



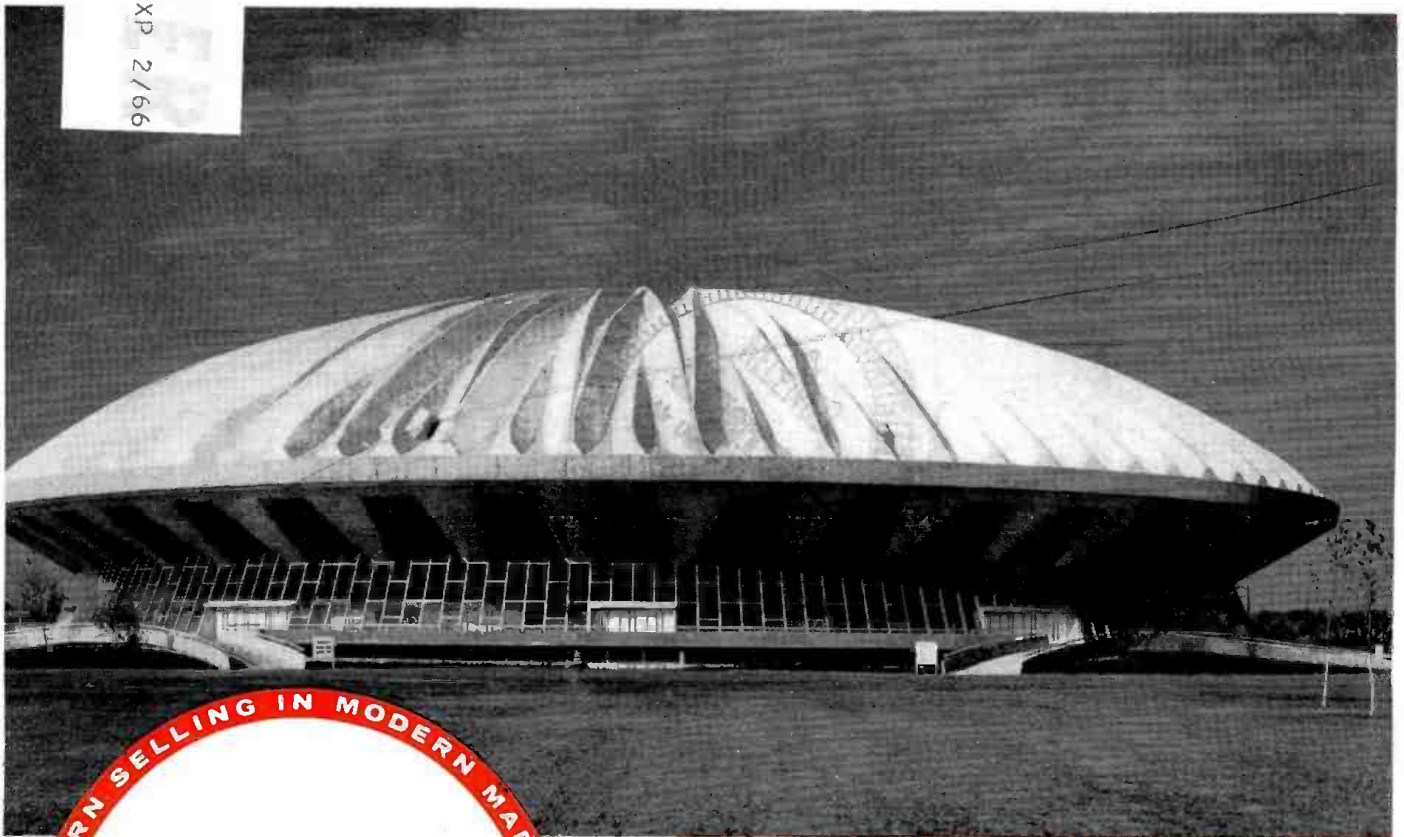
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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SERIALS LIAISON  
UNIT AIR UNIT  
UNIT ACC BRANCH  
MAXWELL AVE  
L  
MH  
XP 2/66  
3112



