FCC for approval of the transfer of construction permits to



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OCC for KBAY(TV) San Francisco and WAND(TV) Pittsburgh. In addition, OCC has made applications for channel 29 in Dallas and channel 17 in Rosenberg-Houston.

Mr. Adams reported that costs to place stations on the air will vary from \$1.2 million to \$1.5 million each, depending on equipment required.

KVTV(TV) sold, WTVH(TV) sale OK'd

The sale of KVTV(TV) Sioux City, Iowa, from Peoples Broadcasting Corp. to Forward of Iowa Inc., for \$3.5 million was announced last Thursday (July 22).

Peoples Broadcasting acquired the Sioux City TV station in 1957 for \$3 million. KVTV has been in operation on channel 9 for 12 years and is affiliated with CBS-TV.

The Nationwide Mutual Insurance Co. is the major stockholder in Peoples Broadcasting which also owns WRFD-AM-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland, and WNAX Yankton, S. D. Forward of Iowa Inc. is a wholly owned subsidiary of The Wisconsin Valley Television Corp.

NCTA's growth

The heady pace of community antenna TV development was cited last week by NCTA President Frederick W. Ford in his address to the NCTA convention in Denver.

When he assumed office on Jan. 1, he said, association members numbered 483 systems in operation plus 44 systems under construction. Latest membership tally (July 1) indicates 565 operating systems and 77 under construction.

Generally accepted figures estimate a total of 1,600 CATV's currently operating across the country with a similar number (some estimates range as high as 2,000) systems in either application or construction stage.

which owns WMTV(TV) Madison, and WSAU-AM-FM-TV Wausau, both Wisconsin. Wisconsin Valley TV is owned by five Wisconsin newspapers: *Wausau Record Herald*, *Wisconsin Rapids Trib-*

une, *Marshfield News Herald*, *Rhinelander News* and the *Merrill Herald*. Charles Lemke is an individual stockholder with 27% interest. The *Rapids Tribune* is owned by Wisconsin Rapids Tribune Co., owner of KFHR-AM-FM Wisconsin Rapids.

The KVTV sale is subject to FCC approval. KVTV telecasts on channel 9 with 288 kw visual and 144 kw aural.

The FCC also last week approved the sale of WTVH(TV) Peoria, Ill., from Metromedia Inc. to Twelve-Ninety Radio Corp., owned by the *Kankakee* (Ill.) *Daily Journal* Co., for \$2.2 million. Byrrell L. and Len Small are majority stockholders of the *Kankakee Daily Journal* with 42.47% each.

Kankakee Journal owns WIRE Indianapolis; WKAN Kankakee; WQUA Moline, Ill., and a community antenna subsidiary, Kankakee TV Cable Co. Twelve-Ninety owns WIRL Peoria.

Changing hands

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

■ KVTV(TV) Sioux City, Iowa: Sold by Peoples Broadcasting Corp. to Forward of Iowa Inc., owned by the Wisconsin Valley Television Corp. for \$3.5 million. (see this page).

■ KXIV Phoenix: Sold by Edward J. Churchill to Dick Van Dyke and Byron Paul, for about \$750,000. Mr. Van Dyke is TV and movie personality. Mr. Paul is Mr. Van Dyke's manager. KXIV broadcasts on 1400 kc with 1 kw day and 250 w night.

■ KFMW(FM) San Bernardino, Calif.: Sold by Rogan Jones and David Mintz to Frederick Cote and Chester Coleman, for \$50,000. Messrs. Cote and Coleman are employed in Los Angeles radio. KFMW broadcasts on 99.9 mc with 31 kw. Broker: Wilt Gunzendorfer & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 88).*

■ WTVH(TV) Peoria, Ill.: Sold by Metromedia Inc. to Twelve Ninety Radio Corp., owned by Kankakee Daily Journal Co. (see this page).

■ WISA-AM-FM Isabela, P. R.: Sold by Sergio Martinez, Gualberto Martinez and Gloria Maria Machado to Luis Alan Mejia, for \$205,000. Mr. Mejia had minority interest in WIAC-AM-FM San Juan, P. R. WISA broadcasts on 1390 kc with 1 kw day and 500 w night and WISA-FM is on 101.5 mc with 3.4 kw.

■ WFAU-AM-FM Augusta, Me.: Sold by Faust Couture and associates to Har-

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old L. Vigue, Norman G. Gallant, Joseph R. Roy and Paul F. McClay, for \$164,551. Mr. Gallant is general manager of WFAU-AM-FM. Messrs. Vigue and McClay are employed at WTVL Waterville, Me. Mr. Roy is engineer at WCOU-AM-FM Lewiston, Me. WFAU is on 1340 kc with 1 kw day and 250 w night and WFAU-FM is on 101.3 mc with 4.8 kw.

▪ WCOU-AM-FM Lewiston, Me.: Sold by Faust Couture and associates to John C. Libby and Harry Ferguson Jr., for \$183,057. Mr. Libby has interest in WFAU-AM-FM Augusta. WCOU broadcasts on 1240 kc with 1 kw day and 250 w night and WCOU-FM is on 93.9 mc with 13 kw.

New TV stations

As of July 22 there were 124 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 73 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

▪ WTWO(TV) Terre Haute, Ind., (ch. 2) Illiana Telecasting Corp., permittee, last week announced that Peters, Griffin, Woodward Inc., New York, will be its national representative. The announcement was made by J. T. Gelder Jr., executive vice president and general manager of the station, and Lloyd Griffin, president-TV of PGW Inc. Wtwo plans to go on the air Sept. 1 with 100 kw visual and 19.5 kw aural. Mr. Gelder also said that construction of the station's 954-foot tower was complete. Channel 2 in Terre Haute will be a primary NBC affiliate and will carry some ABC programs. Station executives include J. R. Livesay, president; Robert B. Beall, commercial manager; Bill Evans, operations manager, and Nile Hunt, chief engineer.

▪ WHTV(TV) Syracuse, N.Y., (ch. 43) Educational Television Council of Central New York, permittee, has received permission of WNYS-TV Syracuse, Channel 9 Syracuse Inc., licensee, to mount its proposed antenna atop the WNYS-TV tower. Agreement was signed by T. Frank Dolan, treasurer and vice president of WNYS-TV and John G. MacAllister of the ETV council. Also included is a WNYS-TV contribution of land for the ETV transmitter subject to the approval of the town of Pompey, N. Y. The ETV council is presently seeking FCC approval to broadcast on channel 24. The ETV group is also receiving legal, engineering and other services from WNYS-TV, WSYR and WHEN all Syracuse.

▪ WNYE-TV New York, (ch. 25), New York City Board of Education, permittee, last week awarded a \$400,000 contract to RCA for cameras, tape recorders and other equipment. The

new equipment will be installed during the summer and fall. James F. MacAndrew, director of broadcasting for the board, said WNYE-TV will offer programs for school viewing by pupils in kindergarten to the 12th grade as well as providing in-service teacher training.

New Yorkers explore market data, CATV

Broadcasters were urged last week by Stephen Dietz, executive vice president of Kenyon & Eckhardt, to provide advertising agencies with more detailed information on their TV-radio stations' audience compositions and on the relationship of this data to advertisers' requirements.

He told the New York State Broadcasters Association executive conference in Cooperstown last week that pinpointed information is required more than ever before with the segmentation of the broadcast media (radio, TV, FM radio, color TV, UHF, stereophonic broadcasting, all-talk radio, all-news stations).

The relationship between the national representative and the station was

explored by Arthur H. McCoy, president of Communications Honolulu Ltd. (KONA[TV] Honolulu) with particular emphasis on what a broadcaster may realistically expect from his rep. Mr. McCoy pointed out to broadcasters at the two-day session (July 19-20) that small market stations, particularly those in radio, can expect only slight support from a representative, but he outlined some suggestions that could strengthen the relationship. Mr. McCoy, until recently was president of the John Blair rep firm.

CATV Comments ■ A debate on the pros and cons of community antenna television featured James O. Marlowe, assistant to the president of WWLP(TV) Springfield, Mass., and William V. Rothrum, vice president of Newhouse Broadcasting Corp., whose company operates seven CATV systems.

Mr. Marlowe challenged sharply the practice of CATV operators who carry a TV program without regard to its origination, copyright protection or program ownership.

Mr. Rothrum asserted that CATV cannot be regulated out of business. The FCC, he said, is attempting to assert jurisdiction, but asked: "Can they legally?" He asserted that the public is demanding CATV and "they're going to have it."

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FCC hints it may have to reduce facilities of New York O&O's

The 25-year-old 770 kc case is headed for the U.S. Supreme Court if the U.S. Court of Appeals' latest decision in the matter means what the FCC thinks it does.

The case involves the FCC's decision to permit Albuquerque, N. M., to operate on the frequency as a class I-B station—and ABC's battle to maintain the frequency as an inviolate clear channel for its key radio network station, WABC New York.

The U.S. Court of Appeals sent the case back to the commission in February in an opinion that, the commission said last week, appears to limit the commission's options (BROADCASTING, March 1). The commission said it might have no choice but to require all network stations in New York to be

duplicated by class I-B stations, in order to treat them all equally.

The commission said it would seek a clarification from the appeals court. And if the court's decision does raise questions "warranting Supreme Court review," an appeal to the high court will be pressed. The commission has already filed a request for review, conditioned on the clarification provided by the appeals court.

The commission, in a 1963 decision, held that, in view of the needs of the Southwest for radio service, KOB should be permitted to operate as a class I-B station on 770 kc. This would make both KOB and WABC I-B stations, with each required to protect the other's signal at night. The commission's decision in the clear-channel proceeding in 1961 provided for two I-B's on 770 kc.

ABC Appeals ■ ABC appealed both the 1963 decision and that part of the clear-channel order affecting 770 kc. The network argued that it would be placed at a disadvantage with respect to CBS and NBC, both of which have New York stations operating on clear channels.

The CBS frequency (880 kc) is to be occupied by a new II-A station in Wyoming under the action in the clear-channel proceeding, and NBC's fre-

quency (660) has long been occupied by a class II station. Class II stations, however, are required to protect the dominant station at night.

The court held that the commission must provide comparatively equal channel facilities to the radio networks in New York unless "compelling public interest reasons" exist for unequal treatment. The court rejected the commission's argument that such a showing had been made.

The court directed the commission to reopen the case to determine whether class II operation by KOB would meet the needs of the Albuquerque area. The court also instructed the commission to give ABC a hearing on whether the frequencies occupied by the New York stations of CBS and NBC should accommodate two I-B stations, "to the end that comparatively equal channel facilities may be provided for . . . the three networks in the manner most favorable to the public interest."

Case Reopened ■ The commission, accordingly, reopened the record last week to provide for the reception of updated data regarding the needs of the Albuquerque area. But it added that if it finds the needs to be unchanged, "as appears likely," it must be free to determine "whether the factor of flagship station equality" is outweighed by other public interest considerations.

The hearing will constitute an in-depth examination of the potential effect on ABC of class I-B operation by WABC, in view of the class I-A operations of WCBS and WNBC.

The commission also invited ABC to file suggestions as to other channels on which KOB might operate as a class I-B station, in the event a further hearing on an alternative channel is required.

But before proceeding with the hearing, the commission said it wants clarification of the court's order, which it said is ambiguous as to the course the commission would be required to follow in the event the Albuquerque area was still considered to need class I-B service.

The commission also said it wants to know whether equality of network facilities "is required per se without regard to any effect on the network's service to the public or ability to compete with other networks."

May Raise Questions ■ If the court's order does "more than require the commission to conduct the proposed proceedings," the commission said, "it raises important questions warranting Supreme Court review."

The case, which has been before the court three times, began in 1941, when the then WJZ New York (now WABC) was shifted from 760 kc to 770 kc as a class I-A clear channel station, and KOB was moved from 1180 to 770 kc with 50 kw on a temporary basis. The

Senate OK's Marks's USIA appointment

The director-designate of the U. S. Information Agency, Washington communications attorney Leonard Marks, was approved Tuesday (July 20) by the Senate Foreign Relations Committee amid warm congressional praise. Confirmation by the Senate itself followed on Wednesday (July 21) by unanimous voice vote.

Mr. Marks listed his long experience in broadcasting, his service as a director of the Communications Satellite Corp. and his contacts with other information media as qualifying him for the post. He said he believed that "the United States has a way of life that speaks for itself. We should extol but we must tell the truth." He cited as a major difficulty presenting an accurate picture of this way of life without distorting the news to do so. Educational television to reach people in underdeveloped areas and communications satellites to "bring communications to remote parts of the world" are among his ideas for improving USIA service. (Mr. Marks has been active in U. S. ETV circles; is on board of

National Association of Educational Broadcasters.)

The native Pittsburgher received bipartisan support from his home state's senators, Joseph S. Clark (D-Pa.) and Hugh Scott (R-Pa.). Several congressmen have praised Mr. Marks' nomination, including Senator Vance Hartke (D-Ind.), who said in the course of a long and complimentary speech that he "comes well equipped to carry out his new responsibilities." Senator Hartke concluded: "I would like to commend President Johnson for his nomination and congratulate the country on the appointment."

In response to questions, Mr. Marks told the senators that he has disposed of all his communications stocks except for a "minor interest in a little radio property" and the stock he and his wife, Dorothy, hold in the North American Newspaper Alliance. He doubted that either would constitute a conflict of interest and observed that they might be difficult to dispose of, but promised to try.

moves resulted from the deletion of 760 kc and 1180 kc as U.S. channels under terms of the North American Regional Broadcasting Agreement. ABC has been trying to have KOB ejected from 770 kc.

Commissioner Lee Loevinger dissented to that part of the commission order seeking clarification of the appeals court's order and the contingent appeal to the Supreme Court. He said the court of appeals simply wants the commission to "face squarely" the issue of whether ABC is entitled to have a New York station the technical equal of those of the competing networks.

The commission, he said, has never faced this question and has, instead, treated the case "as though it were simply a matter of technical interference and conflicting claims between two local or regional stations."

Community activity urged at Idaho meet

Activity of the broadcaster in community service, promotion and news at the local level were stressed at last week's (July 18-20) annual convention of the Idaho Broadcasters Association in Boise. Broadcasters also heard a plan for progressive community antenna regulation.

▪ Vincent Wasilewski, president of the National Association of Broadcasters, said a station that becomes a moving force in the community does not have to worry about "being shoved aside by satellite transmission, CATV, pay TV or any other development because you will be so necessary to that local community that its citizens will not permit it."

▪ Maurie Webster, vice president and general manager of CBS Radio Spot Sales, said favorable publicity at the local level can be achieved by "sponsoring community events, editorializing effectively, demonstrating civic leadership, introducing imaginative programs. . . ."

▪ Theodore F. Koop, vice president of CBS, Washington, discussed the forthcoming report of the All-Media Freedom of Information Committee, which he heads, on standards for mass coverage of news events. He said the report will be available on Aug. 7.

▪ FCC Commissioner Lee Loevinger said broadcasters and government officials should work together and adopt a progressive attitude toward expansion of TV and regulation of CATV's.

Mr. Wasilewski said it is "no secret that the real political muscle does not originate in Washington; it is developed in hometowns, counties and cities from which our national representatives

Microwave grants cause talk at NCTA

A little-publicized FCC grant of microwave applications to American TV Relay Inc. caused considerable talk among those attending the National Community Television Association convention in Denver last week. The reason for the talk—the distances involved.

American TV (formerly Antenna-Television Services Co.) was authorized to transmit the programs of four Los Angeles stations to community antenna television systems in Farmington and Silver City, both New Mexico—distances, respectively, of 600 and 575 miles.

CATV operators in Denver saw

in the action a possible hint of commission thinking about the so-called leapfrogging question — that is, whether CATV's should be permitted to carry distant stations in preference to those of outlets that are closer.

However, the action was a routine one, taken by the staff, under delegated authority. And the grants do not set a record for distance. Western Microwave, a common carrier operating in the mountain states, has relayed the signals of Salt Lake City TV stations to CATV's near the Canadian border in Montana, a distance of some 700 miles, since 1960.

come."

Referring to CATV's that desire to bring in distant stations, and the possibility of satellite-to-home transmissions, the NAB president said the decision to have stations serve cities, towns and areas will remain valid "only if local stations make real and meaningful contributions to the community inter-

est" and the audience "must be convinced of that contribution."

Commissioner Loevinger repeated his eight-point program providing for an "expanding future for television" and a "progressive and expansive program for regulation of CATV's" that he described in Denver last month (BROADCASTING, June 14).



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Harris cries: Stop 'bickering'

At NCTA meet, he calls for
end of arguments; criticizes
FCC 'piecemeal' regulation

Representative Oren Harris (D-Ark.) urged broadcasters and CATV operators to compromise their differences and agree on basics to help Congress establish fair legislation governing the FCC's authority over CATV.

Speaking at the opening luncheon at the National Community Television Association convention (July 19), the House Commerce Committee called on broadcasters and cable operators to "get together and not have all this bickering back and forth."

In the course of his talk, which disappointed some members in his audience (who had expected him to announce new negotiations between broadcasters and CATV'ers), Mr. Harris chided broadcasters who are "fearful and even resentful" of CATV.

"They have attempted to enlist the aid of governmental bodies in the competitive struggle that is going on in the communications marketplace," he said.

But, he warned in discussing freedom

of choice of TV programs for the public: "This freedom of choice under no circumstances should lead to the demise of local broadcasters . . . nor undermine . . . policies which the commission adopted when it assigned frequencies for television throughout our land."

Scarcity of channels, he added, is one of the fundamental problems in the CATV-broadcaster controversy. Mr. Harris said he sees the FCC and broadcasters finding new methods, boosters, translators and others, to give to most Americans "an adequate free choice among available television."

And, he added to applause, "CATV should and will play an important role in achieving this objective."

FCC Partial ■ Although the FCC claims it has jurisdiction to regulate CATV, Mr. Harris said he does not believe the commission now does have the authority, and certainly not the power to pre-empt state and local laws.

It is incumbent upon Congress, the Arkansas Democrat said, to lay down a policy governing the FCC's determination of how cable systems should operate in relation to other segments of the communications industry, including, he emphasized, broadcasters and common carriers. The latter, is assumed to be a reference to the problems of CATV operators and telephone companies.

Criticizing the FCC for its "piecemeal" approach to regulation, Mr. Harris suggested that the FCC's bias against CATV may come from "overrepresenten-

tation by the 'ins'," which result, he said, in FCC rules and decisions reflecting the "fears and resentments of the 'ins' against the 'outs'."

N.D. stations form broadcasting job corps

Community service is many things. Among others, community service can be a locally organized job corps aimed at introducing youth to constructive employment. North Dakota Broadcasting Co. (KXGO-AM-FM Fargo, and KXJB-TV Valley City, both North Dakota) has organized a summer program to familiarize area teen-agers with the broadcasting industry, and particularly broadcast sales. At company expense 20 selected trainees from 10 communities in North Dakota and Minnesota went to Fargo for two days to be lectured intensively on radio-TV facilities and sales techniques.

Under the guidance of general operations manager, Constance Blackstead, the students returned to their communities as apprentice broadcast salesmen retained on a standard commission basis.

Fines for three stations

The FCC last week notified three AM licensees of their liability for total of \$1,850 in forfeiture for rule violations.

KAPI Pueblo, Colo., was fined \$750 for failure to employ a full-time first-class operator or to contract the services of a part-time operator. Centennial Radio Corp., KAPI licensee, was also cited for failure to file an annual financial report for both 1963 and 1964.

K700 Henderson, Nev., was fined \$750, the FCC said, for failure to identify a sponsor and nine other violations including operations and logging. K700 Broadcasting Inc. is the licensee.

KALO Little Rock, Ark., also received commission notice to pay a fine of \$350. The FCC said the licensee, Glen Harmon Corp., permitted the broadcast of teaser commercials for 15 days last February. The broadcasts were aired 300 times during that period the commission added. Each licensee has 30 days to contest or pay the fine.

FCC after WEKY's license

The FCC last week told Tinker Inc., licensee of WEKY Richmond, Ky., to show cause why its license should not be revoked. The order was issued for what the commission said was an unauthorized transfer of control, failure to report stock transactions and other violations, including double billing.

Raters plead for CATV information

Two audience measurement experts last week told community antenna TV operators how they fouled up the ratings services and pleaded with them to help alleviate the mess by furnishing needed information.

George W. Dick, president, American Research Bureau, Beltsville, Md., and George Blechta, vice president, Media Research Division, A. C. Nielsen Co., New York, had generally the same thoughts on the CATV subscriber: that he is a heavier viewer than a non-CATV viewer.

They were also in accord on the problems arising from: two or more stations carrying the same network program on a system; converting channel numbers, which although done generally to overcome interference due to radiation in the air and the received channel, causes added work among researchers who have to figure out which channel is which, and nonduplication agree-

ments, which could result in off-air signals being shuffled on the CATV system so that the researchers aren't sure just which program the viewer was watching on channel X.

Messrs. Dick and Blechta said their firms had instituted controls in these areas, but asked for the CATV operators to furnish more detailed information to make the job less complex and more thorough.

Mr. Dick went another step. If CATV has to pay copyright, or pay stations for carriage, he asked, wouldn't it be better to pay on the basis of actual delivery rather than payment simply because the program is carried, regardless of how many watch. And, he added, "suppose your services are extended into the area of program origination and you become sellers of broadcast time." Then he said, the CATV's need for research becomes "as critical as the present broadcasters."

Is Simon out to get ABC?

Denies plan to take over, but some Wall Street analysts doubt him

Continued buying of American Broadcasting Companies stock by financier Norton Simon has revived speculation that the multimillionaire industrialist will make an all-out effort to gain representation on the ABC board and, perhaps, eventually make a bid for control of the company.

ABC and Mr. Simon, now the company's largest single shareholder with 400,000 shares, or 9%, were keeping their own counsel last week with regard to the possibility that Mr. Simon would once again seek a voice in the affairs of the company.

Most Wall Street analysts questioned by BROADCASTING thought it doubtful that Mr. Simon is interested in ABC only as an attractive investment.