ASSEMBLY HALL UNIVERSITY OF ILLINOIS  
CHAMPAIGN, ILLINOIS

MODERN SELLING IN MODERN MARKETS

TELEVISION DIVISION

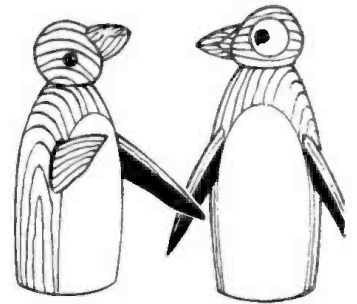
**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

**SPOT TV**

Modern markets like this set a fast, dynamic pace. National advertisers use Spot TV to sell them with speed, flexibility and maximum impact.

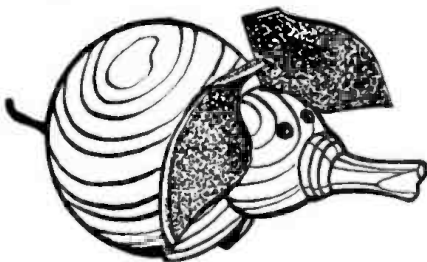
# Calling CARDS



BUDGET DIRECTORS\*  
(GLUM AND FRUGAL CORPS)

TELEVISION STATION		TV MARKET		NATIONAL REPRESENTATIVE	
W T R F - T V		W H E E L I N G		Edward PETRY & Co., Inc.	
Wheeling, West Virginia		S T E U B E N V I L L E		AUDIENCE SPECIFICS	
(304) 232-7777		Upper Ohio Valley		Young Adult Dominance	
Bob Ferguson, EVP		NETWORK: Basic NBC		RATE CARD DATA	
Cy Ackermann, SM		RANK: 46/76		Petry Coded Card	
"excellent"		ARB: March '65			
		NIELSEN: March '65			
		CODE: YES			

TV REP\*  
(BLAST OF THE BIG VENDORS)



We call a spade a spade and proudly admit that your WTRF-TV schedules are *bonus-activated* with follow-up of top promotion and merchandising know how. WTRF-TV merchandising is extensive, efficient and ties-in to develop the whole concept of your market coverage endeavors. This punch means PUNCH!



\*WTREFFIGIES—Our Frameable Ad-World Series still available . . . just as

# This war isn't being fought just every hour on the half hour.



This war is being fought right this minute. Men are killing and being killed right this minute. Our way of life is being threatened right this minute. And millions of Americans must be informed—right this minute. On April 19th, WINS 1010 Radio, New York, began broadcasting “all news all the time.” On September 21st, KYW 1060 Radio, Philadelphia, will also broadcast “all news all the time.” WINS Radio and KYW Radio utilize all the creative, managerial and news gathering resources of Group W. Their newsmen are reporting the news in the finest tradition of broadcast journalism. We’re proud that people can tune to these Group W stations and get the news the minute they want it. It demonstrates how Group W serves the people of New York and Philadelphia every minute of every day.



BOSTON WBZ · WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW · KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA · KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY



**WGAL-TV is first choice\***  
**of viewers in the Lancaster—**  
**Harrisburg—York—Lebanon area.**  
 And it is the only station in its area with  
 total-market reach. Buy where  
 the selling is—Channel 8.