A high ABC official said Mr. Simon had not recently asked for board representation, meaning not since a year ago when the company had put a temporary end to his board membership ambitions by abolishing a cumulative voting procedure for directors. This means that if it comes to a proxy fight, a board candidate would need the support of 51% of voting stock to gain a seat.

Over one year ago it was understood Mr. Simon owned about 200,000 shares of ABC. His holdings are through Hunt Foods & Industries, of which he's the largest single shareholder, and McCall Corp., itself 30% owned by Hunt Foods. Mr. Simon sits on the finance committee of both Hunt Foods and McCall.

More Than Board ■ His 400,000 shares of ABC give him a greater share of the company than is held by all of ABC's current board members combined. Present board members own a total of 115,796 shares. Even when the 226,223 shares of the Edward J. Noble Foundation (controlled by ABC board members) are included, Mr. Simon still has personal control of more shares than all directors combined.

ABC director Alger Chapman is executive director and a trustee of the Noble foundation and Robert H. Hinckley, another ABC board member, is also trustee of the Noble shares.

One report last week suggested that

Mr. Simon was negotiating to acquire the Noble foundation interest. Mr. Hinckley said he had no intention of advising the foundation to sell its ABC stock, or for that matter, of selling his own. He expressed confidence in present management "on the basis of its great performance." Mr. Hinckley has been intimately identified with ABC since its original acquisition from NBC by the late Mr. Noble, a close associate. He personally owns a substantial number of ABC shows.

It was reported from one source close to ABC that Mr. Simon had expressed a tentative interest in Noble foundation shares two years ago but that no recent overtures have been made.

Mr. Simon praised ABC's management last week, suggested that the company's affairs were running favorably, but was careful to add that things could change.

Wall Street analysts who doubted Mr. Simon would settle for less than eventual board membership pointed to his activities in other companies. In the words of one analyst: "He moves in quietly and then all hell breaks loose."

The Simon Pattern ■ Several pointed to the pattern he displayed in gaining control of Wheeling Steel. He's now board chairman of that company with approximately 10% of its stock. After initial small purchases of Wheeling stock in 1962 he gradually built his holdings to 7% of the company and asked for board representation, holding the threat of a special meeting of shareholders over management's head. He won his board seat, got other representatives onto the Wheeling board and eventually became chairman.

Some Wall Street observers thought Mr. Simon would be willing to remain outside of ABC affairs if the company continues its present rate of growth. Last week ABC reported record six-month earnings (see story this page).

The Ratings ■ Several analysts mentioned the importance of the ratings for ABC-TV programs in the future attitude of Mr. Simon toward ABC. One said: "I don't think Simon will move before the fall ratings." If the ratings take a tumble, he said, Mr. Simon might go into the open market and do more buying or even make an open tender for ABC shares.

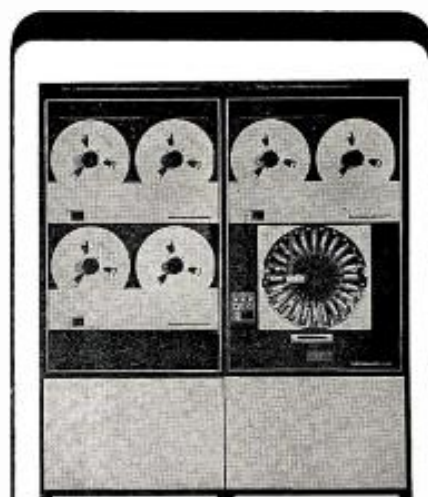
ABC stock was trading around \$55 last week, making the paper value of Mr. Simon's McCall-Hunt holdings approximately \$22 million. At the \$55 price it would take an investment of \$127 million to gain 51% control of the company, \$105 million more than Mr. Simon's present paper holding.

ABC earnings continue climb

Coming season TV business at highest for this time of year

American Broadcasting Companies Inc. last week said the firm reached record earnings during the second quarter and first half of the current fiscal year. Estimated earnings from operations during the second quarter exceeded those of last year by \$920,000 during the same period. Net earnings, with capital gains, during the first half of 1965 exceeded those during the first half of last year by \$2.23 million.

ABC said that TV network sales for the coming season are at the highest level ever for this time of year, adding that they are ahead more substantially and on a firmer price basis than last year. The reason for this stabilization



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Minow named executor

Newton N. Minow, former FCC chairman, and Adlai Stevenson III have been named executors of the estate of Adlai Stevenson. Mr. Stevenson's will, filed Thursday (July 22), calls for the family's approximately one-quarter interest in *Bloomington* (Ill.) *Pantagraph* to be divided equally among Mr. Stevenson's three sons. The newspaper company owns 50% of Bloomington Broadcasting Corp. licensee of WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, Ill.

was that advertisers feel confident about the competitive position of the network's nighttime schedule and programming for the new season, ABC concluded.

Concerning its theater operations, ABC said that it is continuing to strengthen its position in that field with 19 theaters in various stages of construction.

For the second quarter ended June 30:

	1965	1964
Earnings per share	\$0.83	\$0.55
Earnings from operations before Federal income tax	6,713,000	5,236,000
Earnings from operations	3,488,000	2,568,000
Net earnings	3,845,000	2,491,000

For the first half ended June 30:

	1965	1964
Earnings per share	\$1.74	\$1.20
Earnings from operations before Federal income taxes	14,415,000	10,870,000
Earnings from operations	7,665,000	5,433,000
Net earnings	8,051,000	5,474,000

Outlet splits stock

Stockholders of The Outlet Co., Providence, R. I., last week voted approval of a two-for-one stock split. The move, taken at a special meeting, increases the number of outstanding

shares from 506,100 to 1,012,200.

The Outlet Co.'s board of directors had earlier revised the annual dividend payments of \$1.20 with quarterly dividends of 25 cents and a 20 cent year-end dividend, to \$1.25 on old stock and 62½ cents on new thus discontinuing the year-end extra dividend and increasing quarterly payments. The 1966 dividend will be equal to \$1.30 on existing shares and 65 cents on new shares with quarterly payments of 16¼ cents a share.

Diversification ups Rollins net 94%

Rollins Inc., Wilmington, Del., announced last week that revenues, earnings and cash flow hit record highs for the fiscal year ended April 30. Rollins also predicted revenues for the first quarter of the new fiscal year would reach \$18 million. The group-station owner with diversified nonbroadcasting interests disclosed that per share earnings have increased at a compound rate of 45.5% since the firm "went public" four years ago. Rollins' revenues for the first quarter of last year were \$3.2 million, as compared to the present outlook of \$18 million.

Revenues during the past fiscal year exceeded those of a year earlier by 369% or \$33,683,364 while earnings were up 94% or \$844,512 and cash flow increased 201% or \$4,359,130. Per share earnings increased 87% or 27 cents per share comparing the two fiscal years. Rollins split its common stock 3 for 1 on January 25 of this year.

To begin the current fiscal year Rollins purchased Arwell Inc., Waukegan, Ill., pest control firm.

For the fiscal year ended April 30, 1965:

	1965	1964*
Earnings per share	\$0.58	\$0.31
Revenues	42,814,322	9,130,958
Earnings	1,738,766	894,254

*Adjusted to reflect 3 for 1 stock split.

Who bought those 100,000 CBS shares?

Reports that conservative Texas millionaire H. L. Hunt had purchased 100,000 shares of CBS stock were denied last week by the brokerage house said to have handled the sale.

Mr. Hunt had been mentioned as a participant in a plan by a right-wing group, Medias Unlimited, to gain control of CBS Inc. and thereby direct the company's networks and stations to more conservative program policies. Medias Unlimited is headed by David Dye of Lubbock, Tex., who has initiated a plan under which a large number of people would purchase relatively small amounts of CBS stock and turn their proxies over to him (BROADCASTING, June 28, et seq.).

The Wall Street house of Oppenheimer & Co. acknowledged it had purchased 100,000 shares of CBS but disclaimed any connection with the Texas group.

Oppenheimer said "reports linking [us] with Texas interests purportedly attempting to gain control of CBS are without foundation. The firm did purchase 100,000 shares of CBS recently on behalf of one of its clients."

The brokerage house would not say whether the purchase had been made for an individual or an institutional client. An Oppenheimer representative did, however, deny the buyer is from Texas. CBS said it did not know who had bought the 100,000 shares.

At \$35 per share a 100,000 block of CBS last week was worth about \$3.5 million on the open market.

WIIC(TV) cited in Cox's first-half earnings

Cox Broadcasting, Atlanta, reports first-half earnings are 42% ahead of the same period last year based on a 44% increase in gross revenues.

The group station owner says all of its properties showed increased earnings in the first half. The recently acquired WIIC(TV) Pittsburgh is reported to have contributed significantly to the profit picture.

Cox said that Buckeye Cablevision, Toledo, Ohio, of which it owns 45%, will soon begin construction of a community antenna TV system in Toledo. Plans for the system call for installation of 745 miles of cable.

Six months ended June 30:

	1965	1964
Earnings per share	\$0.79	\$0.67
Revenues	14,555,851	10,112,200
Pre-tax income	4,272,282	3,077,140
Net income	2,093,282	1,477,140
Shares outstanding	2,652,270	2,218,000



New rates for Early Bird

They set shorter periods of use and longer time for off-peak charges

The Communications Satellite Corp. and four international common carriers have filed new tariffs with the FCC covering charges for use of the Early Bird satellite for trans-Atlantic television. They are scheduled to be effective today (July 26).

The new tariffs, by providing for shorter minimum periods of use and longer periods of off-peak time, meet some of the objections the networks raised against the tariff originally filed by Comsat on May 28 (BROADCASTING, May 31).

Comsat told the commission that the cost to the users will be lower than they would be under the May 28 tariff, even though Comsat's new rates are somewhat higher on an hourly basis.

Comsat's rates will be paid by four carriers temporarily authorized to offer satellite TV services. The carriers' rates are paid by the broadcasters using the international system.

The carriers, which filed a joint tariff, are American Telephone & Telegraph Co., ITT World Communications Inc., RCA Communications Inc. and Western Union International Inc. The commission authorized them to provide service on a rotating basis pending a determination as to which company should be designated as a carrier for TV signals.

Meanwhile, Comsat's original tariff, intended to apply to the company authorized to deal directly with it, remains under study at the commission.

Markup ■ The carriers' tariff contains a markup on Comsat's charges and contains costs for transmitting signals between New York and Early Bird, via the station at Andover, Me.

The European members of the communications system were expected to announce charges for use of their part of the system on Friday (July 23).

The new rates filed by the carriers provide for a minimum time use of 10 minutes and for increments of consecutive individual minutes. The original Comsat tariff provided for a minimum time period of 30 minutes and for 15-minute increments.

The networks had complained that

BBG head to stay on job

Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, the Canadian regulatory body, has agreed to continue as chairman until new legislation on broadcasting goes into effect. According to Prime Minister Lester B. Pearson, Dr. Stewart's term of office was up this year. The government expects the report of the Royal Commission on Broadcasting this fall. Legislation based on its recommendations will be introduced after Parliament reassembles on Sept. 27. It will probably be early next year before new legislation on broadcasting becomes effective.

they would not normally require Early Bird for 30 minutes at a time—that most of their trans-Atlantic programs would be short news programs. The Europeans are expected to make available 10-minute TV services on their leg.

The tariff provides for a charge of \$2,150 for the first 10 minutes of one-way, black-and-white service during nonpeak hours. Each additional minute will cost \$45. Two-way black-and-white service in off-peak hours will cost \$3,250 during the first 10 minutes and \$65 for each additional minute.

The cost of peak-time use is \$3,500 for the first 10 minutes of a one-way black and white service and \$60 for each additional minute. Two-way black and white service during peak hours will cost \$5,300 for the first 10 minutes and \$95 for each additional minute.

Off-peak-hour transmission of color service one-way, will cost \$3,150 for the first 10 minutes and \$60 for each additional minute. Peak-hour costs will be \$5,200 and \$90.

Peak Hours ■ Off-peak hours will be 5-7 a.m. and 4-9 p.m., Monday through Friday, and 5 a.m. to 9 p.m. on Saturday and Sunday. Peak hours will be 7 a.m. to 4 p.m., Monday through Friday.

In Comsat's original tariff, peak hours during the week are limited to 8 a.m. to 2 p.m. But Saturdays and Sundays were also listed as peak periods.

In a letter to the commission accompanying the tariff, Comsat said the new rates "will result in some minor increases and decreases in charges, depending upon the length of use," but overall, because of the shorter minimum time period, charges will be lower.

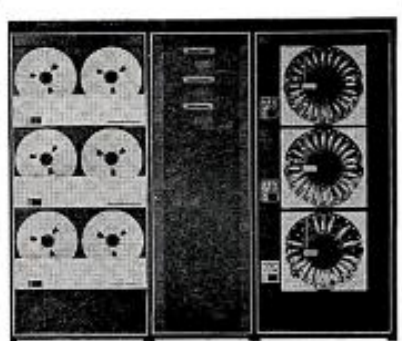
The carriers, in filing their joint tariff,

stressed that their proposed charges are based on limited knowledge of costs and problems involved in providing trans-Atlantic TV service by means of a satellite. They noted, accordingly, that the rates "would be reviewed after sufficient experience has been gained."

Who should control CBC's French networks?

French-language radio and TV networks of the Canadian Broadcasting Corp. should be controlled by the Quebec provincial government, rather than the Canadian federal parliament, delegates to the French-Canadian Junior Chamber of Commerce decided at Quebec City earlier this month.

A resolution was passed by a large majority to ask the Quebec provincial government to establish a state board under the Quebec Minister of Culture to run French-language radio and TV in the province. The French-Canadian Junior Chamber of Commerce was formed about a year ago when the Quebec section of the Canadian Junior Chamber of Commerce split from the national body.



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Hoopla begins for fall TV season

ID'S, SPOTS USED IN ON-AIR SATURATION CAMPAIGNS

At a rate conceded by those involved to far surpass previous efforts, the three TV networks have begun to promote their 1965-66 prime-time schedules. The extensive on-air summer promotions, officials agreed last week, were being used in the light of two main situations: the close ratings in the season just passed; and the same opening week (Sept. 13) in the fall for all the networks.

NBC-TV got off to a head start, beginning its on-air promotion on July 5 and using a theme of "NBC Week." All available minutes in programs this summer are being filled with one-minute promotion announcements, and 9-10 second promo's are slotted between network programs. The saturation campaign for the new season on NBC-TV, said one spokesman, will be interrupted only by occasional recognition of the Gemini-Titan 5 manshoot scheduled next month, of the fall football projects (National Collegiate Athletic Association and American Football League)

and *Tonight* show, among other special programing aspects.

Similar to NBC-TV's approach, CBS-TV and ABC-TV will fill whatever unsold one-minute time remains in network programs. By August, there'll be teasers and trailers on all CBS programing set for the fall. ABC-TV, which declined to give details, indicated it expected all of its on-air promotion to be "at least" comparable with that of the other networks.

High Value ■ Promotion personnel at the networks said they could not peg costs for the saturation effort, noting that the periods in prime time alone represented an incalculable dollar value. Production costs, it was indicated, are above the levels of previous pre-season outlays.

The 10-second network identification promo carries along the NBC Week theme, with a series of 10-second ID's also emphasizing a "count-down" of so many weeks left before the start of the season. The one-minute spot features the

programing for each night of the week. All NBC promo's are in color. In addition, radio spots have been sent to affiliates, along with the TV promo's.

CBS-TV and ABC-TV both began their promotional activity around July 15 and will step up the intensity as the summer wanes and the new season approaches. CBS by Aug. 9 will be sending affiliated stations about four promotional kits daily. The kits include films, slides and photos for on-air promotion locally. Some promo's prepared by CBS are in color (for shows which will be shown in color on CBS in the fall). Theme of the CBS on-air push: the tune of "Hey Look us Over" with special lyrics and art work for visual effect.

WCKT(TV) gives its reps some fun in Miami sun

Instead of the rep wooing the station, WCKT(TV) Miami congratulated its station representatives on exceeding the July and August sales goals with a weekend of "fun in the sun."

However, there was a second reason for the 12 men representing Harrington, Righter & Parsons, New York, and Bomar Lowrance, Atlanta, going to Miami: WCKT wanted to prove that with the thousands of tourists visiting Miami and the percentage of resident viewers higher than at any other time of the year, there is no reason to have business drop off in the summer.

Among the weekend festivities: fishing, golf and two dinner parties.

Hurricane booklets available

What do two square red flags with square black centers mean? Persons living near great bodies of water would know this if they had a copy of WTTV (TV) Tampa-St. Petersburg, Fla., booklet, "1965 Hurricanes." The 34-page booklet describes hurricanes' causes, where their greatest damage may be, how the most deaths will occur and how to prevent injury. It gives maps of the most common areas for hurricanes and the geographic coordinates throughout the area for tracking. The booklet, in its eighth year of publication, is distributed throughout the Tampa area.

Drumbeats . . .

Team support ■ Last Friday (July 23) KTVH(TV) Hutchinson-Wichita, Kan., sponsored the U. S. National Team Track and Field Meet to help defray the team's expenses for their trip to Kiev,



Tigers' sponsors feted by Fetzer

John E. Fetzer, president of Fetzer Broadcasting Co. and the Detroit Tigers baseball team, was host this month at a party honoring the advertisers and agencies sponsoring games on the Tigers' network. (L-r): Richard B. Ferrell, vice president of the Tigers; Mr. Fetzer; Chuck Dressen, manager of the Tigers; Frank C. Clayton, account supervisor on Pabst and Blatz beers, Kenyon & Eckhardt, and Theodore Rosenak, executive vice president of Pabst Brewing

Co. Pabst is part sponsor of the Tigers' TV games. The team's TV network includes: WJBK-TV Detroit, WJRT-TV Flint, WKZO-TV Kalamazoo-Grand Rapids, WJIM-TV Lansing, WWTV Cadillac-Traverse City and WWUP-TV Sault Ste. Marie, all Michigan. Other TV stations carrying the games are: WSPD-TV Toledo, Ohio; WKJG-TV Fort Wayne and WTAF-TV Marion, both Indiana. The radio network is composed of 27 Michigan stations.

Russia, where they will compete with a Russian team July 31 through Aug. 1. All the proceeds from the more than 10,000 people expected to attend will be presented by the station to the team.

'Mod' fashions ■ Recently a three way promotion was held by KNUZ Houston to keep area teen-agers up with British

styles. The station, Foley's, an area department store, and *The Houston Chronicle*, sent Buddy McGregor, station disk jockey, to England for a week to study British fashions, called "mod," music and education and report daily on his findings.

Plaques not parties ■ WQUA Mo-

line, Ill., was asked to change its plans for giving a series of parties to the area students who had worked on fighting April floods in Illinois. A committee of youngsters asked that the nearly \$6,000 raised by the station be used to erect tablets on the city's four bridges describing their action and the rest be used for scholarships for area students.

FATES & FORTUNES

BROADCAST ADVERTISING

Francis D. Maguire, national sales coordinator of Westinghouse station WBZ-TV Boston, promoted to state station account executive. He succeeds **Lawrence Feeney**, who joins Chicago staff of Television Advertising Representatives, national sales representative for WBC.

John D. Fraser, with WCAU Philadelphia and formerly regional advertising manager for *TV Guide* magazine, Pittsburgh, named national account executive for WKBS(TV) Bloomington, N. J.-Philadelphia.

Robert Fox, space media director at Arnold & Co., Boston advertising and marketing firm, named director of research.

Larry Matlock, account executive at KWG Stockton, Calif., named local sales manager.



Mr. Seehafer

Gene F. Seehafer, account executive for CBS Radio, New York, named eastern sales manager of NBC Radio with offices in that city.

John P. Twaddle, producer-writer-director for National Educational Television Network, New York, named producer at VanSant, Dugdale & Co., Baltimore advertising agency.

Daniel C. Reschar, recently head of his own advertising firm, joins N. W. Ayer & Son, Philadelphia, as copywriter for Plymouth Dealer Advertising Association accounts.

C. Ross McCarthy, local sales manager of KXOA Sacramento, Calif., named general sales manager for station. He has served previously as sales manager of KAGR Yuba City, and KLIV San Jose, as well as general manager of KMOR Oroville, all California.

Ed Gori, with copy staffs of The Marschalk Co. and N. W. Ayer & Son, both New York, joins copy staff of Geer, DuBois & Co., that city.

Mike Arnone, copywriter with May

AFTRA elects

Tyler McVey of Los Angeles was elected national president of American Federation of Television Radio Artists during union's annual convention in Boston which ended on July 18. He succeeded **Miss Vicki Viola** of New York.

Other new national officers elected were: **Gene Rayburn** of New York, 1st VP; **Arnold Schweig** of Chicago, 2d VP; **Ernest Winstanley** of Detroit, 3d VP; **Fred B. Cole** of Boston, 4th VP; **Art Brown** of San Francisco, 5th VP; **Jack Costello** of New York, 6th VP; **Willard Waterman** of Los Angeles, 7th VP; **Travis Johnson** of New York, treasurer, and **Jack Paine** of Omaha, recording secretary.

Co., Los Angeles, named sales service operations coordinator at KHJ-TV, that city.

Gordon C. Kinney, who heads radio and TV department of Advertising Council, New York, and **Henry C. Wehde Jr.**, council's graphics director, elected VP's. Council conducts public service campaigns, receives voluntary advertiser and agency help and time and space contributions from advertising media.



Mr. Cantwell

Companies.

Kenneth L. Otstot, account executive at KYW Cleveland and with AM Radio Sales Inc., New York, named general sales manager of WOHO Toledo, Ohio.

William P. Engel, in media department at Young & Rubicam, New York, named media director at Hofer, Diete-

rich & Brown Inc., San Francisco.

Nelson Baker, formerly with talent staff of WFBR Baltimore, named account executive at WBAL-TV, that city.

Dr. Charles K. Ramond, technical director of Advertising Research Foundation, New York, named to associate professorship of business at Columbia University, there. He will continue to edit quarterly journal of ARF which he and his staff began in 1960.

Warren Deasy named TV-Radio director of Smock, Debnam & Waddell, Los Angeles. He had been with Wade Advertising and Donahue & Coe prior to joining SD&W year ago. **John Doyle** has joined agency as program supervisor, coming from KNXT(TV) Los Angeles.



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Ben Conroy succeeds Merrill at NCTA

Benjamin J. Conroy Jr., Uvalde, Tex., CATV owner-operator, was elected chairman of National Community Television Association last week at group's annual convention in Denver. Mr. Conroy, who has been director and chairman of the NCTA Pole Line Committee for last several years, succeeds **Bruce Merrill**, Phoenix, president and owner of Ameco, American Vable Television Inc., and American TV Relay Inc.

Other officers elected: **Robert J. Tarlton**, Lansford, Pa., vice chairman; **Alfred R. Stern**, New York (TV Communications Corp. group), secretary, and **Franklin R. Valentine Jr.**, New York, (Unicom Inc.), treasurer.

Directors elected: **Robert Clark**,

Oklahoma City (Vumore); **Irving B. Kahn**, New York (Teleprompter); **Albin J. Malin**, Laconia, N. H.; **James Palmer**, State College, Pa.; **Buford Saville**, Cumberland, Md.; **Milton J. Shapp**, Jerrold Electronics, Philadelphia; **Frank P. Thompson**, Rochester, Minn., for three-year terms; **Patricia Hughes**, Moses Lake, Wash., two-year term; **Robert F. Jernigan**, Hattiesburg, Miss., and **John Morrissey**, Durango, Colo., one-year term.

Elected to represent associate members was **Edward P. Whitney**, Entron Inc., Silver Spring, Md.

Remaining on 20-man board: **George J. Barco**, Meadville, Pa.; **Harry C. Butcher**, Santa Barbara, Calif.; **Douglas B. Danser**, Naples,

Fla.; **Bob J. Magness**, KBIL-AM-TV Helena, Mont., and president of two microwave relay companies; **J. Leonard Reinsch**, Cox Broadcasting Corp., and **Ralph L. Weir**, KJCK Junction City, Kan.; **KSLN-TV** Salina, Kan., owner and operator of CATV systems in Kansas, whose terms all expire next year. And **Jack R. Crosby**, KDLK Del Rio and KTEO San Angelo, both Texas, and executive VP, TeleSystems Corp., Glenside, Pa. (group CATV operator); **Charles W. Fribley Jr.**, Corning, N. Y., CATV operator; **Albert J. Ricci**, Keene, N. H., (group community antenna television system owner) and **Archer S. Taylor**, Washington, Cable-systems Corp. All of their terms will expire in 1967.

Clark Barnes, account executive with Kelley-Smith Co., Los Angeles, newspaper representative firm, assumes similar post with Avery-Knodel Inc., Los Angeles, station representative. He succeeds **Don Bruce**, who has joined The Katz Agency, Los Angeles.

Jack Alix, disk jockey at WEAM Arlington, Va., named account executive at Michael Cohen Advertising Associates, Silver Spring, Md., to work in radio and news media buying.

Curtis P. Crady, board member and VP at Winius-Brandon Co., St. Louis advertising agency, elected senior VP.



Mr. Sundberg

Harold C. Sundberg, general manager of WZZM-TV Grand Rapids, Mich., named national sales manager of KMBC-TV Kansas City, Mo., responsible for national sales activities in connection with Metro TV Sales,

station's representative.

Marvin Elknoff, supervisor of creative and account work at The Kleppner Co., New York advertising agency, named VP.

Norman D. Leebron, former local sales manager of WRCV (now KYW) Philadelphia, joins sales staff of WKBS (TV) Bloomington, N. J.-Philadelphia, as account executive.

James A. Gates, account executive for RKO General National Sales, New York, named sales manager of WNAC-TV Boston.

Allan Rosenberg, product manager for Helene Curtis, Chicago, named marketing account executive at Glenn Advertising Inc., Dallas.

John Alexander, creative supervisor at W. B. Doner & Co., Detroit, joins Fred Yaffe & Co., that city, as creative director. **Ted Steinbergh**, writer-producer at L. H. Luckoff, there, and presently in media department of Yaffe, named media director. **David M. Elle**, assistant production manager at Doner, that city, joins Yaffe as production manager.

David S. Bernard, advertising director at Bobbie Brooks Inc., New York, named account executive at Altman, Stoller, Chalk Advertising Inc., that city.

Robert G. Baal, director of sales for NBC Radio, New York, named executive assistant to president at Paul H. Raymer Co., that city. Mr. Baal previously served CBS as senior account executive and sales supervisor at WCBS-TV and as sales service account executive at CBS-TV network.



Mr. Baal

Ellis J. Veech Jr., formerly media planner at Gardner Advertising, St. Louis, joins Knox Reeves Advertising, Minneapolis, as media supervisor. **Horace M. (Sandy) Barba Jr.**, Minneapolis manager of *Better Homes & Gardens*, joins Knox Reeves as account executive.

Jay Cook, formerly production manager for KRDO (TV) Pueblo-Colorado

Springs, Colo., named agency director for Colorado Springs office of Campbell-Roy & Associates.

W. Raymond Wingfield, formerly with Clinton E. Frank Inc., Chicago, joins Sander Allen Advertising there as account executive and writer.

Mack Stanley, formerly VP-executive art director at Geyer, Morey, Ballard, New York, joins D. P. Brother & Co., Detroit, as art director.

William A. Heike Jr., divisional VP in charge of new product development in overseas trade of The Sydney Ross Co., Sterling Products International and Winthrop Products Inc., named special assistant to president for new product development of parent company, Sterling Drug Inc., New York.

George S. Chappell III, art director at Fulton, Morrissey Co., Chicago advertising agency, named senior art director at Fred A. Niles Communications Centers, that city.

Robert A. Strauss joins sales staff of KTBC-AM-FM Austin, Tex.

John C. Bythrow, creative director at Erwin Wasey, Philadelphia, named art director at Al Paul Lefton Co., that city.

Richard L. Burns, director of advertising for DeLuxe Reading Corp., subsidiary of Philadelphia Reading Corp., named VP and manager of San Francisco office of Edward S. Kellogg Co.

Catherine Noble, associate media manager of Marschalk Co., New York, named media director at Goodis, Goldberg, Soren Ltd., that city. **James Ma-**

son **Plank**, VP and account supervisor at Kenyon & Eckhardt Inc., Boston, named account supervisor for Salada Foods Inc. account at GGS, New York.

Bill M. Howard, regional advertising manager for *National Future Farmer Magazine*, Alexandria, Va., named account executive at N. W. Ayer & Son, New York. **Terry Falgiatore**, media director for five years at Wermen & Schorr Inc., Philadelphia, named to staff of media department at Ayer.

Leslie Aronow, in press relations for Chase Manhattan Bank, New York, named assistant director of public relations for The Katz Agency Inc., that city.



Mr. Tommaney

James J. Tommaney, director of research for C. J. LaRoche & Co., New York, named VP. Mr. Tommaney previously served as research account supervisor at D'Arcy Advertising, that city.

Thomas R. Blöse, commercial manager of WWIL-AM-FM Fort Lauderdale, Fla., named sales manager of WGMA Hollywood, Fla.

Gerard J. Albert, copy group head at BBDO, Boston, named VP and copy director at Reach, McClinton & Co., that city.

Bob Yates, in copy department of Tempo Advertising, Los Angeles, joins copy staff of The Bowes Co., advertising and public relations firm in that city.

John L. Patten, account supervisor on H. J. Heinz and Bristol-Myers accounts at Grey Advertising, New York, named VP and account executive of Potts-Woodbury Inc., Kansas City, Mo.

George B. Norris, account supervisor for Shulton toiletries and Erwin Mills Division of Burlington Industries, named VP for consumer products at Wesley Advertising Inc., New York.

Ramon Lago, art director at Cargill, Wilson & Acree, Richmond, Va., named art director at Geyer, Morey, Ballard Inc., New York.

John Rohrbach Jr., assistant sales manager at WJZ-TV Baltimore, made sales manager at WBZ-TV Boston.

David L. Green, account executive at Hixson & Jorgensen, Los Angeles, joins Carson/Roberts, Los Angeles in same capacity.

William H. Aaron Jr., sales manager of WDTM(FM) Detroit, joins NBC Radio Spot Sales, Chicago.

Don Peterson, manager of Des Moines, Iowa, office of H-R Television

Inc., New York, promoted to manager of H-R's St. Louis office. **Sam Maxwell**, director of special program sales, NBC-TV, since 1963, joins H-R's New York sales staff.

Jack Murphy, who joined sales staff of Metro Radio Sales, San Francisco, last year, transferred to sales staff of Metro Radio Sales, New York.

William K. Salomone, account executive at WMAL and WWDC, both Washington, named to similar capacity at WNCN-FM New York.

THE MEDIA

Edgar J. Forio, senior VP, Coca-Cola Co., Atlanta, appointed to serve on board of trustees, educational foundation of American Women in Radio & Television.

Bill Baker, assistant promotion director at KTVU(TV) Oakland-San Francisco, joins KHJ-TV Los Angeles, as research assistant.



Mr. Haley

Arthur E. Haley, executive VP and general manager of WEZE Inc., Boston, elected president of corporation.

Herbert Farber, manager of research at WABC-TV New York, named research

director at KYW-TV Philadelphia.

Harvey Wittenberg, with news staff of WLS Chicago, has been named manager of WLS-FM which now programs separately from WLS in stereo sports, music and news. **Michael O'Laughlin**, formerly with WBBM Chicago, becomes WLS-FM sales manager. **Chuch Kline**, FM Group Sales, joins WLS-FM as program coordinator while **Bill Frink**, formerly of WCFL Chicago, becomes sports director.

C. Edward Little, radio manager of Mullins Broadcasting Co. (KBTR-KBTV [TV] Denver), named VP.

Nathan Levine, with Community Operations Division of Jerrold Electronics Corp., Philadelphia, as chief engineer of Harrisburg Cablevision Inc., Jerrold-owned CATV there, named chief engineer for Community Operations Division, with responsibility for all Jerrold-owned systems.

Colonel Robert C. McDonough, U. S. Marine Corps (Ret.), joins WITN-TV Washington-New Bern-Greenville, N. C., as VP of stations and of Roberson Enterprises, station licensee.

Hal Tunis named general manager of KMAP(FM) Dallas.

Randall Fraley, assistant manager and chief technician of Decatur Cable TV,

Decatur, Ala., named general manager.



Mr. Lenfest

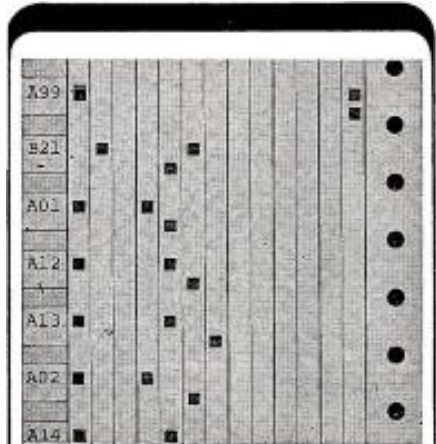
George C. Lenfest, director of operations at WKYC-AM-FM-TV Cleveland, named director of station operations for NBC-owned stations with headquarters in New York. Mr. Lenfest, with NBC for 20

years, has worked at stations in New York, Chicago, Los Angeles, Philadelphia and Cleveland.

ALLIED FIELDS

Jonathan W. Sloat of Washington appointed chief counsel for Special Subcommittee on Investigations of House Commerce Committee, group with authority over federal regulatory agencies

Clara Logan, founder and for 16 years president of National Association for Better Radio and Television, who has been on leave of absence for most of past year, last week resigned. **James V. Bennett**, former chief, U.S. Bureau of Prisons, first VP of NAFBRAT, will be acting head of crusading organization until new president is elected. Other officers are: 2d VP, **Garry Cleveland Myers**, syndicated writer; chairman of executive committee, **Henry Mayers**, former Los Angeles advertising agency head, and executive VP, **Frank Orme**.



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such as FCC, FTC, etc. Mr. Sloat is graduate of Yale; on leave of absence from Washington law firm of Weaver, Glassie and Molloy.

Julius C. Holmes, former U. S. envoy to Iran, appointed by President Johnson to be chairman of U. S. delegation for 100th anniversary meeting of International Telecommunications Union at Montreux, Switzerland, beginning Sept. 14.

Dr. Frederick Breitenfeld Jr., project director of National Association of Educational Broadcasters' study on financing of educational TV stations, named associate director of Educational Television Stations Division of NAEB with offices in Washington.



Dr. Breitenfeld

I. E. Shahan, midwest regional manager for Teleprompter Corp., Chicago, and director and major stockholder in Wentronics Corp., multiple owner of community antenna television systems, joins Blackburn & Co., brokerage firm, as specialists in CATV activities. Mr. Shahan previously was owner of KNDE-AM-FM Aztec, N. M.

PROGRAMING

David Graham, talent agent executive, has joined 20th Century-Fox Television as program executive in development of new pilots for motion picture company. His former affiliations: Robinson and Associates talent agency, and Ashley-Famous Artists agency. At one time, he was producer on off-Broadway shows.

Ron Polao, disk jockey at WPEN Philadelphia, named air personality at WBF-TV, that city.

Douglas M. Schustek, unit manager for NBC-TV, New York, named staff producer for WOR-TV that city.

Stan Berk, producer at WCBS-TV New York, named producer-director at KYW-TV Philadelphia.

Jules Vistor Schwerin, veteran producer-writer most recently with Westinghouse Broadcasting Corp., New York, appointed president of VIP Films Inc., Los Angeles, newly formed subsidiary of Video Pictures Inc. to produce documentary, educational and industrial films.

Bill Elliott, announcer at WBEC Pittsfield, Mass., joins WSLT Ocean City-Somers Point, N. J., in similar capacity.

Tony Graham, program manager of KYW Philadelphia, joins KDKA-AM-FM Pittsburgh, in similar capacity, replacing

John Williams, who moves to same spot at WIND Chicago.

Jerry Briskin, associate producer of *Bewitched* and *The Wackiest Ship in the Army*, named associated producer of 20th Century-Fox TV's *Lost in Space*.

Bert Herbert, formerly director of TV advertising and sales promotion, Walter Reade-Sterling, New York, joins Thunderbird Films, same city, TV feature film syndicator, as director of advertising and sales promotion.

John L. Hutchinson Jr., producer-director at WNEB-TV Buffalo, N. Y., noncommercial, named program manager.

George Carey, actor and producer in Hollywood, joins KRHM-FM Los Angeles as personality on new *The Traveling Bands* show.

J. Patrick Tallman, disk jockey and newsman at KBAT San Antonio, Tex., named program director.

Dick Cousins, with KALL Salt Lake City, and **Phil Boller**, with WKNR Detroit, join WCKY Cincinnati as disk jockeys.

S. Allen Ash, midwest manager for Official Films, Chicago, named midwest division account executive for Seven Arts Associated, that city.

Joseph Schackner, program consultant, appointed operations manager, television Affiliates Corp., New York.

Jack L. Williams, program manager at KDKA Pittsburgh, has been named program manager of WIND Chicago replacing **Guy Harris**, resigned. Mr. Williams has been with Westinghouse stations since 1952.

Bud Wiser named associate producer of *Seven Days in the Life of the President*, first documentary of *March of Time* series being produced by Wolper Productions and syndicated by Wolper Television Sales.

Dan Goodman, eastern sales manager of Screen Gems Inc., New York, named director of syndication sales for company.

Bill Gardner, engineer at WIBF-TV Philadelphia, named disk jockey at KLZ Denver.

Mel Stuart will direct and produce *Wall Street*, hour-long TV special dealing with stock market, high finance and American investor to be filmed this fall by Wolper Productions in financial districts of New York, Chicago and Los Angeles, for telecast next spring with Xerox Corp. as sponsor through Papert. Koenig, Lois, New York.

Carl B. Morrison, retired Navy officer,

appointed technical director of *Mr. Roberts*, series now in production by Warner Bros. Television for NBC-TV.

Pierre Salinger elected president of Carthay Productions, film production subsidiary of National General Corp. He continues as NGC VP for advertising.

Charles M. Eining, for past five years video tape supervisor for WMAQ-TV Chicago and with NBC for 18 years, named to newly created post of supervisor of technical personnel at WMAQ-AM-TV.

Charles A. Ranallo, independent producer of public service films for television, named executive producer of Olas Corp., Gates Mills, Ohio.

Ed Shaughnessy, staff producer at WBCN-FM Boston, named operations manager at WNCN-FM New York.

NEWS

Kendal J. Taylor, with WKHM, WIBM and WILX-TV, all Jackson, Mich., named news writer at wowo Fort Wayne, Ind., succeeding **Mike Cusick**, named director of special events.

Joe Doyle, newscaster at WTVT(TV) Tampa-St. Petersburg, Fla.; **Bob Stewart**, director of Rollins news bureau at Rollins College, Winter Park, Fla., and **Dick Swanson**, news and special events director at WTVC(TV) Chattanooga, all join news staff of WFTV(TV) Orlando, Fla.

W. LeRoy Schneck, with WNAE Warren, elected president of Pennsylvania News Broadcasters Association. Others elected: first VP, **Lantz Hoffman**, WFBG Altoona; second VP, **Matt Matthews**, WIC(TV) Pittsburgh, and secretary-treasurer, **Marlowe Froke**, school of journalism, Pennsylvania State University.

Mark Davis, with ABC Radio News staff for several years, and liaison man between network and Ohio Valley area stations, named to news staff of WTRF-TV Wheeling, W. Va.

Bill McSpadden, newscaster at KOIN-TV Portland, Ore., and **Don Dickson**, radio-TV student at University of Washington, both join news staff of KOMO-TV Seattle.

Terry Carter, stage and television actor in New York, named news trainee at WBZ-TV Boston.

Gilbert Millstein, staff writer for *The Saturday Evening Post*, and **William Wordham**, executive producer for Canadian Broadcasting Corp. TV News, join writing staff for *Huntley-Brinkley Report* on NBC-TV.

Ken Clarke, news writer for AP in Knoxville and Nashville, Tenn., named regional membership executive for Tennessee replacing **Bob Shipley**, who

Ray Jordan retires



Mr. Jordan

Ray P. Jordan, chief executive for broadcasting at Times-World Corp., Roanoke, Va. (WDBJ-AM-FM-TV), retires July 31 after 41 years with firm.

Mr. Jordan joined WDBJ as part-time announcer in 1924 when station was founded, became program director in 1928 and general manager in 1930. He was made managing director of TV outlet when station went on air in 1955, VP and managing director in 1956 and VP for broadcasting of Times-World in 1958. He has served as director, VP and president of Virginia Association of Broadcasters and recently was named life member of organization.

moves to Alabama, Mississippi and Louisiana in similar capacity. **Paul M. Clifford**, with AP news staff in Milwaukee, named AP broadcast membership executive for Wisconsin and Minnesota.

Theodore McDowell, manager of news and public affairs, WMAL-AM-FM-TV Washington; **J. Parry Sheftall**, president and general manager, WJZM Clarksville, Tenn.; **Thomas Frawley**, director of news, WHIO-AM-TV Dayton, Ohio; **James Brady**, president and general manager, KIFI-AM-TV Idaho Falls, Idaho, and **Richard D. Smiley**, president and general manager, KXXL Bozeman, Mont., elected to Associated Press Radio and Television Association 16-man board of directors. They fill re-

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spectively following districts: McDowell—TV stations in eastern district; Sheftall—stations under 5 kw in southern district; Frawley—stations 5 kw and over in central district; Brady—TV stations in eastern district, and Smiley—director-at-large for western district.

Bob Stahley Moore, news director at WIRE Indianapolis, named assistant news director at WCFL Chicago.

Jorie Lueloff joins WMAQ-TV Chicago as on-air news personality. Miss Lueloff has been feature writer with Associated Press in New York.

INTERNATIONAL

W. Denis Whitaker, formerly president of O'Keefe Brewing Ltd., Toronto, and commercial manager of CHML Hamilton, Ont., named president of Canadian Radio Sales Bureau. Mr. Whitaker plans issuing monthly figures on radio advertising expenditures.

Peter Marriott, managing director of Desilu Sales in London, named to newly created position of continental director of TV sales for 20th Century-Fox TV International Inc., with supervision of sales for France, England and Switzerland. **Alvaro Mutis**, account executive for Stanton Pritchard Wood, S. A. de C. V., advertising agency in Mexico City, named manager of Latin America TV sales for 20th's international sales division.

FANFARE

John Dickson, publicity director at KLAC Los Angeles, and **Gil Smith**, publicity director of Los Angeles Lakers professional basketball team, have formed their own publicity firm, John Dickson & Associates, with offices at 9126 Sunset Boulevard, Los Angeles. Phone is Crestview 5-6101.

John L. Klucina, make-up editor for *Clearwater* (Fla.) *Sun*, named account executive and manager of newly expanded public relations division of L. E. Dawson Advertising, Tampa, Fla.

Daniel R. Kelly, manager of sales promotion and research for CBS Stations National Sales, New York, named advertising and promotion manager for Metro TV Sales, division of Metro-media Inc., that city.

Roberta Botvin, with Arthur Schwartz Associates Inc., New York, named public relations director for WNCN-FM; that city.

H. V. (Mel) Wright, VP and account executive at Thomas C. Wilson Advertising Agency, Reno, named assistant promotion director at KIRO-TV Seattle.

Richard A. Feleppa, sales promotion manager of WOR-AM-FM-TV New York, named manager of advertising, promo-

tion and publicity for WNBC, that city.

Ken Klein, advertising manager of WOR New York, named director of advertising and promotion at WOR-AM-FM-TV. Mr. Klein previously served as public relations director at The Katz Agency, national radio-TV representatives in that city.



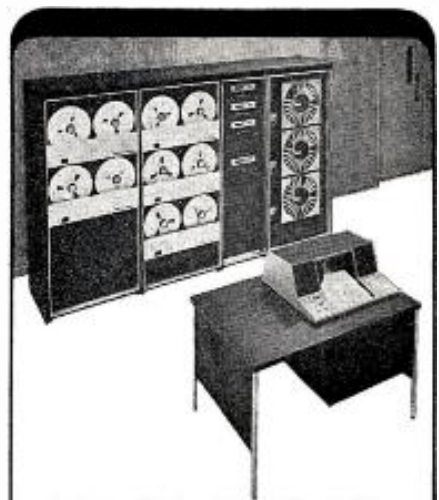
Mr. Klein

Charles Hopp, with Joseph Reiss Associates, New York advertising agency, named assistant promotion manager of WTAR-AM-FM-TV Norfolk, Va.