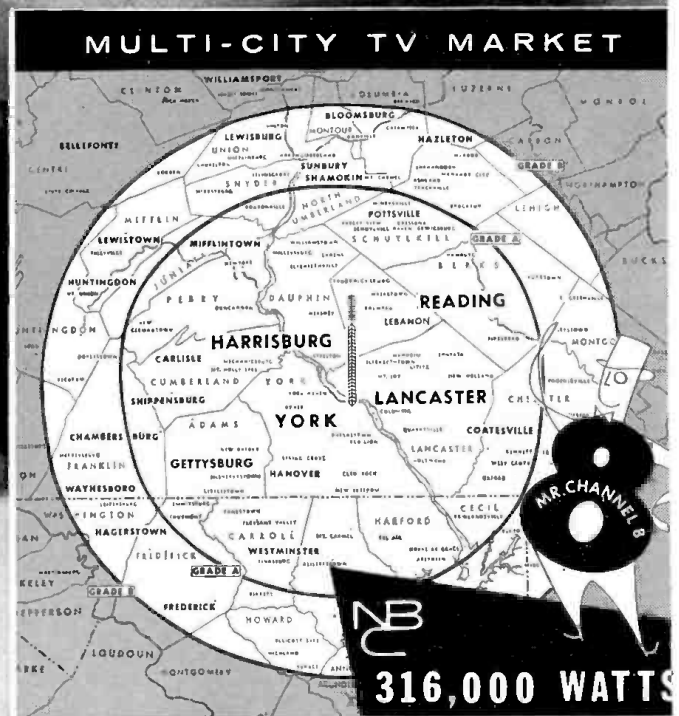
**COLOR PIONEER**

Channel 8 is the only station in central Pennsylvania completely equipped for color. WGAL-TV telecasts all local programs in color and is affiliated with NBC, the full-color network.

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

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

\*These statistics are based on ARB estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.



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

## Race for space

One of toughest problems ABC will face in its soon-to-be-filed proposal to launch its own communications satellite system will be to establish lawfulness of independently operated space system. Communications Satellite Corp. has already argued that Congress created it as "chosen instrument" for commercial satellite operation. And there is some Capitol Hill support for that position. One Senate staffer notes that Communications Satellite Act states Congress doesn't intend to preclude creation of domestic satellite system or additional communications satellite systems "if required to meet unique governmental needs or if otherwise required in the national interest."

*How will ABC establish that its proposed system, to be used to feed TV signals to its affiliates, meets "unique governmental needs" test? ABC will attempt answer in petition due to be filed with FCC this week requesting authority to put up own space system (CLOSED CIRCUIT, Sept. 6).*

## Soft spot

Spot TV sales, roaring along for months, began to drag a bit—at least in some markets—earlier this month. That's reluctant word from number of sales authorities. Most seem to agree slow-down is spotty rather than general, but they offer different—and often conflicting—reasons why.

*Some reps say slackening is evident only in markets below top 25, think it may indicate ABC-TV's expanded daytime business is diverting some spot money. Some say market size is no factor but that, in their shops at least, CBS affiliates are feeling it most often. Others contend affiliation has no bearing. Still others disagree with "spotty" diagnosis, say there's certain degree of sluggishness without regard to market size, affiliation or region. All tend to minimize its degree and significance, and some say it's noticeable only because political business pushed year-ago sales to unusual highs.*

## Around and around

Some FCC commissioners are changing hats. Commissioner Robert T. Bartley, defense commissioner for four years, has given up that assignment to Commissioner Lee Loevinger. Commissioner Loevinger, in turn, is giving up job as alternate space commis-

# CLOSED CIRCUIT®

sioner to Commissioner James J. Wadsworth. Commissioner Wadsworth may also step in as chairman of commission's pay-TV committee, another post currently held by Commissioner Loevinger.

## Concentration issue

Proposed sale of WEOL-AM-FM Elyria, Ohio, to Lorain County Printing and Publishing Co. may be in trouble at FCC. So may stations' licensee, Elyria Lorain Broadcasting Co. Commission has instructed staff to prepare order setting for hearing applications both for stations, license renewal and their transfer to publishing company. Issues would involve questions of whether unauthorized transfer had already taken place and whether grant of transfer would result in concentration of control of media in Elyria.

*Publishing company owns only newspaper in town which gets its only local radio service from WEOL. Elyria has no local television. There was no certainty last week what final outcome of commission's deliberations will be. Commissioners have been wrestling with matter since before August recess. But hearing issue on concentration of control question would be significant. Commission has rarely required hearing on this issue in similar cases in past.*

## Heading west

Storer Programs Inc., New York, is switching its syndication operations to West Coast to consolidate that business with six Storer-owned CATV systems located in California. Storer's booking operations will be co-ordinated from New York, with Robert Rodgers as eastern manager, while Henry J. Davis, general manager, will have headquarters in California, working out of one wing of Storer's KGBS Los Angeles.

## Out of the ring

ABC-TV is understood to have had strong interest in acquiring rights to Nov. 22 prize fight in Las Vegas between Floyd Patterson and Cassius Clay but apparently didn't come anywhere near competitive price offered by Sports Vision, theater-TV group. Part of ABC plan had been to arrange double-header boxing show with opening bout featuring heavyweight con-

tenders Ernie Terrell and George Chuvalo. Under this arrangement ABC-TV would reportedly have been willing to pay \$750,000 in rights, and would guarantee itself at least 12 minutes of commercial time for subsequent sale to sponsors.

*Sports Vision executive says theater closed-circuit TV will assure fighters and their promoters close to \$2 million gross. Sports Vision itself is believed to have put up \$1.3 million for all rights to fight with exception of gate. This includes theater television, radio network (not sold yet) and post-fight films and video tapes for domestic and foreign sale.*

## Color caravan

About \$1.5 million went into construction of new mobile color unit that NBC designed—and will announce this week—to cover remotes, particularly sports events. Earlier cost estimate was approximately \$900,000 (CLOSED CIRCUIT, April 19) but details to be reported this week will disclose higher cost along with these components: Three 40-foot tractor-trailers make up primary five color-camera unit; two 2½-ton trucks can be added to provide sixth color camera when event requires it. This studio-on-wheels complex—seven months in construction—is said to have enough equipment on board to colorcast live musical-variety show of caliber equal to those NBC-TV now has in its regular nighttime schedule. Unit is already being put in service for football coverage, and is slated to be set up for World Series opener scheduled for Oct. 6.

## Denver plans

KWGN-TV will be new call letters of KCTO Denver, ch. 2, if WGN Inc., Chicago, purchaser awaiting FCC approval, can convince existing KWGN-FM Abernathy, Tex., to relinquish its call. Ward L. Quaal, president-general manager of WGN Inc., is now immersed in task of preparing transfer application for \$3.5 million purchase of Denver independent from J. Elroy McCaw. Upon FCC approval, Mr. Quaal plans to appoint Richard E. Jungers, general sales manager of WGN-TV, as general manager of Denver outlet. Mr. Jungers has served with Tribune Company stations for 10 years.

# MORE PEOPLE



## everywhere



# listen to WIBG Radio 99

than any other Philadelphia Radio Station

**MORE** total listeners  
**MORE** adult listeners

**MORE** total homes in  
**MORE** time periods

*Represented by Katz Agency*



<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>WIBG</b> FIRST IN PHILADELPHIA
<b>NEW YDRK</b> W'HN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> W'AGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE —April-June 1965; Adult Audience Age 18-49 (Radio PULSE LQR III—April-June, 1965) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS 61; Share of Audience—Total Rated Time Periods, HOOPER—April-June, 1965.

# WEEK IN BRIEF

Stations' desire to get part of TV's colorful rainbow has created bull market for cartoons, game shows, old and new series. Some old series being dusted off for conversion to color. See . . .

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Electronic computers are no less fallible than human minds that 'instruct' them. Truism is borne out by discovery of errors in FCC's recent computer-drawn UHF table of assignments. See . . .

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How audience responds to programming is all-important factor advertisers can't afford to overlook, according to CBS Radio-backed study. Talk stations said to be better buys than music outlets. See . . .

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ARB's first entry into radio research has 83% of metro population listening to radio every week. Out-of-home audience in five-market study area is placed at 52%. Ten markets to be added for next report. See . . .

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From ground station to satellite to home. What used to be Flash Gordon-style fantasy moves closer to reality daily. World law conference told it could happen within next decade. See . . .