Tom Cox, member of publicity and promotion staff of KRLD-AM-FM-TV Dallas, named director of radio publicity. **Ray McFallen**, director of continuity-traffic for KRLD-TV, named director of promotion and publicity for station. **Dennis Pace**, with KERA-TV Dallas, replaces Mr. McFarland.

EQUIPMENT & ENGINEERING

Harry R. Seelen, manager of TV picture tube operations department for RCA, New York, named general manager of RCA Television Picture Tube Division, replacing **John B. Farese**, division VP for RCA electronic components and devices.



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Merle E. Arnold, in marketing assignments in Dallas office of General Electric Communications Products Division, named district sales representative at Dallas for GE's visual communications products, TV and radio broadcast equipment and closed circuit TV equipment.



Mr. Arnold

Joseph L. Derocher joins Kaiser Aerospace & Electronics, Phoenix, as coordinator of system design for community antenna television equipment and estimating in marketing department.

Ernst Credginton, field engineering representative for RCA, New York, named manager of broadcast products sales development for RCA International Division, that city.

DEATHS

Elliott Gove, 51, with WSYR Syracuse, N. Y., as air personality since 1939, died July 14 following heart attack. Mr. Gove began his career in broadcasting at WMOB Auburn, N. Y. in 1937 and later served for short period at WOKO in Albany, N. Y. In addition to his radio work he also appeared on WSYR-TV on several programs. He is survived by his wife, Helene, two sons, and his mother.

Norman D. Schwerke, 65, president of his own advertising agency in San Antonio, Tex., and previously with Pitluk Advertising and Cusick, Schwerke & Wild Inc., both that city, for many years, died July 8. Mr. Schwerke was member of National Association of Advertising Agencies. He is survived by his wife, Mary, a daughter and his brother.

Charles C. Green, 83, board chairman

of Advertising Club of New York and club member for 48 years, died July 16 at Fairview Nursing Home, Forest Hills, N. Y. Mr. Green was one of best known advertising men, and was admitted to London 30 Club, advertising club with membership limited to 30 members. He became president of Advertising Club in 1925 and remained until 1927. He is survived by two daughters.

John M. Otter Jr., 57, for 32 years executive with Philco Corp., and most recently in charge of marketing, sales and distribution for Hitachi Sales Corp., died July 19, at Cedars, Pa. Mr. Otter had been executive VP and member of executive committee at Philco. When Ford Motor Co. bought Philco in 1963, Mr. Otter joined Hitachi, distributor of electronic appliances. He is survived by his wife, Ruth, sons John M. III (VP for national sales, NBC-TV), and Richard C., partner of Anderson, S. C., law firm of Neeley & Otter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 15 through July 21 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.

New TV stations

APPLICATIONS

*Pueblo, Colo.—Southern Colorado State College. VHF channel 8 (180-186 mc); ERP 6 kw vis., 3.6 kw aur. Ant. height above average terrain 106 feet, above ground 214

feet. P.O. address Grant Avenue and Harrison Street, Pueblo. Estimated construction cost \$123,512; first year operating cost \$57,512. Studio and trans. locations both Pueblo. Geographic coordinates 38° 15' 48" north latitude, 104° 38' 05" west longitude. Type trans. RCA TT-5BH, type ant. RCA TF-2BH. Legal counsel Colorado state attorney general; consulting engineer T. G. Morrissey, both Denver. Principal: board of trustees. Dr. J. V. Hooper, president. Ann. July 15.

Orlando, Fla.—Omicron Television Corp. UHF channel 35 (596-602 mc); ERP 277 kw vis., 55.4 kw aur. Ant. height above average terrain 220 feet, above ground 230 feet. P.O. address Barnfield Road, Rowayton, Conn. Estimated construction cost \$381,000; first year operating cost \$250,000; revenue \$330,000. Studio and trans. locations both Orlando. Geographic coordinates 28° 32' 24" north latitude, 81° 22' 45" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer Jules Cohen and Associates, both Washington. Principals: Sunstand Inc. (20.68%), Elise E. Allen, Albert G. Hartigan, Frank N. Merklein (each 10.34%) and others. Sunstand Inc. is owned by James B. Dinneen, John R. Gaines, A. Christie Fernandez, Jean G. Dinneen, Joan B. Gaines and Barbara G. Fernandez (each 16.67%). Mr. Hartigan has 5% interest in applicant for new TV in Syracuse, N. Y. Mr. Merklein is manager of production

operations for Time-Life Broadcast Inc. Mr. Dinneen is pediatrician and has real estate interests. Mr. Gaines owns horse breeding farm. All stockholders in Sunstand have interest in Lee Center Inc., real estate investment firm. Ann. July 14.

Dallas—Grandview Broadcasting Co. UHF channel 29 (560-566 mc); ERP 700 kw vis., 74.5 kw aur. Ant. height above average terrain 1,238 feet, above ground 1,054 feet. P.O. address 1111 19th Street, North Arlington, Va. Estimated construction cost \$523,000; first year operating cost \$300,000; revenue \$330,000. Studio location Dallas; trans. location Cedar Hill, Tex. Geographic coordinates 32° 35' 22" north latitude, 96° 58' 22" west longitude. Type trans. GE TT-57A, type ant. GE TY-106C. Legal counsel Welch & Morgan; consulting engineer Russell P. May, both Washington. Principals: John G. Hitchcock, Louis J. Pomponio Jr., and T. Eugene Smith (each 33⅓%). Stockholders are also applicants for channel 35 in Richmond, Va., as Horizon Telecasters Inc. and channel 33 in Phoenix as American Telecasters Inc. Ann. July 14.

Existing TV stations

ACTIONS BY FCC

■ Granted application of Channel 2 Corp. for renewal of license of KCTO(TV), channel 2, Denver. Commissioner Wadsworth present. Action July 14.

■ By order, commission, on own motion, stayed until Aug. 18 effective date of June 17 memorandum opinion and order insofar as it denied application of Elfred Beck for additional time to construct UHF-TV KCEB (ch. 23) Tulsa, Okla. Commissioner Bartley dissented. Mr. Beck had requested additional time within which to file petition for reconsideration. Action July 19.

WNHC-TV New Haven, Conn.—Granted CP to move trans. site to about one mile south/southwest of present location, decrease vis. ERP from 316 kw to 120 kw and increase ant. height from 720 feet to 1,210 feet; condition. Action July 21.

WKBS(TV) Burlington, N. J.—Granted waiver of sec. 73.652(a) of rules to permit identification as Burlington, N. J.-Philadelphia. Action July 21.

WNJU-TV Linden, N. J.—Granted waiver of sec. 73.652(a) of rules to permit identification as Linden-Newark. Commissioner Cox dissented. Action July 21.

New AM stations

APPLICATION

Liberty, Mo.—Clay Broadcasters Inc. 1140 kc, 500 w, D. P.O. address 17 North Water Street, Liberty. Estimated construction cost \$35,026; first year operating cost \$48,477; revenue \$55,000. Principals: William H.

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Martin (20%), Ralph W. Brant, Joe H. Capps, Claude H. Parrish, Robert F. Sevier, George W. Bedinger and Floyd E. Tyson (each 13½%). Stockholders all have business interests in Liberty. Ann. July 8.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission reopened record and designated for further hearing application of Hubbard Broadcasting Inc. for mod. of CP for full time operation of KOB Albuquerque, N. M., on 770 kc with 50 kw, and application of American Broadcasting-Paramount Theatres Inc., for renewal of present license of WAEC New York, for unidirectional operation on same frequency with like power. Action July 14.

■ WAOP Otsego, Mich.—Granted waiver of sec. 73.37 of rules and accepted for filing application to increase power from 500 w to 1 kw, continued operation on 980 kc, D. Action July 21.

■ By memorandum opinion and order, commission granted application of KFQD Inc. to change frequency of KFQD Anchorage, from 730 kc to 750 kc, continued operation with 10 kw, unid.; denied petition by Cox Broadcasting Corp. (WSB), Atlanta, requesting action be withheld pending disposition of petition by Atlanta Newspapers, former licensee of WSB, for partial reconsideration of Nov. 28, 1962, clear channel decision. Action July 21.

New FM stations

ACTIONS BY FCC

Monroeville, Ala.—Monroe Broadcasting Inc. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 225 feet. P.O. address Box 641, Monroeville. Estimated construction cost \$14,766; first year operating cost \$5,600; revenue \$7,000. Principals: William M. Stewart (97%), Carolyn H. Stewart (2.8%) and Ralph L. Jones (0.2%). Mr. Stewart is owner of *Monroe Journal*, Monroeville, and *South Alabamian*, Jackson, Ala., both weekly newspapers. Monroe Broadcasting is licensee of WMFC Monroeville, Chairman Henry dissented. Action July 14.

Iowa City, Iowa—Johnson County Broadcasting Corp. Granted CP for new FM on 100.7 mc, channel 264, 25 kw horizontal, 2.38 kw vertical. Ant. height above average terrain 264 feet. P.O. address 108.5 East Washington Street, Iowa City. Estimated construction cost \$30,313; first year operating cost \$12-15,000; revenue \$12-15,000. Principals: Elliot Full (42%), Gene Claussen (42%) and Scott Swisher (16%). Mr. Swisher is attorney, Johnson County is licensee of KXIC Iowa City. Action July 16.

Thibodaux, La.—Delta Broadcasters Inc. Granted CP for new FM on 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 284.5 feet. P.O. address Box 471, Thibodaux. Estimated construction cost \$14,200; first year operating cost \$10,000; revenue \$12,000. Principals: Fred H. Block, Edward R. Jackson and Sam M. Lawrason (each 33½%). Delta Broadcasters own KTIB Thibodaux. Action July 14.

Marquette, Mich.—Lake Superior Broadcasting Co. Granted CP for new FM on 95.7 mc, channel 239, 100 kw. P.O. address 249 West Washington Street, Marquette. Estimated construction cost \$68,610; first year operating cost \$36,500; revenue \$32,000. Principal: Mining Journal Ltd. which is owned by Frank J. Russell (100%). Lake Superior is licensee of WDMJ Marquette. Action July 14.

Kingston, N. Y.—Skylark Corp. Granted CP for new FM on 94.3 mc, channel 232, 660 w. Ant. height above average terrain 580 feet. P.O. address c/o C. H. G. Rees, 4600 Time-Life Building, New York. Estimated construction cost \$23,100; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WGHQ Kingston. Action July 19.

*Yorktown, Va.—York County School Board. Granted CP for new FM on 91.5 mc, channel 218, 21.24 kw. Ant. height above average terrain 198.2 feet. P.O. address Route #17, York High School. Estimated construction cost \$11,900; first year operating cost \$5,000. Principal: York County School Board, George H. Pope, division superintendent. Action July 16.

Shawano, Wis.—Shawano County Leader Publishing Co. Granted CP for new FM on 100.3 mc, channel 262, 26.4 kw. Ant. height above average terrain 164 feet. P.O. address 107 East Green Bay Street, Shawano. Estimated construction cost \$25,100; first year

operating cost \$8,000; revenue \$6,500. Principal: Jeanne P. Donald (100%). Permittee is publisher of *Shawano County Leader* and owns WTCH Shawano. Action July 14.

APPLICATIONS

Ames, Iowa—Lunde Corp. 104.1 mc, channel 281, 36.96 kw. Ant. height above average terrain 210 feet. P.O. address 604 Fifth Street, Ames. Estimated construction cost \$41,034; first year operating cost \$36,000; revenue \$39,000. Principals: Paul D. Lunde (60%) and Barbara K. Lunde (40%). Mr. Lunde is attorney. Ann. July 12.

Corinth, Miss.—Progressive Broadcasting Co. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 144 feet. P.O. address Box 1078, Corinth. Estimated construction cost \$18,503; first year operating cost \$18,500; revenue \$25,000. Principals: James D. Anderson and Frank F. Hinton (each 50%). Progressive Broadcasting owns new AM in Corinth. Mr. Anderson is chief engineer at WCMA Corinth. Ann. July 8.

*Providence, R. I.—Providence College. 91.3 mc, channel 217, 1.12 w. Ant. height above average terrain 62 feet. P.O. address Radio Station WDOM, Providence. Estimated construction cost \$3,880; first year operating cost \$4,700. David P. Langlois, station manager. Ann. July 15.

Ownership changes

ACTIONS BY FCC

KSNO Aspen, Colo.—Granted transfer of control of Aspen Broadcasting Inc., from Theodore B. Gazarian (50%), William R. Dunaway (25%) and Oliva C. Dunaway (25%), to Mr. Gazarian (44%), Mr. Dunaway (25%), Mr. O. C. Dunaway (25%), Barbara Marthinsson (3%) and Violet M. Gazarian (3%). Consideration—cancellation of two \$1,250 debts to B. Marthinsson and V. Gazarian. Action July 16.

WDBF Delray Beach, Fla.—Granted transfer of control of Sunshine Broadcasting Co. from Dr. Roscoe R. Miller, deceased, to Helen P. Miller and M. James Shaw, co-administrators of estate. Action July 14.

WNEG Toccoa, Ga.—Granted relinquishment of negative control of licensee corporation, Stephens County Broadcasting Co., by Charles H. Gaines and Roy E. Gaines (each 50% before, 49.7% after) through sale of stock to W. C. Clary Jr. (none before, 0.6% after). Consideration \$1,250. Action July 14.

WFMF Chicago—Granted assignment of license from Functional Music Inc., owned by Maurice, Lois F., Jerome E. and Lucille K. Rosenfield (each 22.73%) and Kris Martin (9.1%), to Maurice, Lois F., Jerome E. and Lucille K. Rosenfield d/b as WFMF Radio. Financial consideration not disclosed. Action July 16.

WGSB Geneva, Ill.—Granted transfer of control of licensee corporation, Fox Valley Broadcasting Corp., from Walter F. Myers (49%) and Francis L. Riss (1%), to Abraham R. Ellman (50% after). Robert Buehlman retains 50% interest. Consideration \$50,000. Mr. Ellman also has 33½% interest in WOKZ-AM-FM Alton, Ill. Action July 16.

WTVH(TV) Peoria, Ill.—Granted assignment of license from Metromedia Inc., John Kluge, president, to Twelve-Ninety Radio Corp., owned by Kankakee Daily Journal Co. (100%) which is owned by Byrrell L. Small and Len H. Small (each 42.47%), estate of Arthur L. Berkman (8.92%), Mrs. Grace Small (3.47%) and others. Consideration \$2.2 million. *Kankakee Journal* owns WIRE Indianapolis; WKAN Kankakee, and 70% of WQUA Moline, Ill. Twelve-Ninety owns WIRL Peoria. *Kankakee Journal* owns Kankakee TV Cable Co. Kankakee. Action July 21.

WIHS-TV Boston—Granted assignment of license from Boston Catholic Television Center Inc. to New Boston Television Inc., wholly owned subsidiary of present licensee. New ownership will be conventional business, taxable stock corporation. Boston Catholic Television Center is religious, philanthropic corporation owned by Catholic Archdiocese of Boston. Action July 15.

KWFM(FM) Minneapolis—Granted transfer of control of licensee corporation, Fidelity Broadcasting Co., from Northwestern Television and Electronics Institute (100% before, 49% after), through sale of stock to Robert A. Smith (none before, 51% after). Consideration \$35,000. Mr. Smith is salesman at KWFM. Action July 14.

KGHM Brookfield, Mo.—Granted assignment of license from Ira J. Williams tr/as Green Hills Broadcasting Co., to George P. Williams tr/as Green Hills Broadcasting Co. No financial consideration. Mr. G. P. Wil-

liams is son of I. J. Williams. Mr. G. P. Williams is general manager of KGHM, general manager and publisher of *Marceline Publishing Co.*, publisher of weekly newspaper and has 11.5% interest in and is general manager of Brookfield Publishing Co., publisher of daily newspaper in Brookfield. Action July 16.

WPBH Philipsburg, Pa.—Granted assignment of license from Rev. William Emerit tr/as Moshannon Valley Broadcasting Co., to Rev. Emerit and Dorothy E. Emerit d/b as Moshannon Valley Broadcasting Co. No financial consideration. Action July 16.

WBYM Bayamon, P. R.—Granted assignment of license from Sergio Martinez Caraballo, to Carlos and Manuel Pirallo Lopez (each 50%). Consideration \$74,000. Carlos Pirallo Lopez has 37.5% interest in WRAI Rio Piedras and WMIA Arecibo, has 10% interest in WAEL Mayaguez, and 14.5% interest in WISO Ponce, all Puerto Rico. Manuel Pirallo Lopez has 37.5% interest in WRAI and WMIA. Action July 14.

KFTV Paris, Tex.—Granted transfer of control of licensee corporation, Lamar Broadcasting Co., from Dorothy M. Hendrix, executrix of estate of James F. Hendrix, to Dorothy M. Hendrix (0.4% before, 48.8% after). No financial consideration. Action July 16.

KHOK-AM-FM Hoquiam, Wash.—Granted assignment of license from Irving V. and Eleanor M. Schmidtko d/b as Twin Cities Broadcasting Co., to Grays Broadcasting Co., owned by Ernest E. Anderson, Ralph Graham, Ernest Linnenkohl and Bruce Vanderhoof (each 25%). Consideration \$93,000. Messrs. Linnenkohl and Anderson are accountants. Mr. Graham is manager of shake mill. Mr. Vanderhoof is employed at KHOK. Action July 14.

KGRS Pasco, Wash.—Granted assignment of license from Laurence S. Moore, trustee in bankruptcy, to Columbia View Properties Inc., owned by Sam Volpentest, Emily R. Volpentest, Maurice L. Kirkpatrick and Marion Kirkpatrick (each 25%). Consideration \$12,000. Mr. Kirkpatrick has 2% interest in applicant for new FM in Richland, Wash. Action July 15.

WIGL Superior, Wis.—Granted assignment of license from Charles R. Larsen, trustee in bankruptcy, to Arthur A. Cirilli, trustee in bankruptcy. No financial consideration. Action July 20.

APPLICATIONS

KINY-AM-TV Juneau, Alaska—Seeks acquisition of positive control of licensee corporation, Juneau Broadcasters Inc., by Midnight Sun Broadcasters Inc. (39.87% before, 40.33% after) and Ketchikan Alaska Television Inc. (9.77% before and after), jointly, through purchase of stock from Joseph A. and Isabel C. McLean (250 shares before, 10 shares after). Consideration \$2,500. Ann. July 9.

KFIF Tucson, Ariz.—Seeks assignment of license from KFIF Broadcasting Corp., owned by R. E. Pruitt Jr. (100%), to John B. Walton Jr. Consideration \$215,000. Mr. Walton owns KVKM-AM-TV Monahans, and KVII-FM-TV Amarillo, both Texas, and KVOD Albuquerque. Ann. July 8.

WRIZ Coral Gables, Fla.—Seeks assignment of CP from Sioux Broadcasting Corp., owned by Dominion Enterprises Investment Corp. (70%) and others, to Mission Broadcasting Corp., owned by Robert A. Roth (41.12%), Jack Roth (41.12%), James M. Brown (12.25%) and Eugene J. Roth (5.51%). Consideration \$40,000. Mission Broadcasting owns KONO-AM-TV and KITY San Antonio, Tex. Ann. July 15.

WCCF Punta Gorda, Fla.—Seeks assignment of license from Charlotte Radio Co., owned by Loyal Phillips (98%), Lee Wotitzky and Mrs. Lynn Stephens (each 1%), to Charlotte County Broadcasting Corp., owned by John C. Lotz (49%), Mary E. Lotz (49%) and Ralph W. Lotz (2%). Consideration \$50,000. Purchaser will also buy physical facilities of station, presently leased, for \$75,000. R. W. Lotz is engineer at WCCF. Ann. July 8.

KNCO-AM-FM Garden City, Kan.—Seeks assignment of license from Ark-Valley Broadcasting Inc., owned by Ellsworth Sherman (5%), O. D. Carmichael (4.4%), Fred L. Brown (2%), Victor W. Hoflich (2%) and others, to KAKE-TV and Radio Inc., owned by Sherrill C. Corwin (15.1%), Tom Palmer (19.61%), Theodore Gore (9.3%), Rita L. Gore (9.3%) and others. Consideration \$105,000. KAKE-TV and Radio owns KAKE-AM-TV Wichita, Kan., and KUPK-TV Garden City. Ann. July 15.

WETT Ocean City, Md.—Seeks assignment of license from Ocean City Broad-

casting Co., owned by Baltimore Business Investment Co. (48%), Victor Frenkil (11%), Hubert R. O'Connor Jr. (9%) and others, to Public Service Enterprises Inc., owned by Morton S. Hayes and Leonard F. Grazier (each 50%). Mr. Hayes is general manager of WETT and Mr. Grazier has 1% interest in WETT prior to assignment. Consideration \$40,500 to Baltimore Business for equipment. Ann. July 15.

KJPW Waynesville, Mo.—Seeks relinquishment of positive control of licensee corporation, South Central Broadcasters Inc., by Dr. John A. Mihalevich (52% before, 20% after), through sale of stock to John B. Mahaffey, Ralph D. Foster, E. E. Siman Jr. and Lester E. Cox (each 12% before, 20% after). Consideration \$19,200. Messrs. Foster and Cox own KWTO Springfield, Mo. Mr. Cox also has 12.5% interest in KOAM Pittsburg, Kan., and through Pittsburg Broadcasting Co., licensee of KOAM, has interest in KOAM-TV. Ann. July 8.

KBRL McCook, Neb.—Seeks acquisition of positive control of licensee corporation, McCook Broadcasting Co., by LeRoy W. Lenwell (25% before, 100% after), through purchase of stock from Arthur V. Henri, Edward Cooper and William J. Cox (each 25% before, none after). Consideration \$45,000. Ann. July 15.

KSIL Silver City, N. M.—Seeks assignment of license from James H. Duncan, to KSIL Inc., owned by Dennis Behan, Harlan Johnson and Marvin Strait (each 33 1/3%). Consideration \$175,000. Mr. Behan has 25% interest in KLMR Lamar, Colo., and has 33 1/3% interest in CATV firm in Lamar. Mr. Johnson is attorney. Mr. Roberts is CPA. Ann. July 15.