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## Broadcasting

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## *What is an* **influencible**®?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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# STORZ

WDGY Minneapolis-St. Paul  
(Blair)

KXOK St. Louis  
(AM Sales)

WHB Kansas City  
(Blair)

WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)

WQAM Miami  
(Blair)



## NAB group to study CATV 'ground rules'

Future of Broadcasting committee of National Association of Broadcasters voted unanimously Friday (Sept. 17), at brief meeting in Chicago, to direct NAB staff to proceed with development of new engineering concept or "ground rules" that would both permit and yet limit extent to which community antenna television systems could carry signals of distant stations. Subject includes gray area of "leapfrogging" and has been item of controversy among CATV and station operators.

Engineering concept, under consideration by NAB staff for past two months, would form "more logical" basis for FCC regulation of CATV as endorsed by NAB, it was indicated. Concept itself, while still tentative and experimental, would appear to include allocation engineering principles in its application

to CATV, since NAB has contended that unregulated CATV growth could peril Sixth Report and Order which established present system of TV in U. S. Staff is to report back to committee on refinement of concept at meeting near end of October.

Committee also found results of pilot study by Marketing Impact Research Inc. of New York too inconclusive for decision as to correct research methodology to be used in major study of CATV impact on radio. NAB staff was instructed to explore research alternatives further. Top NAB officers met with committee in Chicago; all committee members were present except G. Richard Shafto, WIS-TV Columbia, S. C.

## Speeches losing out to panels at NBC meeting

NBC Radio is planning innovations for its annual affiliates convention in Chicago Oct. 21-22: Panels will replace

number of customary speeches, and annual dinner will be held before, rather than after, main day's work. First day's agenda starts with reception at 6 p.m. followed by dinner with entertainment lineup.

Business starts Oct. 22. Speeches will be limited to major one by Executive Vice President Stephen Labunski and luncheon remarks by Chairman Robert W. Sarnoff and President Robert E. Kintner. All else will be panels.

## Net is up; gross is down for Seven Arts

Gross income at Seven Arts Productions Ltd., Toronto, for fiscal year ended June 30, dipped by more than \$14 million, although net income for period rose by \$800,000.

Decline in gross, company spokesman said, resulted from limiting number of feature films placed into theater distribution in fiscal 1965 compared with

## Who leads ratings? Take your choice

NBC-TV nosed out CBS-TV by one-tenth of percentage point in Thursday night (Sept. 16) national Arbitron ratings, but ABC-TV led both in 26-city Trendex report for same night (for earlier-in-week ratings, see page 32). Arbitrons for 7:30-11 p.m. EDT gave NBC average 17.5 rating (33 share), CBS 17.4 (33) and ABC 15.5 (29).

New show sampling in Arbitrons and also in overnight 26-city Trendex appeared weak in face of fierce competition of continuing popular shows (*The Munsters*, *Gilligan's Island* and *My Three Sons* on CBS; *Peyton Place II*

and *Bewitched* on ABC). Exception was new *Dean Martin Show* on NBC, which in both ratings reports, beat out CBS's new movie and ABC's new *Long Hot Summer*.

Trendex gave ABC top spot for night with 18.0 rating and 34.6 share compared to NBC's 16.0 and 30.8 and CBS's 16.5 and 31.8 in both Arbitron and Trendex, CBS won in three half-hour periods, NBC and ABC won in two each.

Over four-night period (Monday-Thursday), wide variance among rating services appeared in overall average for each network. According to Arbitron, CBS had 17.5, NBC had 16.8 and ABC had 15.4; Trendex showed ABC with 17.1, NBC with 16.5 and CBS with 15.7.

(Among factors contributing to differences: Trendex covers 26 cities ex-

cept where ABC has no program in period being rated—hence some ratings are based on surveying in fewer than 26 cities. In addition, Arbitron did not rate 10:30-11 p.m. *CBS Reports* period on Tuesday, but Trendex did, giving that half-hour low rating of 5.4. *CBS Reports* last week fed show in 10-10:30 slot for some affiliates and again at 10:30-11 for others).

Considering only new shows, ABC authorities said it was nip and tuck between ABC (18.0 average rating over four nights) and NBC (18.1), with CBS's new shows averaging 16.6. ABC's figuring was on basis of Trendex reports, which, network said, indicated overall rating average for new shows over four nights was 17.7. Continuing shows had overall average rating of 15.8.