WJIV(FM) Cherry Valley Township, WVIV(FM) Deruyter Township, WEIV(FM) Ithaca, WMIV(FM) South Bristol Township, and WBIV(FM) Wethersfield Township, all New York—Seek assignment of respective licenses and CP's from Ivy Broadcasting Inc., owned by Ellis E. Erdman (41.02%), Janice B. Abbott (15.39%), George Abbott (15.39%), Phebe W. Erdman (11.38%) and others, to Chener Communications Inc., owned by Chenanzo and Unadilla Telephone Corp., Sterling F. Higley, president. Consideration \$550,000. Ann. July 14.

WLLE Raleigh, N. C.—Seeks assignment of license from Raleigh-Durham Broadcasting Inc., owned by Edward B. Kemm (50%), Ralph J. and Judith M. Baron (each 25%), to WLLE Inc., owned by Wallace L. Hankin (60%), John Cussen and Wendell R. Barney (each 20%). Consideration \$225,000. Mr. Hankin has 33 1/3% interest in WCUM-AM-FM Cumberland, Md. Mr. Cussen is manager of brokerage firm in Winchester, Va. Mr. Barney is CPA. Ann. July 8.

KCBY-TV Coos Bay, Ore.—Seeks assignment of license from Pacific Television Inc., owned by Eugene Television Inc., which is owned by Edna E. Fisher (26 1/2%), Lee P. Bishop, Edward T. Gardner, C. Philip Tillman, J. Don Smith, Janeth H. Russell, Robert P. Booth (each 6 2/3%) and others, to Eugene Television Inc., owned by same individuals with same percentages. No financial consideration, transaction of asset transfer. Ann. July 9.

KMBC-FM Eugene, Ore.—Seeks assignment of license from Alan C. and Ruth M. Graves d/b as F Empire Broadcasters, to

Good Shepard Broadcasting Inc., owned by Elvin E. Hofeldt, Donald R. Childs, Florence K. Sullivan, Kenneth Sayles (each 16.67%), Leonal Filksdal (13.33%), James H. Slaven and Lois E. Day (each 10%). Consideration \$28,200. Stockholders have business interests in Eugene and vicinity. Ann. July 9.

WMSR-AM-FM Manchester, Tenn.—Seeks assignment of license from Joseph M. Carter, trustee in bankruptcy, to Ray Spivey. Consideration \$101,250. Mr. Spivey has 18% interest in and is president of lumber and manufacturing company. Ann. July 15.

KBVU Bellevue, Wash.—Seeks assignment of license from Northwest Broadcasters Inc., owned by Merton Glant (75%) and Tishelle Glant (25%), to Sunshine Broadcasting Co., owned by McLendon Corp., stock voted by Gordon McLendon (99.9%). Consideration \$180,000. McLendon Corp. owns KLIF-AM-FM Dallas; KILT and KOST-FM Houston; WYSL-AM-FM Buffalo, N. Y.; KABL Oakland, Calif.; KABL-FM San Francisco, and WNUS-AM-FM Chicago. Sunshine Broadcasting also owns KTSA San Antonio, Tex., which it plans to sell. Ann. July 15.

Hearing cases

DESIGNATED FOR HEARING

■ Commission designated for hearing application by Abraham Rosenstock, t/as Jefferson Radio Co., for license to cover CP of KABE Westwego, La. Issues include determination of facts and circumstances with respect to financing construction and operation of station, whether permittee exercised adequate supervision thereof or relinquished control without prior commission consent, and whether filings with commission relative to financing and operation of station contained misrepresentations or omissions of facts. Chief of Broadcast Bureau was ordered to furnish bill of particulars to applicant setting forth basis for issues. Action July 14.

■ Commission designated for consolidated hearing following applications for only FM channels in respective communities, by inter-related interests which, directly or indirectly, control five AM's, one FM and five newspapers in Pennsylvania: Huntingdon Broadcasters Inc, Huntingdon, Pa., channel 292 (106.3 mc); WDAD Inc., Indiana, Pa., channel 276 (103.1 mc), and Clearfield Broadcasters Inc., Clearfield, Pa., channel 228 (93.5 mc). Issues are to determine whether grant would create concentration of control of mass media communication and whether Huntingdon proposal represents efficient channel use. Commissioners Hyde and Lee dissented. Action July 14.

OTHER ACTIONS

■ By order, the commission denied application by Hartford County Broadcasting Corp. for review of May 10 decision of review board which denied application for additional time to construct WRYM-FM New Britain, Conn., and which dismissed as moot petition for leave to amend application. Action July 21.

■ By order, commission granted application by Abacoa Radio Corp. for review of Feb. 17 decision by review board which denied application to increase daytime power of WMIA Arecibo, P. R., on 1070 kc from

500 w to 5 kw, continued nighttime operation with 500 w, to extent of deleting board's findings that, among other reasons for denial, lack of compelling need in WMIA's proposal is also reflected in multiplicity of other available broadcast services within WMIA's present and proposed service areas. Commission concluded that such finding was unnecessary to determination of application. Commissioner Cox not participating. Action July 21.

■ By order in proceeding on applications of Abacoa Radio Corp. to change operation of station WRAI Rio Piedras, P. R., and Mid-Ocean Broadcasting Corp. for new AM in San Juan, commission dismissed Mid-Ocean application for review of June 1 action of review board which remanded proceeding to examiner for further hearing on Abacoa's request for waiver of coverage requirements of sec. 73.188 of rules, standard comparative issue, and preparation of supplemental initial decision. Commissioner Cox not participating. Action July 21.

■ By memorandum opinion and order, commission (1) granted applications by Kimble Translator Inc., for new UHF-TV translators on channels 71, 73 and 75 to serve Ingram, Hunt and Mountain Home, all Texas, and on channels 79, 81 and 83 to serve Junction, Tex. by rebroadcasting programs of San Antonio WOAI-TV (ch. 4); KENS-TV (ch. 5) and KONO-TV (ch. 12); and (2) denied petition by Junction Cable View, operator of CATV system in Junction, opposing applications for that city. Action July 21.

■ By memorandum opinion and order, commission denied motion by WTAR Radio-TV Corp., Norfolk, Va., for stay of May 26 action granting application of Capital Broadcasting Inc., for new VHF-TV translator on channel 2 to serve Roanoke Rapids, N. C., by rebroadcasting programs of WRAL-TV (ch. 5) Raleigh, WTAR-TV and WUNB-TV, Columbia, have pending petitions for reconsideration. Action July 21.

■ Commission addressed letter of reprimand to Rounsaville of Miami Beach Inc. for permitting facilities of WFUN South Miami, Fla. to be used in "irresponsible" manner by disc jockey. Action July 21.

Central Plains Enterprises Inc., Tahlequah, Okla.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of KVOO-TV (ch. 2) Tulsa, subject to outcome of proceeding in Doc. 15791. Action July 21.

■ Commission addressed letter to Democratic National Committee concerning complaint against WGCB Red Lion, Pa., licensed to Red Lion Broadcasting Inc. (Rev. John M. Norris). Action July 14.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted request by Marion Moore to extend time to July 20 to file reply to exceptions to initial decision in proceeding on application for new AM in Joshua Tree, Calif. Action July 21.

■ In proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, granted petition by Broadcast Bureau to extend time to July 27 to file responsive pleadings to petition for review from denial of intervention by Birmingham Television Corp. (WBMG), Birmingham, Ala. Action July 21.

■ By memorandum opinion and order in proceeding on applications of Dennis A. and Willard D. Sleighter (WWDS) to change facilities of WWDS Everett, and Beacon Broadcasting Concern for new AM in Martinsburg, Pa., in Doc. 15942-3, denied Sleighter's petition to enlarge issues as to Beacon Broadcasting program proposals, and denied motion by beacon to strike supplement to WWDS petition. Action July 19.

■ By separate actions in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla., in Doc. 15886-7, (1) denied petition by WMEN Inc. to enlarge issues; and (2) denied motion by Tallahassee to delete financial issue. Member Nelson not participating. Action July 19.

■ Granted in substance petition by Broadcast Bureau to enlarge issues in proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSB Milford, Del., and changed issue 4 to add "and reasons for failure to timely file annual financial report for 1964." Action July 19.

■ By memorandum opinion and order in proceeding of application of Lampasas Broadcasting Corp. to increase daytime



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SUMMARY OF COMMERCIAL BROADCASTING

	Compiled by BROADCASTING, July 21			
	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
	Lic.		CP's	for new stations
AM	4,039	38	69	453
FM	1,330	16	246	291
TV	551 ¹	42	116	210

AUTHORIZED TELEVISION STATIONS

	Compiled by BROADCASTING, July 21		
	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

	Compiled by FCC, May 31, 1965		
	AM	FM	TV
Licensed (all on air)	3,998	1,292	559
CP's on air (new stations)	19	41	30
CP's not on air (new stations)	77	207	88
Total authorized stations	4,094	1,540	677
Applications for new stations (not in hearing)	220	189	78
Applications for new stations (in hearing)	78	59	60
Total applications for new stations	298	248	138
Applications for major changes (not in hearing)	201	48	22
Applications for major changes (in hearing)	35	3	10
Total applications for major changes	236	51	32
Licenses deleted	1	0	0
CP's deleted	2	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

power of KCYL Lampasas, Tex., denied petition by WACO Broadcasting Corp. (WACO), Waco, Tex., to enlarge issues. Action July 19.

■ By memorandum opinion and order (1) granted joint request by Skylark Corp. and Kingston Broadcasters Inc. for approval of agreement whereby Kingston application would be dismissed; (2) dismissed latter's application for new FM in Kingston, N. Y.; and (3) granted Skylark application for new FM on channel 232 (94.3 mc) in Kingston. Action July 19.

■ Granted application of Richmond Brothers Inc. to increase daytime power of WMEX Boston, on 1510 kc from 5 kw to 50 kw, with DA-2, continued nighttime operation with 5 kw; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action July 16.

■ Granted motion by Verne M. Miller to extend time to Sept. 2 to file exceptions to initial decision in proceeding on application for new AM in Crystal Bay, Nev. Action July 16.

■ Granted petition by Eastern Long Island Broadcasters Inc. to extend time to July 16 to file responsive pleadings to petition by Reunion Broadcasting Corp. to enlarge issues in proceeding on applications for new FM's in Sag Harbor and East Hampton, N. Y., respectively. Action July 14.

ACTIONS ON MOTIONS

By Commission

■ Commission granted requests by Tri-State TV Translator Association, Association of Maximum Service Telecasters Inc. and National Association of Educational Broadcasters to extent of extending time from July 20 to Sept. 20 to file comments and from Aug. 5 to Oct. 5 for replies in matter of fostering expanded use of UHF television channels (proposal to establish new class of low power community-type TV's on UHF channels 70 to 83) in Doc. 14229. Action July 16.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Herbert Sharfman to preside in remand proceeding on applications for 770 kc facilities of Hubbard Broadcasting Inc. (KOB), Albuquerque, N. M., and American Broadcasting-Para-

mount Theatres Inc. (WABC), New York; date of hearing to be specified by further order of commission. Action July 20.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on application of Abraham Rosenstock, tr/as Jefferson Radio Co. for license covering CP for new AM (KABE) at Westwego, La.; scheduled prehearing conference for Sept. 17 and hearing for Oct. 11 in Westwego. Action July 20.

By Hearing Examiner Basil P. Cooper

■ Rejected proposed amendment to AM application by WHOO Radio Inc. (WHOO), Orlando, Fla., without prejudice to right of applicant to file another petition for leave to amend with properly worded and attached amendment or amendments, and dismissed as moot all pleadings filed in response to petition for leave to amend. Action July 21.

■ Scheduled further prehearing conference for July 26 in proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc. for new TV on channel 29 in Buffalo, N. Y., in Doc. 15254-5. Action July 14.

■ Granted request by Prattville Broadcasting Co. to extend time from July 15 to July 26 to file proposed findings and to Aug. 9 for replies in proceeding on application for new AM in Prattville, Ala. Action July 13.

By Hearing Examiner Thomas H. Donahue

■ By separate actions in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., (1) granted applicant's petition to extend time from July 15 to July 22 to file replies to propose findings; and (2) granted motions by applicant and Broadcast Bureau and corrected transcript as requested with one exception. Actions July 19, 20.

■ Pursuant to agreements reached at July 15 prehearing conference, scheduled certain procedural dates in proceeding on applications of Clay County Broadcasting Co. and Wilderness Road Broadcasting Co. for new FM in Manchester, Ky., in Doc. 16060-1. Action July 15.

■ Granted motion by KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., to extend time from July 13 to Sept. 30 to exchange exhibits and lists of witnesses and continued July 20 hearing to Sept. 30 in proceeding on AM application and that of Missouri-Illinois Broadcasting Co., Cape

Girardeau. Action July 13.

By Hearing Examiner Charles J. Frederick

■ Upon mutual agreement and request of all parties, continued July 19 hearing to July 22 in proceeding on AM application of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga., in Doc. 14760. Action July 15.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for July 23 in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc., for new TV on channel 72 in Baltimore. Action July 15

By Hearing Examiner Arthur A. Gladstone

■ Formalized rulings made at July 16 further prehearing conference in Doc. 16070 regarding the rates, terms and conditions of tariff schedules filed by Communications Satellite Corp. to cover satellite services to common carriers, and scheduled further prehearing conference for July 28 to receive report concerning proposed settlement of suspended tariff items and to establish such further procedures as may be appropriate herein. Action July 20.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued July 23 further prehearing conference to Sept. 8 in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM in Tallahassee, Fla. Action July 19.

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998-16000, granted KUMA request to extend time from July 21 to Aug. 6 for preliminary exchange of engineering exhibits. Action July 19.

By Hearing Examiner H. Gifford Irlon

■ Granted petition by American Colonial Broadcasting Corp. and dismissed, but with prejudice, application to change facilities of WSUR-TV channel 9, Ponce, P. R. Action July 15.

By Hearing Examiner David I. Kraushaar

■ On own motion, rescheduled hearing for Nov. 1, and cancelled all other procedural dates heretofore scheduled in Duluth, Minn., TV channel 10 proceeding. Action July 19.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau to extend time from July 27 to Aug. 9 to file proposed findings and from Aug. 3 to Aug. 16 for replies in proceeding on application of Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio. Action July 20.

By Hearing Examiner Forest L. McClenning

■ In 1110 kc, Pasadena, Calif., area proceeding, in Doc. 15752-66, denied petition by Storer Broadcasting Co. (KGBS) for clarification and ruling with respect to issues 8 and 9. Action July 16.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Closed record in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, and specified August 20 for filing of proposed findings. Action July 20.

■ Scheduled prehearing conference for July 22 in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV on channel 38 in Chicago. Action July 13.

■ Scheduled prehearing conference for July 21 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV on channel 29 in Houston. Action July 13.

■ Scheduled a prehearing conference for July 20 in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1. Action July 13.

By Hearing Examiner Sol Schildhouse

■ In proceeding on AM applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon, Pa., and Catonsville Broadcasting Co., Radio Catonsville Inc. and

Commercial Radio Institute Inc., Catonsville, Md., in Doc. 15835 et al., granted petition by Cedar Broadcasters to extent of extending to Aug. 12 date for parties to exchange further written materials and to Sept. 1 to give notification of witnesses to be produced. Action July 14.

By Hearing Examiner Herbert Sharfman

■ On request, continued July 16 prehearing conference to July 30 in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc. for new FM in Frankfort, Ky. Action July 12.

■ On request of applicants, continued July 29 hearing to Sept. 8 in proceeding on applications of Chapman Radio & Television Co. and Anniston Broadcasting Co. for new TV on channel 70 in Anniston, Ala. Action July 12.

BROADCAST ACTIONS

by Broadcast Bureau Actions of July 20

WYSR Franklin, Va.—Granted renewal of license of AM; conditioned to no pre-sunrise operation with daytime facilities.

KODA-FM Houston—Granted license covering changes in ant.-trans. location, ERP, and ant. height; and installation of new trans. and new ant., with remote control operation.

KS2XGA, KS2XGD Lafayette, Ind. — Granted licenses covering changes in main and alternate main trans. for Experimental TV's (airborne); also use of old main and alternate main ant. as auxiliary ant. for main and alternate main trans.

KF2XIK New Rochelle, N. Y.—Granted license for developmental station.

KTVA(TV) Anchorage—Granted CP to change ERP to 26.3 kw vis., and 12.9 kw aur.; change trans. and studio location; type trans. and type ant.; increase ant. height to 300 ft., and make other equipment changes; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KAOL-AM-FM Carrollton, Mo.; KSCM Chester, Ill.; KWRV McCook, Neb.; KEPS Eagle Pass, Tex.; KGTN Georgetown, Tex.; KHBR-AM-FM Hillsboro, Tex.; KITE Ferrell Hills, Tex.; KPCN Grand Prairie, Tex.; WACO Waco, Tex.; KONO-TV San Antonio, Tex.

■ Granted renewal of licenses of the following TV translators: K73AN, K76AF, Eureka Television District, Eureka, Nev.; W06AA, W10AA, W13AB, Windsor Area Jacee's Inc., Windsor, Vt.; W72AB, W77AB, W80AE, W83AD, Millers River Translators Inc., Athol, Mass.

KPAC-FM Port Arthur, Tex.—Rescinded action of July 12 which granted renewal of license of FM.

Actions of July 19

WWUP-TV Sault St. Marie, Mich.—Granted CP to change vis. ERP to 251 kw; aur. ERP 50 kw; and change type vis. trans.

WOR-TV New York—Granted mod. of CP to change type trans.

Actions of July 16

WISA-FM Isabela, P. R.—Remote control permitted.

WIOO Carlisle, Pa.—Granted change in remote control authority.

*WAMC(FM) Albany, N. Y. — Granted SCA on sub-carrier frequencies of 42 and 67 kc.

WEWO-FM Laurinburg, N. C.—Granted SCA on sub-carrier frequencies of 67 kc.

■ Following stations were granted extensions of completion dates as shown: WCSH-TV Portland, Me., to Jan. 16, 1966; KBSA (TV) Guasti, Calif., to Jan. 16, 1966; KOIN-TV Portland, Ore., to Jan. 16, 1966; KFMB San Diego, to Aug. 18.

KBEY(FM) Kansas City, Mo.—Granted CP to change ant.-trans. location; install new trans.; increase ERP to 100 kw, and ant. height to 450 feet.; install new ant., and make engineering changes; waived sec. 73.210(a)(2) to permit main studio to be located at Mission, Kan.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KCMC Texarkana, Tex.; KCOM Comanche, Tex.; KDOK Tyler, Tex.; KFJZ Fort Worth; KHUZ Borger, Tex.; KIXZ Amarillo, Tex.; KLBK Lubbock, Tex.; KLVV-AM-FM Pasadena, Tex.; KOCA Kilgore, Tex.; KOGT Orange, Tex.; KPND Pampa, Tex.; KRAY Amarillo, Tex.; KRDL Dallas; KRUN Ballinger, Tex.; KSFA Nacogdoches, Tex.; KTFO Seminole, Tex.; KTLU Rusk, Tex.; KTRF Lufkin, Tex.; KULP El Campo, Tex.; KZZN Littlefield, Tex.; KEEZ(FM) and SCA San Antonio,

Tex.; KMSC(FM) Clear Lake City, Tex.; KRBE(FM) Houston; *KNER(FM) Dallas; KCNY San Marcos, Tex.; KCOB San Antonio, Tex.; KERB Kermit, Tex.; KFYB Bonham, Tex.; KIMP Mt. Pleasant, Tex.; KJIM Fort Worth; KLLL Lubbock, Tex.; KNOK Fort Worth; KODA Houston; KOYL Odessa, Tex.; KPNG Port Neches, Tex.; KRIG Odessa, Tex.; KRRV Sherman, Tex.; KSET El Paso, Tex.; KSKY Dallas; KTFB Texarkana, Tex.; KTLW Texas City, Tex.; KTRM Beaumont, Tex.; KWEL Midland, Tex.; KINT El Paso, Tex.; KHGM(FM) and SCA Beaumont, Tex.; KJIM-FM Fort Worth; KODA-FM and SCA Houston; KRDL-FM and SCA Dallas, and WFAA-TV Dallas-Fort Worth.

WGKA-FM Atlanta—Granted CP to increase ERP to 100 kw, decrease ant. height to 235 feet, and install new trans. and new ant.; conditions.

Actions of July 15

KGRS Pasco, Wash. — Granted licenses covering increase in daytime power, and installation of new trans.

WSEM Donalsonville, Ga.—Remote control permitted; subject to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

■ Granted CP for new VHF-TV translator to Leavenworth Non-Profit TV Association Inc., on channel 5, Leavenworth, Peshastin and vicinity, Washington, to rebroadcast programs of KXLY-TV (ch.4) Spokane, Wash.

■ Granted renewal of licenses of following main and co-pending auxiliaries, subject to such action as may be taken under Doc. 15415 and 15971 or any proceeding which may be instituted thereunder: KAUZ-TV Wichita Falls, Tex.; KLBK-TV Lubbock, Tex.; KTBC-TV Austin, Tex.; KBLB Helena, Mont.; KDLO-TV Florence, S. D.; KNMT(TV) Walker, Minn.; KTVO(TV) Kirksville, Mo.; WHIO-TV Dayton, Ohio; WICS(TV) Springfield, Ill.; WREX-TV Rockford, Ill.; KCBF-TV Lubbock, Tex.; KTAL-TV Texarkana, Tex.; KTRF-TV Lufkin, Tex.; KCMT(TV) Alexandria, Minn.; KELO-TV Sloux Falls, S. D.; KPLO-TV Reliance, S. D.; WCHU(TV) Champaign, Ill.; WICD(TV) Danville, Ill.; WIMA-TV Lima, Ohio; WSAU-TV Wausau, Wis., and WSIL-TV Harrisburg, Ill.

W83AG Greenville, Pa.—Granted license for UHF-TV translator.