### Thursday, Sept. 16

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
<b>7:30</b>									
ABC <i>Shindig</i> (NP, NT)	10.0	21	10.3	23.1	CBS <i>Thursday Night Movies</i> (N)	16.9	29	15.3	26.9
CBS <i>Munsters</i> (NP)	18.6	39	16.5	37.6	NBC <i>Laredo</i> (N)	14.7	26	11.7	20.6
NBC <i>Daniel Boone</i> (NP)	14.3	30	15.3	34.8	<b>9:30</b>				
<b>8:00</b>					ABC <i>Peyton Place II</i> (NP)	22.0	39	24.9	46.0
ABC <i>Donna Reed Show</i> (NP)	12.0	23	14.9	28.9	CBS <i>Movies</i> (N)	16.0	29	15.5	28.7
CBS <i>Gilligan's Island</i> (NP, NT)	18.6	36	19.0	36.8	NBC <i>Mona McCluskey</i> (N)	15.3	27	12.3	22.8
NBC <i>Daniel Boone</i> (NP)	18.5	35	15.1	29.3	<b>10:00</b>				
<b>8:30</b>					ABC <i>Long, Hot Summer</i> (N)	13.8	26	13.1	24.0
ABC <i>OK Crackerby</i> (N)	15.1	27	19.4	34.7	CBS <i>Movies</i> (N)	16.8	31	15.0	28.4
CBS <i>My Three Sons</i> (NP, NT)	19.3	35	20.5	36.7	NBC <i>Dean Martin</i> (N)	20.9	39	23.5	44.5
NBC <i>Laredo</i> (N)	17.7	32	12.4	22.2	<b>10:30</b>				
<b>9:00</b>					ABC <i>Long, Hot Summer</i> (N)	11.6	23	13.2	26.9
ABC <i>Bewitched</i> (NP)	23.8	42	30.2	53.0	CBS <i>Movies</i> (N)	15.7	31	13.9	28.5
					NBC <i>Dean Martin</i> (N)	21.2	42	21.8	44.6

more AT DEADLINE page 10

previous year. He added that net earning figure included non-recurring gain of more than \$1.2 million accruing from sale of company's interest in Grand Bahamas Development Corp.

Seven Arts Productions Ltd. also includes Seven Arts Television and Seven Arts Associated Corp., which are active in production and distribution of TV film programs and feature films to networks and stations.

Year ended June 30:

	1965	1964
Earned per share*	\$1.59	\$1.23
Net earnings	3,762,452	2,908,322
Gross income	25,921,532	40,116,066

\*Includes nonrecurring gain of \$1,276,000 equal to 54 cents per share.

## KNX offers reward for lead on tower vandals

KNX Los Angeles is offering \$5,000 reward for information leading to arrest and conviction of those responsible for wrecking its transmitting tower, putting station off air for 23 hours and 20 minutes, from 10:40 p.m. Wednesday to 10 p.m. Thursday (see page 82). Station officials credit quick return to splendid work of Southern California Edison Co. crew in erecting, in hours, T-type antenna normally taking weeks to construct.

KNX was operating with 10 kw Friday, expecting to be back to full 50 kw by today (Sept. 20). Award was announced in broadcast Friday by Robert P. Sutton, KNX general manager.

## Lareau heads Mich. group

Michael Lareau, WOOD Grand Rapids, elected president of Michigan Association of Broadcasters at meeting Friday (Sept. 17). Frank Sisson, WWJ-TV Detroit, elected vice president, and Gene Umlor, WCEN Mount Pleasant, elected secretary-treasurer.

## Stocks vary with ratings

Prices of network stocks jiggled slightly last week on day-by-day news of overnight ratings for new-season TV programming—among other market factors.

By Friday (Sept. 17) both CBS at 40½ and RCA (NBC's parent) at 39¾, were back at exact levels they held week earlier, before new season began. ABC had dipped from 67⅞ on Sept. 10 to 64¾ at last Friday's closing.

(For Monday-Thursday Arbitron and Trendex rating averages see page 9).