W73AC Waverly, Pa.—Granted CP to include sections of Scranton, Pa., in principal community, change type trans., and make changes in ant. system for UHF-TV translator.

*KUHT(TV) Houston—Granted mod. of CP to reduce ERP to 302 kw vis., and 30.2 kw aur.; change type aur. trans. and type ant., and make changes in ant. system; ant. height 1,160 feet.

■ Granted licenses for following VHF-TV translators: K13GU Monterey County Superintendent of Schools, Aromas, Calif.; K11GO, K13GL, Slater Butte Translator Co., Fort Goff, Happy Camp, North Indian Creek, Calif.

■ Granted licenses covering changes for following VHF-TV translators: K12AE, city of Powell, Powell, Wyo.; K09BH, K11BB, K13BM, Upper Methow Valley Television Association Inc., Mazana, Wash.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KGNC-TV Amarillo, Tex.; KOSA-TV Odessa, Tex.; KTRK-TV Houston; WBAP-TV Fort Worth-Dallas; KHOU-TV Houston; KRDL-TV Dallas-Fort Worth; KTVI(TV) Fort Worth-Dallas, and WOAI-TV San Antonio, Tex.

Actions of July 14

■ Remote control permitted for KART Jerome, Idaho.

KHOK-FM Hoquiam, Wash.—Granted extension of completion date to Jan. 12, 1966.

K08EX Metlakatla, Alaska—Granted CP to change trans. location for VHF-TV translator.

KBIM-TV Roswell, N. M.—Granted mod. of CP to change ERP to 282 kw vis., and 51.3 kw aur.; change trans. location to Hagerman, and studio location; change type trans. and type ant.; make changes in ant. structure, and increase ant. height to 2,000 feet.

K83BG LaCrosse, Wis.—Granted mod. of CP to change type trans. for UHF-TV translator.

K81AW Redmond, Prineville and Madras, Ore.—Granted mod. of CP to change trans. location, change type trans., and make changes in ant. system for UHF-TV translator.

■ Granted renewal of licenses of following

main and co-pending auxiliaries: WCTM (FM) Eaton, Ohio; KTUL-TV Tulsa, Okla.

■ Granted CP's to replace expired permits for following new VHF-TV translators: K11GR, K13GO, Cascade Chamber of Commerce, Cascade, Idaho; W02AC, Claremont Television Inc., Claremont, N. H.

■ Following were granted extensions of completion dates as shown: *WTIU(TV) Bloomington, Ind., to Jan. 14, 1966; *WFLD (TV) Chicago, to Jan. 14, 1966.

KAIM-FM Honolulu—Granted CP to install new ant.; conditions.

WNOB(FM) Cleveland—Granted CP to change type trans., install new ant., and redescribe ant.-trans. and studio location. K71BH, K72CG, K76BU, K80BQ, K82BA, K83BB Milford and rural Beaver County, Richfield and Monroe, Enoch and rural Iron County, Orangeville and rural Emery County, rural Juab and San Pete Counties, and Columbia, rural Duchesne, Carbon and Emery Counties, Utah—Granted CP's to replace expired permits for new UHF-TV translators and specify changes in ant. system for UHF-TV translators, also specify type trans. for K72CG.

K04AH, K06AT, K11BP, K13BO Story, Little Piney and Lower Piney area, Sheridan and Fort MacKenzie, Wyo.—Granted CP's to replace expired permits to make changes in VHF-TV translators.

K11BR, K13BL Grass Range, Mont.—Granted CP's to change type trans., and change name to Grass Range Television Tax District for VHF-TV translators.

K73AE, K79AJ Redmond and Prineville, Ore.—Granted CP's to change trans location and make changes in ant. system for UHF TV translators.

K76AX La Jara, Romeo, Manassa, Antonito and Alamosa, Colo.—Granted CP to change type trans. and make changes in ant. system for UHF-TV translator.

W02AB Williamsburg, Ky.—Granted CP to make changes in ant. system for VHF-TV translator.

K77AP rural area near Pendleton, Ore.—Granted mod. of license to change primary TV to KTVR (ch. 13) LaGrande, Ore.

Action of July 9

■ Remote control permitted for following: KTTS Springfield, Mo.; WSIG Mount Jackson, Va.; KSGM Columbia, Mo.

Fines

■ Commission notified KTOO Broadcasting Inc. that it has incurred apparent liability of \$750 for ten rule violations by KTOO Henderson, Nev. One of violations was failure to make sponsorship identification in announcement advertising sale of used electric ranges; other nine were non-compliance with operator, inspection, logging and other technical operation rules. Licensee has 30 days to pay or contest forfeiture. Action July 21.

■ Commission notified Centennial Radio Corp., licensee of KAPI Pueblo, Colo., of apparent liability for forfeiture of \$750 for six violations of rules including sec. 73.93(c) for failure to employ full-time first-class operator or to contract for services of part-time full-class operator and sec. 1.611 for failing to file annual financial report on form 324 for 1963 and 1964. Licensee has 30 days to contest or pay forfeiture. Commissioner Cox abstained from voting. Action July 21.

■ Commission notified Glen Harmon Corp. that it has incurred apparent liability of \$350 for willful or repeated violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over KALO Little Rock, Ark., without identifying sponsor. Particular announcement was broadcast 300 times during 15 days in February, for which station receiver \$325 as part of advertising campaign but no sponsorship identification was given. Licensee has 30 days to contest or pay forfeiture. Action July 21.

■ By memorandum opinion and order and notice of apparent liability, commission rescinded May 12 action in dismissing application of Lawrence W. Adams for renewal of license of WBRT Bardstown, Ky. but notified licensee that he has incurred apparent liability of \$1,000 for violations of reporting requirements, including failure to file annual reports, over four year period. Licensee has 30 days to contest or pay forfeiture. Action makes it unnecessary for WBRT to cease operation on July 21. Application will have deferred status pending resolution of technical problems. Action

Continued on page 100

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Qualified manager needed 250-1000 only local station growing city under 50,000. County population 200,000. You are now employed but for good reason may want to make change to permanent spot where pay is good and opportunity participation in established successful well financed station ultimately. Salary and incentive pay five figures based on history operation. Proven experience in South or Southwestern preferred. Must be good salesman with ability to manage, direct and operate already successful locally owned station. Write fully with snapshot in strict confidence. Box G-275, BROADCASTING.

Sales manager to manager in one year! You could eventually manage this station. Pulse rated number one . . . mobile unit . . . two way radios . . . small . . . but fast growing, expanding operation. Looking for pro, or young salesman on the rise. We're swamped . . . and need professional help. If you are looking for your last job, contact: Dan Libeg, KSNM Radio, Pocatello, Idaho.

Experienced, sales oriented manager for WGUY, Bangor. Salary open, Send qualifications to Mr. Stone, Lobster Network, 440 Forest Ave., Portland, Maine.

All-around Manager. Small market radio station. Northwestern Wisconsin. Resort area. Write Box 352, Rice Lake, Wisconsin.

Sales

Baltimore. Experienced salesman with proven field record. Select situation leading to management with multiple group. Box G-40, BROADCASTING.

Regional sales managers (3) for new division of 30 year old million dollar company. Background in advertising helpful. Income well above average. Career position only. Box G-71, BROADCASTING.

Cincinnati—Solid salesman—Proven track record—Management capability . . . multiple group . . . Good starting salary, plus . . . Box G-72, BROADCASTING.

Attention Radio account executives and sales managers. Top job for top money! One ownership—20 years old—5000 watt station. Guarantee plus commission for top sales producer. You'll be proud to represent best in market. National reputation. Top position for top income with big pluses. If you are sharp, name your price. Box G-247, BROADCASTING.

Ohio FM group has immediate opening for qualified salesmen with ambition and desire to advance into management. Must have good record in small and medium market sales. Send complete resume. Box G-259, BROADCASTING.

Established account list. \$7,000 guarantee. you'll exceed \$10,000 your first year. Stable station requires stable man. 105,000 total market, growing rapidly. Resume, references, etc., to Tom Kelly, KAHR, Redding, California.

Radio Account Executive: We want a young college graduate with a record of consistent success in local radio sales and the potential and desire to move into management. We are an expanding company with an excellent sales compensation plan, good opportunities for advancement, and excellent fringe benefits. Interested applicants should write, including age, marital status, education, and complete sales record to J. P. O'Hagan, Personnel Department, WLW, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Salesman, 2 station market, NBC affiliate, top 40. Excellent earning potential for right man. Located in heart of "Big Sky" country. Call Dewey Wilmot, Area Code 406 792-9111.

Announcers

1st phone, "top 40"—immediate opening! Will consider beginner—send air check, resume first letter. Box G-41, BROADCASTING.

Established Texas station seeking experienced adult announcer. No top 40. Send tape, resume to Box G-104, BROADCASTING.

Fine opportunity for top imaginative talent with new Ohio large market fulltime radio station. Box G-142, BROADCASTING.

Down state Illinois kilowatt, in modern, prosperous city, has desirable opening for a showmanship announcer. Must be familiar with modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for a top notch man. Write Box G-184, BROADCASTING, with details of experience, reference, tape.

Announcer, first phone, no maintenance, for 5 kw AM, 50 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

Wanted: Top-notch spiritual and Gospel dj, good on community contacts. East coast top rated station. Salary open. This is not an immediate opening, we can take our time to find right man. Experienced only. Tell all first letter. Resume, photo, references. Tape (non-returnable). Box G-184, BROADCASTING.

Top 50 market radio station needs professional, experienced dj for C&W station, not necessarily a C&W jockey. Send audition tape, resume, salary requirements and recent photo immediately to Box G-195, BROADCASTING.

Fall season coming. Good hours, staff and Southwestern city, needs top 40 man. Could use first phone. . . . not required. Tape, resume. Box G-229, BROADCASTING.

D.J. Smooth professional delivery required by number one Top 40 type station in Great Lakes area. Immediate opening in daytime shift. Don't reply unless you're really good. Many unusual advantages. Tape, photo, resume. Box G-253, BROADCASTING.

Top rated C & W station in top 100 market seeks DJ who can handle commercial production. Call Bob Poole, 218-724-0259 after 8 p.m. or Box G-257, BROADCASTING.

Immediate openings for qualified announcers-newsmen with Ohio FM group. Send complete information. Box G-258, BROADCASTING.

Have an immediate opening for top-notch announcer with first phone license. Man who can swing with a top 40 format as well as write and produce commercials and station promotions. Looking for a man with ability and who wants a future with a 5000 watt station that has been #1 for the past six years in one of the South's fastest growing markets. Ability to do engineering preferred but not essential. Top salary for the right man. Send tape, complete resume including photograph to Box G-269, BROADCASTING.

NYC area station seeks experienced announcer with mature voice, polished delivery, thorough knowledge of middle of road music. Excellent salary. Send aircheck and resume to Box G-295, BROADCASTING.

Play-by-play sports announcer—this can be in combination with sales or with a first class ticket. Salary plus commission or straight salary. AM-FM, 25,000 watt daytime, KRNV, Lexington, Nebraska.

Announcer with first ticket. \$460 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcers—(Cont'd)

Immediate opening for announcer-engineer for network station. Must be qualified. No beginners. Send tape and resume. Good salary to start. Mike McCormack, General Manager, WBHC, MBS, Hampton, S. C.

Announcer wanted. WCOF Immokalee, Florida. Needs announcer that can do Mexican, Spanish Show . . . and C & W. Send tape with both Spanish and English voice. Immediate opening for right man.

Experienced announcer with first class license, no maintenance, for progressive, bright sounding station. Good voice necessary. Send resume and tape to WFAW, Fort Atkinson, Wisconsin.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221 N. La Salle St., Chicago.

Wanted: Announcer-salesman. Excellent opportunity, new fulltime station, new market. Experience in sales helpful. Give full information first letter to Graham L. Jones, Manager, WODI Radio, P. O. Box 518, Brookneal, Virginia.

1st phone dj wanted immediately! Rush tape, resume to program Director, WTLB, Utica, New York.

Immediate opening, top 40-news-dj must be good and be able to handle heavy schedule in top rated station in the finest town in the Rockies. Call or write, Lou Erck, P. O. Box 189, Cheyenne, Wyo. phone 832-5898 or 838-8921. Good salary plus opportunity for advancement.

An interested young, single announcer with first phone license, needed immediately for 40-hour week night shift. No maintenance, but good voice. If you have potential, we will train. Contact: Bob Ditmer, 366-5364, Houghton Lake, Michigan.

Technical

Transmitter Engineer: Opening in September or October for thoroughly competent experienced professional technician. ETV, VHF, in major midwest city. Salary to \$190/week depending on experience. Send full resume and picture. Box G-220, BROADCASTING.

Chief engineer to take charge of 5 kw AM and powerful FM separately programed, both 24-hour operations. Must have 5 years current chief engineering background and be qualified in all, we mean all respects. One of Michigan's best broadcast facilities, modern equipment throughout, send summary about yourself in complete confidence. This is not a run down make-do plant. Salary open. Minimum \$7,500.00 acceptable. Box G-272, BROADCASTING.

Engineer-announcer—combination man, first phone, announcing. 25,000 watt regional station, KRNV, Lexington, Nebraska. A town of 6,600 population. Salary depends on experience and qualifications. Will have to stand part time transmitter watch.

Chief engineer AM-FM, strong on maintenance. Manager, WBRD, Bradenton, Florida.

1st class engineer for 5 kw AM-FM station. Must be sharp on control board operations. WDRC, Post office Box 1360, Hartford, Conn. 66112.

Chief engineer-announcer—strong maintenance background for 1 kw daytime. Excellent equipment, solid operation, pleasant living area. Prefer family man. Write or contact Jim Armstrong, WLSV, Wellsville, N. Y.

Technical—(Cont'd)

Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required, car needed. Send resume and requirements to Manager, WMBT Radio, Shenandoah, Pennsylvania.

Immediate opening—chief engineer-announcer. Announcing duties light but must have good voice. Airmail training, experience, picture, WMIK, Middlesboro, Ky.

Successful midwest expanding FM station with stereo & SCA services desires engineering supervisor with a ear for quality. Strong on maintenance preferred. Contact Gene Gildow, C. E., WPTH, Ft. Wayne, Indiana. 219-483-0584.

Chief engineer for full time directional AM-FM operation in central Indiana. Good wages plus benefits. Must be experienced. Immediate opening. Contact by phone 317-529-2600.

Teacher wanted to handle wide range of broadcasting subjects especially operation of studio equipment. College degree and experience preferred. Also first class engineer to maintain school equipment. Cambridge School of Broadcasting, 632 Beacon Street, Boston, Mass.

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

News

Big ten journalism faculty needs young broadcast newsmen to teach in growing department. Must be skilled writer and photographer. Box G-161, BROADCASTING.

Florida AM-FM needs news director to run completely equipped three-man department. If you're qualified for the job, you'll know the kind of man we're looking for. Tell all first letter. State requirements and send tape. Position open now! Box G-213, BROADCASTING.

Experienced Newsreporter . . . Also staff announcer. Suburban Westchester. 3rd class license. Resume and tape. Salary \$110.00. Box G-221, BROADCASTING.

News director for good music format station. Strong local newsmen needed for large Florida resort market. Immediate opening. Box G-237, BROADCASTING.

Broadcast news teaching assistantships can open at big ten journalism school for candidates with some professional experience. In 18-month program, student earns master's degree, assists in news laboratories and gains six months experience in paid job on metropolitan broadcast news staff. University stipended plus station pay. Box G-251, BROADCASTING.

Newsmen . . . for top rated contemporary music station in upper midwest. Experienced, with mature authoritative delivery . . . a commanding sound that moves. Write and up-date stories as they develop including actualities, and air major morning newscasts. Mobile unit advancement possible. Tape, photo, history. Box G-252, BROADCASTING.

Wanted: Radio newsmen. with or without first class ticket. Station in metropolitan New York Area. Good, experienced radio newsmen wanted only. Beginners save your time. Send information to Box G-254, BROADCASTING.

Newsmen wanted for active newsminded, mid-west station. Prefer experienced writer and air man. Apply at once to radio station, WKHM, 441 Wildwood, Jackson, Michigan.

Production—Programing, Others

Immediate opening for combination personality-production director excellent pay commensurate with ability if you're good call at once. Robert Michael, Manager, WJAB, Portland, Maine.

Production engineer with background in religious programing. J. O. Terry, P. O. Box 12157, Ft. Worth, Texas.

RADIO

Situations Wanted—Management

Major market "pro" wants station management. Michigan—Ohio—Illinois preferred. Exciting, new sell with sound formula. Box G-70, BROADCASTING.

Final move to solid opportunity. 20 years sales and management. Clean cut, family man. Box G-171, BROADCASTING.

Want to manage small market where ability to handle any station duty, including engineering, is an asset. Excellent sales record, experience, first phone, college. Objective is future at your station, not step to major market. Box G-225, BROADCASTING.

General manager—available September 1. Eminently qualified, competent, productive, honest. 30-year experience management and sales includes national, regional and local plus all phases of good music and/or modern operation. 5-station background. Real pro. Worth \$18,000 per year. Box G-281, BROADCASTING.

Sales

26 years old recent college graduate (both BA and MA degrees), seeks position in AM sales. Impeccable character, diligent, ability to persuade potential clients. A native of Southern California, seeks placement in that vicinity. However, other areas will be considered. Box G-223, BROADCASTING.

Experienced salesman . . . Top quality man in every respect. State potential earnings you think #1 man could make. Box G-260, BROADCASTING.

Announcers

If your top forty station is progressive and likes individuality, you are for me and I am for you. College graduate, seven years in business, heavy production, strong personality. Stable, 23, and single. Available August First. Box G-132, BROADCASTING.

Need number? High Hoopers and "powerful Pulses" my specialty! Nine years in business, always #1. DJ.? PD.? MD.? G-150, BROADCASTING.

1st phone, 3½ years experience in middle of the road and top 40. Available immediately. Box G-168, BROADCASTING.

Experienced, for adult programed station. 33, single, 3rd ticket. Box 589, Winter Haven, Fla. or Box G-172, BROADCASTING.

Beginner, trained by top professionals in Area, board experience. Want small station experience. Box G-212, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw; fifteen years experience, news, programing, production. Extra voices. Tape, resume available. Fifteen thousand per year. Box G-219, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box G-222, BROADCASTING.

Top 40 jock, fast pace, no screaming, sharp on news. Box G-226, BROADCASTING.

Announcer desires position in progressive, broadcast minded station. Can also do news, continuity, production or sales. Personal interview can be arranged. 3rd with endorsement. Box G-227, BROADCASTING.

Experienced, play-by-play sportscaster and disk jockey, with 1st ticket. Wants to relocate. Family currently employed. Box G-231, BROADCASTING.

D.J. Announcer, Bright top 40 jock. Experienced with certificate endorsed. Versatile, tight board, will re-locate. Box G-232, BROADCASTING.

Just completed two years of college. Want to work in radio one year so that I can return. Over three years experience. Good news and commercial delivery, smooth voice. Hard worker! Box G-234, BROADCASTING.

Light, all around experience. College, third, good voice, hard worker. Box G-236, BROADCASTING.

Announcers—(Cont'd)

Am looking. Ten years in biz, east, wish to settle permanently in west coast market. Big or little. Box G-241, BROADCASTING.

Radio school grad, news DJ, any format versatile, dependable. Box G-243, BROADCASTING.

Quality music programing, good music background. 1st phone. Box G-244, BROADCASTING.

Announcer-D.J. — experienced with third. Tight Board. Enthusiastic, top 40 sound. Looking to settle. Box G-248, BROADCASTING.

Want to do smooth, relaxed, afternoon or nite show in good size market. Know music and how to put it together. Program in good taste. Your format or mine. 15 years experience in radio, TV, recording. 1st phone. All queries answered. Box G-249, BROADCASTING.

I'm the greatest, I'm the prettiest, I'm the king, I'm only kidding, but I'm not kidding when I tell you I can do a good job on your station. Third phone. Announcing school graduate available now. Tape, resume. Box G-250, BROADCASTING.

Attention station manager: Top-rated morning personality. 12-years professional communicator. Unique and imaginative production. "Ideas Unlimited." Winner of 15-associated press news awards. Play-by-play baseball and football. College grad. Family man—34. Tape and track record upon request. If you pass this one up, you're out of your mind. Box G-255, BROADCASTING.

College Towns! Year in radio, eight months top 40, now working 100,000 watt FM. Want to work full time and finish college. Box G-256, BROADCASTING.

6 years experience, bright lively sound. Presently living in Indiana, prefer mid-western states. Box G-261 BROADCASTING.

1st phone, 2 yrs. exp., 1 yr. college, know pop music well. Ideas. Clean habits, no drifter. Perm., full time pd or md-anncr, non-frantic top 40, college town, West. No maintenance. Min. \$450/mo., available Sept. 1. Box G-266, BROADCASTING.

Experienced program manager looking for a major market station with problems. Fifteen years of aggressive station administration, programing, production, and sales promotion can work for you. Box G-270, BROADCASTING.

DJ-newscastr—bright, mature sound, experienced, willing to travel, 3rd class. Box G-280, BROADCASTING.

Talented beginner wants to roll with swing-in' top 40. Box G-282, BROADCASTING.

First phone operator. Year experience as engineer. Will relocate. Box G-284, BROADCASTING.

Announcer, dj, authoritative newscaster. Experienced, married, tight board. Want to settle. Not a prima donna or floater. Box G-285, BROADCASTING.

Negro dj, announcer, newscaster, 2 years experience, tight board. Married. Willing to relocate. Not a prima donna or floater. Box G-287, BROADCASTING.

Spanish speaking—disk jockey—announcer good newscaster. Experienced "combo man" with 3rd class permit. Wish to work in New York City or vicinity. A family man. Not a floater or prima donna. Box G-288, BROADCASTING.

Female dj-announcer, continuity, personable, Will relocate, not a floater. Box G-290, BROADCASTING.

Negro dj/newscastr, experienced, broadcasting school, third phone. Married, will relocate. Box G-291, BROADCASTING.

Penna., Ohio, W. Va.—Top 40 personality dj, wants to locate in your area. Experienced and dependable. Salary secondary to good working conditions. Available. Box G-292, BROADCASTING.

Major market jock . . . with top background ready to settle in medium, medium-metro market and raise family. Must be top flight station. Salary negotiable. Will consider pd job. Box G-293, BROADCASTING.

Announcers—(cont'd)

Good c&w, also other formats. Married, reliable, experienced, good news, voice, Dennis Diamond, 417 South Lincoln, Apt. B, Spokane, Washington.

Have 1st phone will travel. Good mature voice, limited experience, eager to get started. Write or phone Ralph Trentadue, 749-B Partola, Presidio of San Francisco, JO 1-3001.

Available—first phone combo. Box 405, Torrington, Wyoming.

Combo, 1st eng./C & W jock. Relocate, conditions right. \$125 minimum. Russ Vestal, 625 N. Camellia, Farmersville, Calif. Ph. 209-594-4437.

Negro—1st phone announcer, newscaster, 1 year experience—will relocate. 213-234-2788.

Announcer: Radio, 12 years one station Chicago area; southern TV, 1 year on camera and booth. Endorsed 3rd. Experienced in news, sports, interviews, remote mc. production, copy, dj—references. College, ex-teacher—34 yr., stable family man. Minimum \$135 weekly. Nothing south please. Bob Fahrner, 944 Kirkland Drive, Columbus, Georgia. 404-323-5703.

Available—announcer with 1st phone. Graduated from broadcasting school. Blind, Tom Dimeo, 135 Valley Street, Lewistown, Penna. Phone collect 248-3489.

First phone, no experience, technical maintenance. P. E. Agostini, 233 Lynch Street, Brooklyn, N. Y.

Country music dj and entertainer. Tight board, third class endorsement. Will also sell. Bobby Hodges, Tele. 708-244-0100.

Technical

Experienced supervisor AM-FM-TV, CCTV, maintenance and installation. Sixteen years broadcasting, radar, instrumentation. Box G-69, BROADCASTING.

First phone operator, southeastern states. Box G-112, BROADCASTING.

First phone operator, inexperienced but willing to learn. Northeast preferred. Box G-143, BROADCASTING.

Experienced chief engineer, 10½ years AM-FM DA. 16½ years broadcasting. Prefer eastern states available immediately. Box G-263, BROADCASTING.

1st phone. Looking for position as broadcast technician. Box G-289, BROADCASTING.

News

Radio-TV newsman-director, administrative/technical background, married, looking for garden to grow in. Box G-262, BROADCASTING.

Experienced newsman, seeks position with a future. Emphasis on gathering, writing. Family man with degree. Box G-264, BROADCASTING.

Award winning radio-TV newsman with first, displaced by low seniority when staff cut. Seeking position where merit . . . not time counts. Box G-274, BROADCASTING.

Experienced newsman available. Radio-TV. 915-25-62403.

Production—Programing, Others

Young, experienced producer of radio-TV fine arts programs available to operation which has exclusive spot for him. Resume and samples of work on request. Box G-228, BROADCASTING.

Program director with eight years radio and two years TV experience desire to relocate. Heavy on sport play-by-play. Box G-271, BROADCASTING.

Sports director, solid play-by-play background all sports, accurate—exciting, want heavy college-professional schedule. Box G-278, BROADCASTING.

Program-production man offers progressive operation FM programing services, ideas. Announcing, if needed 1st phone. Box G-279, BROADCASTING.

TELEVISION

Help Wanted

Sales

Hard-working go-getter needed to set up complete sales department for new independent TV station opening this fall in top 10 market. Opportunity and challenge with high commission for man with ideas and experience. Send photo, references, and complete background information to Box G-210, BROADCASTING.

Technical

Staff radio-television engineer for university broadcast stations equipment operation and maintenance. 1st Class license required plus radio-television station experience. Opportunity to work in new facilities with first quality equipment. Call or write: Robert F. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color creed, religion or national origin. Box G-146, BROADCASTING.

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details, experience and background. Box G-178, BROADCASTING.

Enthusiastic, experienced man needed for brand new station in top 10 market. Must be thoroughly experienced in everything from purchasing and installing of studio equipment to setting up live programs in studio and on remotes. Outstanding opportunity for someone who knows his field and wants to get in on ground floor of company that plans to expand. Send picture and complete background information to Box G-209, BROADCASTING.

TV broadcast technicians wanted. Major network owned television station Midwest needs several technicians. Must be young, energetic, well educated and technically oriented. Experience welcome but not essential. These are top quality jobs for superior technicians only. Submit complete resume to Box G-276, BROADCASTING.

Attend the Society of Broadcast Engineers Northwest Regional Convention October 4 and 5. Dave Sather, KXLO, Lewistown, Montana.

Television technicians: Immediate openings. Must have good technical background. First phone required. Send resume to Leo W. Reetz, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Transmitter engineer also studio engineer TD. Experienced broadcasters preferred. Clean operation in sunny, healthful, air conditioned Yuma, Arizona. Telephone collect 602-782-4711 Art Vogt, Chief engineer, KIVA-TV.

TV studio technician. Only experienced need apply. Send full resume to Mr. Bibeau, KOB-TV, P. O. Box 1351, Albuquerque, New Mexico.

Channel 7 TV, under construction, seeks technical chief, studio and transmitter engineer. Chance to grow with new operation. Interested? Write Gen. Mgr., WEMT-TV, 7 Main Street, Bangor, Maine.

Experienced TV transmitter engineer needed to fill permanent position at maximum power VHF station. Responsibilities commensurate with abilities. Excellent working conditions. Contact Chief Engineer, WJBF TV, Augusta, Ga.

News

Newsman—Prominent VHF group station seeks a young TV newsman. Must have some experience in reporting, photography and on-air. Good growth opportunity. Attractive company benefits. Send resume, including recent photo and salary requirements, and video or audio tape to Charles Caton, News Director, WIS-TV, Columbia, South Carolina.

News—(Cont'd)

On-air newscaster-writer, capable of covering news. Experience with 16 mm. equipment helpful but not essential if willing to learn. Send complete details on qualifications and educational background with recent picture in first letter to Hal Wilson, WITN-TV, Washington, North Carolina.

Production Programing & Others

Scenic Designer—immediate need for creative man in nation's 3rd market. Should be experienced in color TV production. Expanding staff to meet heavy schedule of live programing. Salary: open. Box F-153, BROADCASTING.

Need film and tape room director. Must be expert in film editing. Salary \$135 per week. Write Box G-43. BROADCASTING.

Entire staff—Sales, production, programing, talent, news, accounting for new UHF independent in top 10 market in the east. Now forming creative, hard driving, experienced, dedicated team. "Shirt sleeve" type who can produce and supervise. Challenging opportunity for professional and financial growth. Tell us about yourself detailing experience in first letter. Box G-89, BROADCASTING.

Operations-production manager to supervise all production staff and activities in expanding ETV station in new television building. Annual salary \$8500. One month vacation. Experience in station operations required. M. A. education preferred. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-144, BROADCASTING.

Producer-director-instructor to direct ETV and telecourse productions, supervise student productions, and teach radio and/or television production course. M. A. required plus professional production experience. Instructor rank. Annual salary depends on qualifications. Twelve months' position. One month vacation. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-145, BROADCASTING.

Art director for Florida station. Immediate opening for experienced person, heavy on creative visualization, set design and construction, graphic design. B.A. desirable. Station heavy in live production. Need top notch person capable of organizing and running art department. Send photo, resume and portfolio 1st communication. Box G-245, BROADCASTING.

TELEVISION—Situafions Wanted

Sales

Teacher desires sales, production or promotion. 5 years TV production, young, married. Box G-173, BROADCASTING.

TV Sales. If you're multiple owner with own sales organization, or rep, specializing in thorough selling small list I can produce for you. 2½ years successful TV sales major New York rep. Also large market radio station and national magazine sales. I'm 30, with strong desire to build mutually profitable future. Box G-238, BROADCASTING.

Professional, versatile, experienced Television-Radio Salesman seeks TV sales, or sales announcing position. Qualified for Local-Regional-National-Agency sales. Competent on-camera performance. Holds first class radio-television license. Excellent references. Your reply receives immediate attention. Box G-240, BROADCASTING.

Announcers

Television sports director available. Excellent organization. Accent on film at local level. Fine news gatherer. Top writer. Editorial approach. Image builder in sports minded market. Box G-267, BROADCASTING.

Technical

Experienced television man with first phone desires position. Jim Davis, 621 Manitoba, Colorado Springs, Colorado. Phone 473-5598.

News

News Director—Currently shooting, writing, covering and airing six and ten P.M. news in two-station southern market. Eight years radio, TV, College journalism. Box G-151, BROADCASTING.

Production—Programing, Others

A writer with wit, an announcer with polish and director with imagination. All for a 5-cent stamp. Box F-264, BROADCASTING.

Producer-Director. Six years experience in live television and motion pictures. B.S. degree. Married. Box G-239, BROADCASTING.

Producer-director with top flight experience seeks challenging situation. Twelve years major market. Family man. References. Box G-242, BROADCASTING.

Childrens show. If you have 1 hr. a day available. We have a children's show comedy, puppets, music, magic, etc. We have format material and background. We're 2 experienced children's performers with sales ability. Box G-283, BROADCASTING.

WANTED TO BUY—Equipment

RCA TK-41 Color camera in good condition. Reply Box G-37, BROADCASTING.

250 watt transmitter for use as standby. Must be in operating condition or will swap Gates remote control unit complete. State make, model, condition and price. WFTW, P.O. Box 10, Ft. Walton Beach, Florida.

Used AM transmitter—1, 5, and 10 kw. State condition and price. P. O. Box 783, La Jolla, California.

Wanted: Ampex 3300, 4 track duplicator. Complete or components. Box G-273, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 617-594-5172.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Tower, 185 ft., excellent condition, self-supporting, \$1,500 standing; \$2,000. F.O.B., WEAW, Evanston, Illinois.

Excellent buy—10 kw FM, W. E. transmitter—\$2500 cash. WSKT, Knoxville, Tennessee. Phone 577-4439.

FM station equipment. ITA 1 kw Xmtr \$2400, HewPack 335B Freq & Mod monitor \$1100, Andrews 1304-1 4 bay and Hellax \$1100 or all for \$4300. Perfect. Williams 405-235-4567.

FOR SALE

Equipment—(Cont'd)

RCA BR-84 racks, used with bases and top covers—\$50.00. Doors ventilated and non-ventilated—\$10.00. Side panels \$5.00 FOB Albuquerque, J. Danziger, Box 1351, Albuquerque, New Mexico.

Used 230 foot SS BLAW-KNOX BASE insulated tower complete with lighting, KWIC, P. O. Box 6158, Salt Lake City, Utah.

Hobart gasoline generator 35 KVA, 230 volts, 3 phase—\$1,000. Federal 101-C field intensity meter—\$275. Johnson R. F. contactor 25 Amps—\$75. KSJB, Jamestown, N. D.

RCA type TP-6EC film projector, excellent condition with less than 800 hours running time. Price: \$8,500.00. Box G-235, BROADCASTING.

For Sale. Hercules, gasoline driven motor generator. 225-250 volts, 3 phase, 60 cycles AC, 35 KVA, in good condition. (Ordinance generating unit M-7.) Unit complete with starting and control panel is mounted on I beam frame. \$500. Can be seen at WSM transmitter, Concord Road, Franklin, Tennessee. 832-5498.

Attention FM broadcaster: Ready to meet FCC requirements of separate programing? Schafer Automatic Programmer available, \$1,750. WUNI, Mobile, Alabama.

Television transmitting antenna RCA PFH 12AP super turstille. Excellent condition. Priced far below original cost for immediate disposal. Phone collect 305-633-6311. B. Haurylak, National Airlines, Miami, Florida.

H.P. frequency and modulation monitor 335-B in use on 95.5 mcs—available \$650.00. KNEV, Reno, Nevada.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

Add 30% to your billing . . . with weekly ideas from the Brainstrom. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstrom Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 28th St., Brooklyn, N. Y. 11229.

The "Wait Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-letters and city streets. It's wild! Inexpensive, too! Free sample. Weir Productions, Box 5215, San Diego, Calif.

Tremendous weekly roundup human interest news. Trial offer 3 weeks \$12. World News Features, Box 207, Olympia Fields, Illinois.

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.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first Phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

FCC first phone license preparation. Resident classes. Six weeks. Starts September 13. Basic Electronics course—11 months. Write: J. J. Gallagher, Vice President, Western Technical College, 3005 Central Avenue N. E., Albuquerque, N. M.

Mr. Broadcaster

Everyone reads BROADCASTING'S Classifieds

The Classifieds reach qualified personnel seeking immediate employment and those who would relocate after seeing your ad.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

RADIO—Help Wanted—Management

General Manager:

Salary five figures—Plus bonus—Market regional in midwest—Established 1946—Original ownership—Power 5,000-AM, 50,000-FM—All equipment completely new—Conditions excellent. Required qualifications: Minimum twelve years experience in all phases of industry—Complete executive knowledge and organization ability—Must be married—Furnish complete history of experience and references with recent photograph—Interviews arranged—Applications strictly confidential—Excellent opportunity for qualifying man.

Box G-186, BROADCASTING

Announcers

WPTR

50 KW Giant needs 2 D.J.s
One with 1st phone.

Rush tape, resume, salary requirements to:

Dick Lawrence
Operations Manager
Box 1540
Albany, N.Y.

Technical

ENGINEERS:

CIVIL, CONSTRUCTION, ELECTRICAL, ELECTRONIC AND MECHANICAL ENGINEERS

with experience in design or construction are needed by the U.S. INFORMATION AGENCY, VOICE OF AMERICA, to work overseas in its construction program. Civil and construction engineers will supervise and inspect high-power radio relay station construction of multiple transmitter installation ranging in power up to 1,000 kilowatts. Electronic, Electrical and Mechanical engineers will plan and supervise construction and installation of broadcasting and communications systems, including microwave and VHF radio link systems, antenna systems, audio distribution, tape recording and playback systems; electrical lighting, power generation and distribution, heating and ventilating systems, and equipment layout. Salary based on experience and education ranges from \$9,945 to \$15,855 per annum plus overseas allowances. U.S. citizenship required. Relocation expenses paid per Government regulations. Applications describing experience in detail should be sent to:

U.S. Information Agency
Personnel Division, Room 718
Box PD 1-66
1776 Pennsylvania Ave., N.W.
Washington, D. C. 20547
An Equal Opportunity Employer

News

NEWS DIRECTOR

Midwestern network affiliate is seeking an experienced, professional radio newsman to direct a four man news department. Excellent opportunity. Salary range \$7,000-10,000. Send full particulars to:

Box G-268, BROADCASTING

Situations Wanted

Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

Major Market

or
National Group

PROGRAM MANAGER

desires major market contemporary, talk or middle of road station. Top references in industry. Furnished on request. Available immediately.

Box G-277, BROADCASTING

TELEVISION—Help Wanted

Announcers

RADIO/TV PERSONALITY

Excellent opportunity for proven personality in TV weather. Middle of the road personality radio with a top mid-western CBS affiliate. Send VTR and resume to:

Box G-230, BROADCASTING

Technical

Field Service Engineer

Prefer some college and military electronic training. Minimum 3 years experience in servicing broadcast or closed-circuit television recorders. Apply in person or send resume to:

Len Hase

Ampex Corporation

Midwest Regional Office
2-N-575 York Road
Suite 1A, Elmhurst, Illinois 60127
— Equal Opportunity Employer —

News

TV Newsmen

KOVR

Sacramento, California

Wanted, experienced newsman capable of gathering, writing and delivering on camera. Submit resume and 16mm SOF audition if available to:

Personnel Department
McClatchy Broadcasting
21st & Q Sts.
Sacramento, California

News—(Cont'd)

WANTED:

NEWS EDITOR

Number one rated TV station in leading western market seeking experienced news editor capable of running a 9 man news operation. Must be thoroughly experienced all forms of news operation. No on camera work required, although would be helpful to be qualified for occasional appearance. In replying, include complete resume and financial responsibility. Salary up to \$15,000. Reply to:

Box G-286, BROADCASTING

Production—Programing, Others

PROMOTION PRO

Exciting TV station wants exciting promotion expert. Top market eastern station searching for experience, dynamic sales-audience promotion man. Not looking for tired ideas but for fresh, creative action. This aggressive station believes in promotion and will supply you with staff and tools to accomplish outstanding job. You will work with a great team. You will find outstanding opportunities. Send resume and requirement. Fully confidential.

Box G-265, BROADCASTING

Situations Wanted—Management

Attention Broadcasters

or
Group CATV operators

Available soon. 16 years TV-Radio broadcast. Emphasis engineering, construction, and 6 years successful sales record major equipment supplier. Presently regional manager contract sales, CATV component manufacturer and systems owner. Can be of assistance all phases your plans for construction or acquisition CATV systems. Mature individual, plenty of imagination, not afraid of hard work. Relocate your area. Reply

Box G-246, BROADCASTING

FOR SALE—Equipment

FOR SALE:

1 -10KW Modulation Transformer, Thordarson, Plus/Minus 1/2db, 30-10,000 CPS, Ratio 1.43-1. Buy it for a spare. \$275.00 F.O.B.

2 -Stepdown Auto Transformers, 40-KVA, 3PH, 50 CPS, Pri. 405/380V, 55.6/60.6 A. Secondary 240, 230 220V, 96.1/105 A. Made by Electro. \$175.00 each F.O.B.

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INSTRUCTIONS

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Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

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Applications are now being accepted from all broadcast personnel presently working in a top 100 market. Immediate openings Nationwide for top flight air personalities, newsmen, engineers, copy writers and salesmen. Remember—you must presently be working in a top 100 market to qualify for these high paying positions. Send tape and resume today.

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MISCELLANEOUS

WARNING

Applicants for employment, or persons seeking favors and representing themselves as relatives of Bill Elkins or other Elkins staff members, or claiming to have been associated with Elkins School System as an instructor or in any other capacity should immediately be reported to
**Elkins Institute of Radio
Electronics, Inc.
2603 Inwood Road
Dallas, Texas**

WANTED TO BUY—Stations

SMALL GROUP INTERESTED
in acquiring another AM facility. Will consider any station in any market. Contact:

**JIM BONNETTE
BOX 66
PERRYSBURG, OHIO**

Want To Retire?

If you own a Radio Station, and would like to retire on a gradual basis, let's get together. I offer you experience, capital, and a desire to succeed. Please write to:

Box G-39, BROADCASTING

AM or FM Wanted

Small group interested in acquiring an AM or FM in small to medium market. Write **Box G-224, BROADCASTING.**

**DO YOU HAVE A
MEDIUM MARKET AM
AVAILABLE**

If so: I would like to hear your terms. Rush details to

Box G-233, BROADCASTING

FOR SALE

FOR SALE

300 shares
of Stainless Inc. North Wales, Pa.
Manufacturers of world's tallest steel towers.

Shares outstanding—7570

Write to:
Box E-294, BROADCASTING

FOR SALE—Stations

California AM good growth area asking \$115,000 with excellent terms. Owner wants offer. **EXCLUSIVE.**

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Northeast UHF

Fully equipped; well-established in large market. 1,500,000 homes potential.

Box G-23, Broadcasting

FOR SALE

Stations

Continued

THREE FOR SALE

1. Texas. Single Station Daytimer.
2. Southwest Fulltimer. Multiple Market. Annual Gross \$200,000. \$325,000 cash including FM.
3. Southwest Daytimer. Annual cash flow \$40,000. Low down and 8 years.

Red River Broadcasting Company

16 Texoma Terrace

Denison, Texas

FOR SALE

Midwest UHF TV in smaller market—on air several years, with highly improved prospects. Other unusual benefits—priced about like a radio station. Low payment, terms. Excellent for Owner-Operator.

Box G-189, BROADCASTING

La Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

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P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Me.	single	fulltime	\$100M	terms
Calif.	medium	profitable	220M	70M
Tenn.	medium	fulltime	155M	70M
S. E.	major	fulltime	300M	29%
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STATIONS FOR SALE

1. SOUTHWEST. Major market. Gross \$10,000 a month. Open to offer.
2. EAST. AM-FM Combination. \$180,000 Terms.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 93

July 20.

■ Commission notified Lamar A. Newcomb, licensee of WFAK Falls Church, Va., that he has incurred apparent liability of \$1,000 for failure to identify sponsorship of "Dale Crowley" program as required by sec. 317 of Communications Act and sec. 13.119 of commission's rules. Station has 30 days to contest or pay forfeiture. Action July 14.

Rulemakings

- PETITIONS FOR RULEMAKING FILED
■ Salt Lake City—Holladay Broadcasting

Co. Requests commission institute rule-making proceedings to assign FM channel 278 to Salt Lake City and substitute channel 274 or 221 for 276 at Tooele, Utah in following manners: Tooele: Delete 276A, add 274; Salt Lake City: add 222 and 278. Holladay also gave alternative of Tooele: delete 276A, add 221A; Salt Lake City: add 274 and 278. Salt Lake City already has FM channels 227, 231, 246, 254, 262 and 282. Received July 7.

■ Carrollton, Ky. — Titan Broadcasting Corp. Requests institution of rulemaking proceedings to assign FM channel 261A to Carrollton. Received July 9.

New call letters requested

- Roanoke, Va. — Roanoke Telecasting Corp. Requests WRFT-TV.
■ Jacksonville, Fla. — Duval Television Corp. Requests WDUV-TV.
■ KZIX-FM Fort Collins, Colo.—Horse-tooth Broadcasting Co. Requests KFMF.
■ WCTA-FM Andalusia, Ala.—Andalusia Broadcasting Inc. Requests WNBX.
■ WJMJ Philadelphia—Rust Craft Broadcasting of Pennsylvania Inc. Requests WRCP.
■ WJMJ-FM Philadelphia — Rust Craft Broadcasting of Pennsylvania Inc. Requests WFAF-FM.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 21. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.
■ Indicates a franchise has been granted.

■ Athens, Ala.—Athens TV Cable Inc. (S.P. McDonald, Roanoke, Ala.) has been granted a franchise. Subscribers will pay \$5 monthly and no installation charge.

■ Prichard, Ala.—Clear View TV Co. has been granted a franchise. Maximum rates were set at \$20 for installation and \$5 monthly. The city will receive 3% of the annual gross receipts. GT Inc., Mobile, Ala. (Toulmin Greer, president) was previously granted a franchise.

■ Contra Costa county, Calif.—Franchises have been granted to Cable Vision North. Crockett TV Cable System and Walnut Creek Cable TV. Applications have also been filed by KPIX(TV) (Westinghouse Broadcasting Co.) and KRON-TV (Chronicle Publishing Co. [San Francisco Chronicle]), both San Francisco.

San Bernardino, Calif.—City council has rejected the applications of Empire Cable TV Co. and Storer Cable TV Inc. (Storer Broadcasting Co.). San Bernardino Community Television Antenna System is now serving the city under a 1961 franchise.

■ San Juan Capistrano, Calif.—Franchises have been granted to American Cablevision Co., Beverly Hills, Calif. (Jack Kent Cooke, president), a multiple CATV owner, and Miller and Frost. American Cablevision plans to charge \$15 for installation and \$6 monthly and Miller and Frost will charge \$25 for installation and \$5 monthly. Both firms offered 2% of the annual gross receipts to the city.

■ Fruita, Colo.—Community Television Inc. has been granted a 10-year franchise. Service must be available within one year or the ordinance will be void.

Goodland, Kan.—Robert E. Schmidt, Hays, Kan., has applied for a franchise. Mr. Schmidt has a 49½% interest in Kays Inc. Stations (KLOE-AM-TV Goodland and KAYS-AM-TV Hays). The proposed system, which would bring in at least seven TV signals, would cost an estimated \$100,000.

Beaver Dam, Ky.—See Hartford, Ky.

■ Flatwoods, Ky.—Clearview TV Cable Co., Russell, Ky. (William H. McKnight, president) has been granted a 20-year franchise. He offered the city \$4,000 outright and 5% of the annual gross receipts or \$2,500, whichever is higher. Clearview was chosen over Multi-Channel TV Cable Co., Portsmouth, Ohio, because it offered the city more revenue. Clearview also has a franchise in Russell.

Hartford, Ky.—Western Television Co., 1032 College St., Bowling Green, Ky., has applied for franchises in Beaver Dam and Hartford, both Ky. The company would bring six TV signals plus a time-weather service. Subscribers would pay \$4.95 monthly and the cities would receive 2% of the annual gross receipts.

■ Dwight, Ill.—Dwight Perfect Picture TV Co., represented by William Clancy, has been awarded a 25-year franchise. A 3% franchise tax is specified in the agreement. Maximum subscriber costs are set at \$37.50 for installation plus \$5 monthly. The firm will use the facilities of Illinois Bell System.

Freeport, Ill.—General Electric Cablevision Corp., subsidiary of General Electric Co., New York, has applied for a franchise. Previous applicants are Triad Stations through WFRL-AM-FM Freeport and WREX Inc. (WREX-TV Rockford, Ill.), a subsidiary of the Gannett Co.

Mattoon, Ill.—Frisina Amusement Co., operator of the local motion picture theaters, has applied for a franchise. The firm currently operates CATV in Effingham, Ill. Other applicants in Mattoon are Friendly Broadcasters Inc. (WEIC Charleston, Ill.) and Central Communications Co., a subsidiary of Illinois Consolidated Telephone Co.

Peoria, Ill.—Peoria Cable Television Inc., represented by Robert Frudeger and John Altorfer, Peoria, and Multi-Channel Cable TV Inc., Chicago, have applied separately for a franchise. Both applications request a 25 year ordinance. Peoria Cable proposes a 2% annual remittance to the city; Multi-Channel proposes 3%. Multi-Channel, represented by William Clancy, estimates subscriber costs of \$37.50 for installation plus \$5 monthly. The system under consideration would involve a maximum \$2 million investment.

■ Quincy, Ill. — Quincy Cablevision Inc., (held jointly by Continental Cablevision Inc., Tiffin, Ohio; Quincy Broadcasting Co. WGEM-AM-FM-TV Quincy, and Quincy Newspapers Inc.) has been awarded a 20-year franchise. The ordinance establishes a \$5,000 yearly remittance to the city for the first 10 years and payment of 3% of annual gross revenue thereafter. Maximum subscriber costs are set at \$20 for installation plus \$5.50 monthly. Firms denied are Gregg Cablevision Co., Nashville, and Booth Broadcasting Co., Detroit, a multiple station owner.

Franklin, Ind. — United Telephone Co., represented by Charles H. Jessup, and Community Teleception Inc. (Bruce Storm, Bloomington, Ind., president) have applied separately for a franchise. Community Teleception would remit to the city 3% of annual revenue from the projected \$150,000 system. United Telephone estimates maximum subscriber costs at \$20 for installation plus \$6 monthly.

Corunna, Mich.—See Owosso, Mich.

Owosso, Mich.—Owosso Broadcasting Co. (WOAP Owosso) has applied for franchises in Owosso and Corunna, both Mich. Plans call for bringing in nine TV signals. Subscriber costs would be \$20 for installation and \$4.95 monthly for residences and \$5.95 for businesses.

Saginaw, Mich.—Booth Broadcasting Inc., Detroit, a group station owner, has applied for a franchise. Subscribers would pay \$4.90 monthly. The city would receive 2% of the annual gross receipts.

North Platte, Neb.—City council has voted to reject the applications of Colorado Televents, Denver, Meredith-Avco Inc., both multiple CATV owners, and Telesis Corp. (Tom and Melville Gleason, York, Neb.).

■ Allegany, N. Y.—A 10-year nonexclusive franchise has been granted to Olean TV Cable Co., represented by David Franz, Celeste Drive, Allegany. The firm has agreed

to remit yearly either 1½% of annual gross revenue or \$100 to the city. Olean TV has been operating in Allegany without a formal franchise ordinance.

■ Plattsburgh, N. Y.—Ausable Valley Telephone Co. (George Beckwith, president) has formed the subsidiary ASCOM Inc. to construct and operate a CATV system in Plattsburgh. The firm has announced intention to proceed without a formal franchise agreement with the city. Five other applications for a franchise are currently pending. ASCOM will use the Ausable Valley Telephone pole system in outlying areas and the New York Telephone Co. system in Plattsburgh.

High Point, N. C.—American CATV Services Inc., a Tennessee firm, has applied for an exclusive 20-year franchise. Subscriber costs would be a maximum of \$19.95 for installation and \$5 monthly. Free service would be provided to schools and various city and county offices. The city would receive 3% of the annual gross receipts.

■ Brilliant, Ohio—Centre Video Television Cable Co., State College, Pa., (James Palmer, president), has been granted a franchise. The agreement specifies a maximum monthly subscriber fee of \$4.50.

■ Centerville, Pa.—Southwestern Pennsylvania Cable TV Inc. has been granted a franchise. The firm has established subscriber rates of \$15 for installation plus \$3 monthly.

■ Coatesville, Pa.—Chester County Broadcasting Co. (WCOJ Coatesville, Pa.) has been awarded a franchise. Firms denied are Triangle Publications, Philadelphia; Rollins Broadcasting (WAMS Wilmington, Del.), and Community-Wide Cable TV Corp., Warrington, Pa.

Elizabethtown, Pa.—Columbia Telephone Co. has applied for a franchise. A previous application was submitted by WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.), member of the Steinman Stations, a group station owner.

Rittman, Ohio—Multi-Channel Cable Co., Portsmouth, Ohio, represented by Paul Setters, has received approval on first reading of its application for a franchise. The firm proposes an installation fee of \$10 plus \$5 monthly charges. Stations to be carried: WEWS(TV) and WJW-TV Cleveland; WAKR-TV Akron, Ohio; WSPD-TV and WTOL-TV Toledo, Ohio; WFMJ-TV, WKBN-TV and WYTV(TV) all Youngstown, Ohio; WLWC(TV), WBNS-TV and WTVN-TV all Columbus, Ohio; KDKA-TV Pittsburgh; CKLW-TV Windsor, Ont., and educational stations from Purdue and Ohio State Universities.

Kingsville, Tex.—The city commission has revoked the two-and-one-half year old franchise granted to Kingsville Cable TV Corp. as the franchise agreement had stated that the system must be in operation within two years of the grant.

Robstown, Tex.—Segnam Inc. (represented by attorneys Roger Butler and Ted Schafer) has applied for a 35-year franchise. Under the proposed system 12 TV signals would be supplied. The city would receive 2% of the annual gross receipts.

■ Beloit, Wis.—Beloit Community Television Service Inc. (headed by Harry C. Moore) has been granted an exclusive franchise. Subscriber costs will be \$25 for installation and \$5 monthly. The city will receive from \$1,000 to \$5,000 yearly depending on the number of subscribers. The system will cost an estimated \$400,000.

DURING his 13 years in the broadcasting business, Ted O'Connell has held seven different jobs. His assignments have shuttled him several times back and forth between New York and Chicago.

But Mr. O'Connell is by no means a "job-hopper" in the conventional sense of the phrase. His entire TV-radio career has been with the CBS organization, which has a penchant for testing young-men-to-watch in a variety of different posts before elevating them to top-rung executive positions.

Apparently, Mr. O'Connell has acquitted himself most creditably in what has come to be known as the "CBS farm system." Last October, short of his 36th birthday, he was appointed vice president, CBS Television Stations National Sales, the group that represents the five CBS-owned TV outlets for spot business.

Importance of Spot TV ■ He speaks easily and knowledgeably of spot TV's role in the advertising community, and is confident that the medium will continue to flourish despite certain competitive developments.

"For some time, the TV networks have been selling aggressively to advertisers who had been regular spot customers," Mr. O'Connell pointed out. "There have been increased uses of regional networks and expanded use of piggyback commercials. All of these factors have tended to keep us on our toes."

Mr. O'Connell stepped into his current post at a time when his sales and executive skills were to be tested most strenuously. It's axiomatic that a key consideration in spot business is the TV network with which stations are affiliated. Last fall and winter a close battle developed among the three networks for audience supremacy with CBS-TV, NBC-TV and ABC-TV virtually tied in the national ratings.

"But I'm happy to say that spot business at our stations nevertheless continued to be good," Mr. O'Connell commented.

Spots and Color ■ He is optimistic regarding prospects for 1965-66. He believes that the movement to color on the local and network levels will be a catalyst for expanded business on a long-range basis.

The proliferation in color programming and advertising on the networks, he said, will be accompanied by a build-up in color at stations throughout the country. An informal survey by his organization indicates that spot advertisers are planning to widen their participation in color.

"The best estimates we have after checking leading advertising agencies and advertisers throughout the country is that by this fall there will be 180 advertisers using color on a national and

Spot TV's whirlwind salesman

regional spot basis," he reported. "By January 1966, the number of companies planning to use spot advertising in color should rise to about 290."

Mr. O'Connell noted that the five CBS-owned TV stations will be able to transmit color by this fall. They will be equipped to originate local live color by the fall of 1966.

"We feel confident that the increase in local color is going to offer more opportunities for local and national spot advertisers," Mr. O'Connell ventured.

Aside from planning for an upsurge

WEEK'S PROFILE



Theodore William O'Connell Jr.—VP and general manager, CBS Television Stations National Sales; b. Nov. 27, 1928, Chicago; Knox College, Galesburg, Ill., B.A. business administration, 1950; Cadet, U. S. Air Force, 1950-51; salesman, Addressograph-Multigraph Corp., Chicago, 1951-52; salesman, WBBM Chicago, Feb.-Aug. 1952; CBS Radio Spot Sales, Aug. 1952-Feb. 1953; salesman, WBBM-TV Chicago, 1953-55; salesman, New York office, CBS-TV Spot Sales, 1955-59; midwestern sales manager, CBS-TV Spot Sales, 1959-60; eastern sales manager, New York, CBS-TV National Spot Sales, Aug. 1960-Oct. 1964; VP and general manager, CBS-TV National Spot Sales since October 1964; m. Barbara J. Beeman of Detroit, 1954; children—Jesse, 10; Ted, 8; Amy, 6; member—International Radio & Television Society; Sales Executive Club of New York; New York Athletic Club; Milbrook Club and Stanwick Club, both Greenwich, Conn.; hobbies—skiing, golfing.

that color hopefully will engender, Mr. O'Connell, along with other spot TV executives, maintains a busy schedule aimed at bringing new advertisers into the medium and keeping old-line customers signed on the dotted line.

Busy Schedule ■ "Since the first of this year, our organization has had talks with and made presentations to 70 out of the top 100 advertisers," he reported.

In recent weeks CBS Television Stations National Sales has been concentrating its efforts on the automobile industry. He believes that the auto business, which in recent years has invested the bulk of its television dollars in network, is a logical area for development by the spot field, and adds:

"We have been stressing to car manufacturers that through the use of spot TV, they can develop a better reach and frequency pattern on a market-by-market basis. The outlook seems promising in this field, particularly since the growth in color will give us another dimension to sell auto companies as well as other advertisers."

Mr. O'Connell is pleased with the sales pace in daytime periods, which continues to be "good," he remarked. His staff has been devoting considerable time and energy to keeping prime time sold, with particular emphasis on 10, 20 and 30-second availabilities.

"Prime-time minutes, of course, are in heavy demand and there is no problem there," he explained. "Selling the shorter-length time periods has been more difficult, but I can say that we have been relatively successful."

Mr. O'Connell noted improved business during the past year from retailers and described this category as one that "shows promise of continued growth." His organization is stepping up its sales presentations to retailers throughout the country to consolidate the gains that already have been made.

Traveling Executive ■ Colleagues confide that Mr. O'Connell maintains a whirlwind travel schedule, leaving his New York headquarters frequently for business trips to CBS-TV National Sales branches in Detroit, Chicago, St. Louis, San Francisco and Los Angeles. Outside of secretarial help, Mr. O'Connell supervises a staff of 35 executives involved in sales, research, promotion and related services.

"Ted has shown growth potential in every job he has held with CBS," an executive who has been close to him over the years reported. "He has tremendous drive and energy, though he is not a super-talker."

"He is a thoughtful man and thinks before he talks and acts. But when he does, he moves quickly. He has shown too that he can get along extremely well with both people in the CBS organization and with clients and prospective clients."

Moment of truth

IF the 44-man board of the National Association of Broadcasters had attended the annual convention of the National Community Television Association in Denver last week, a swifter solution of the CATV problem would be possible.

Most broadcasters would have seen themselves in another era—when they were younger, leaner and hungrier. It was the era during which they were seeking to establish themselves as members of the communications elite, against the onslaughts of many newspapers, do-gooders and advocates of government ownership. And when newspapers were told: "If you can't lick us, join us," many did in droves.

There were about 1,500 in Denver for the NCTA 14th annual convention—about the number that attended NAB conventions two decades ago. Included were many broadcasters of the first flight, and a good many ex-broadcasters. There were also numerous lawyers and bankers, possibly following the thesis that money goes where money is.

There was an uncommonly interesting exhibit of equipment that excited cable operators and prospective operators. Advances in equipment quality and design, including an around-the-clock news channel using AP radio wire service, piqued imagination as to the future in programing over cables.

Enlightened cable operators realize they're in a fight, not only with television broadcasters but with copyright owners and syndicators and with various telephone companies. They are shooting for more than they can possibly hope to achieve, but they are confident the public wants their service and that the public won't be denied by Congress, the FCC or the courts.

They know that an important segment of the public is willing to pay a fee for good diversified television service. CATV operators won't be able to get all they want—and shouldn't. Nor will their opposition be able to legislate or regulate them into oblivion.

The prudent, sensible, tidy way of meeting what now is a stalemate would be for the NAB and NCTA to promptly resume their interrupted negotiations and come forward with a plan under which each can live and benefit. It is a job for cool heads.

If an accommodation cannot be reached, the outlook is bleak indeed. There will be litigation, legislation and inevitable regulation from which neither side can benefit, nor can the public.

Wall-to-wall boredom

DICK SALANT, vice president of CBS Inc. and former president of CBS News, has raised a point about television's coverage of political conventions that is valid and, regardless of competitive considerations, ought to be faced and settled before the 1968 conventions come around.

It is time, Mr. Salant suggests in a speech reported elsewhere in this issue, for television to re-examine its convention coverage practices and decide whether gavel-to-gavel preoccupation is justified.

The politicians who arrange and attend conventions want maximum exposure on TV. Because television is a regulated business their whims probably get more attention than nonbroadcast news media would give them. But coverage of some of the "programing" they concoct in their efforts to get maximum exposure is defensible possibly on entertain-

ment but certainly not on journalistic grounds.

The networks have recognized this in the past, cutting away from some of the duller speeches and sillier goings-on to present other reports or commentary and analysis. What Mr. Salant is suggesting, if we read him correctly, is that even this is too much, that the real news might ordinarily be compressed into a period of one or two hours of live coverage and edited recaps each night—and that, in any case, TV newsmen should take a hard look at what they've been doing and decide for themselves whether it is journalistically sound.

Persuasive reasons can be cited for both gavel-to-gavel and selective coverage. NBC and ABC officials, who incline toward full treatment, reason that conventions are major political spectacles that the public wants to see, and that when things get dull or trivial, it is easy enough to switch to more meaningful matter. On the other hand there is the argument, advanced by Mr. Salant, that apart from the essential newsliness of many convention events the ratings have proved that many viewers prefer normal entertainment but that in a large number of markets they have no alternative choice when the conventions are on.

Departure from traditional wall-to-wall coverage would raise problems, as Mr. Salant noted. But if all three networks should decide to compress their live-and-tape coverage into, say, the 9-11 or 10-11 p.m. EDT period, plus perhaps special "bulldog editions" recapping highlights at later hours, many of the problems—preemptions, audience-promotion and competition and prestige generally—might be minimized if not solved.

We would like to see the conventions shortened, and think they probably could be cut in half without impeding democracy. But whatever time the parties want to spend on their goings-on, each network's responsibility is to cover whatever is there that it thinks worth covering—and to do so according to its best judgment.

The nature of television competition would probably make it hard for one network to go it alone on a radically different course. For whatever it's worth, however, the newspaper field offers many examples of approaches that are at once different and successful. The *New York Times* comes closest to (but still doesn't approach) TV's full-text treatment. But more people read the *New York Daily News*, and many widely respected newspapers offer depth of coverage that lies somewhere between those extremes and that is still considered perfectly adequate by the people they serve.

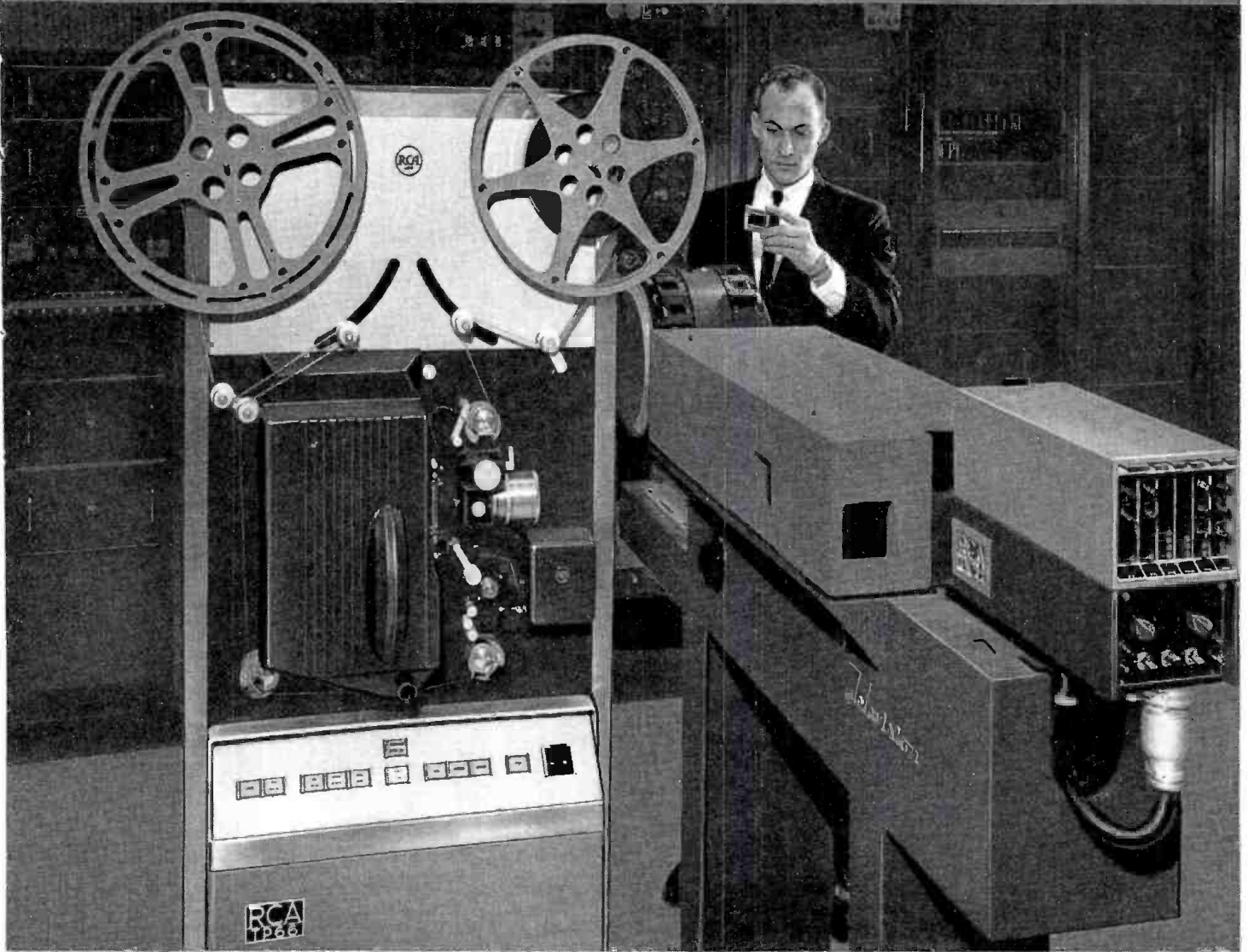


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TP-7 SLIDE PROJECTOR. Provides for semi-automatic operation. Holds to a total of 36 slides. Dual-drum design, it projects standard 2x2 inch slides with excellent optical resolution and contrast. Single lamp source assures uniform image brightness.

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