## Constructive use of broadcasting urged

"Constant awareness of and sympathy for the community's problems" are examples of how "successful stations in this country are dedicated to achieving total community involvement," Sherril Taylor, vice president for radio of National Association of Broadcasters, is to say today (Sept. 20).

In speech prepared for delivery at joint meeting of Louisiana Association of Broadcasters and Mississippi Broadcasters Association in New Orleans, Mr. Taylor said broadcasters are "singularly equipped" to help "restore reverence for law and order, and respect for authority."

He said industry, already noted for its impact on entertainment and information "is tackling the serious, perplexing and growing community problems" with similar impact. Being part of community, he added, also includes "thorough-going news coverage . . . editorializing, and a diligent search to help solve . . . [community] problems through intelligent use of broadcast media. More than ever before broadcasters are mindful of this involvement."

Mr. Taylor said there is growing concern over tendency to "disrespect and disregard convention, ethics and even law in U. S. . . . No longer can responsible citizens turn their backs on responsibility . . . and broadcasters, who reflect the feeling and sentiments of the public they serve, increasingly are joining forces in a united effort to help solve the growing and grisly problems of modern urban society. . . ."

## NBC taps WCAM as its Philadelphia affiliate

NBC search for new radio affiliate for Philadelphia is over. WCAM Camden, N. J., municipally owned station, becomes its outlet for that area effective today (Sept. 20).

WCAM replaces Westinghouse Broadcasting's KYW Philadelphia in NBC lineup. Westinghouse for years has operated its radio stations as independents, but KYW took on NBC affiliation temporarily when NBC and Westinghouse exchanged Philadelphia and Cleveland stations three months ago (BROADCASTING, June 21). KYW is set to become all-news station starting at 12 noon Tuesday, Sept. 21; second Westinghouse station to adopt this format. WINS, WBC's New York outlet, switched to all news programming in

April (BROADCASTING, April 19).

Doug Warren is general manager of WCAM, which operates with 1 kw day and 250 w night on 1310 kc and has been on air since 1925.

## Zanesville group buys Cincinnati stations

Zanesville (Ohio) Publishing Co., publishers of *Zanesville Times-Record* and owner of stations in Ohio and West Virginia, has purchased WZIP-AM-FM Cincinnati for \$367,500. Stations were sold by Greater Cincinnati Radio Inc., licensee of WKRS Waukegan, Ill.

Zanesville Publishing currently owns and operates WOMP-AM-FM Bellaire, WNXT-AM-FM Portsmouth, WHIZ-AM-TV Zanesville, all Ohio, and WTAP-AM-FM-TV Parkersburg, W. Va. President of firm is Clay Littick.

WZIP operates daytime on 1050 kc with 1 kw. WZIP-FM operates on 92.5 mc with 70 kw. Hamilton-Landis, media brokers, handled the sale.

## Harry Wilder, former station owner, dies

Funeral services are to be held today (Sept. 20) in Syracuse, N. Y., for Colonel Harry C. Wilder, 73, one-time president of Harry C. Wilder Stations (WSYR Syracuse, WTRY Troy, both New York, and WELI New Haven, Conn.).

Colonel Wilder died Sept. 16, in Toledo, Ohio, following three-month illness. He started in broadcasting in 1932, joining WSYR which was founded and owned by his father, Mark S. Wilder. He remained in industry until early 1950's when he retired to Scottsdale, Ariz. Surviving are his wife, Martha, and daughter, Mrs. Nancy W. Sieghel, president of KHEY El Paso, Tex.

## Tobacco accounts move

American Tobacco Co., New York, announced Friday (Sept. 17) that it has shifted its Montclair and Carlton cigarette accounts from Gardner Advertising, St. Louis, to N. W. Ayer & Son, Philadelphia. Brands bill estimated \$6 million per year, about \$1.9 million in spot TV.

At same time, company named Norman, Craig & Kummel, New York, as agency for other brands which American Tobacco did not identify, although they are expected to be new to market.



The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. 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

BROADCASTING, September 20, 1965



**In New York...**

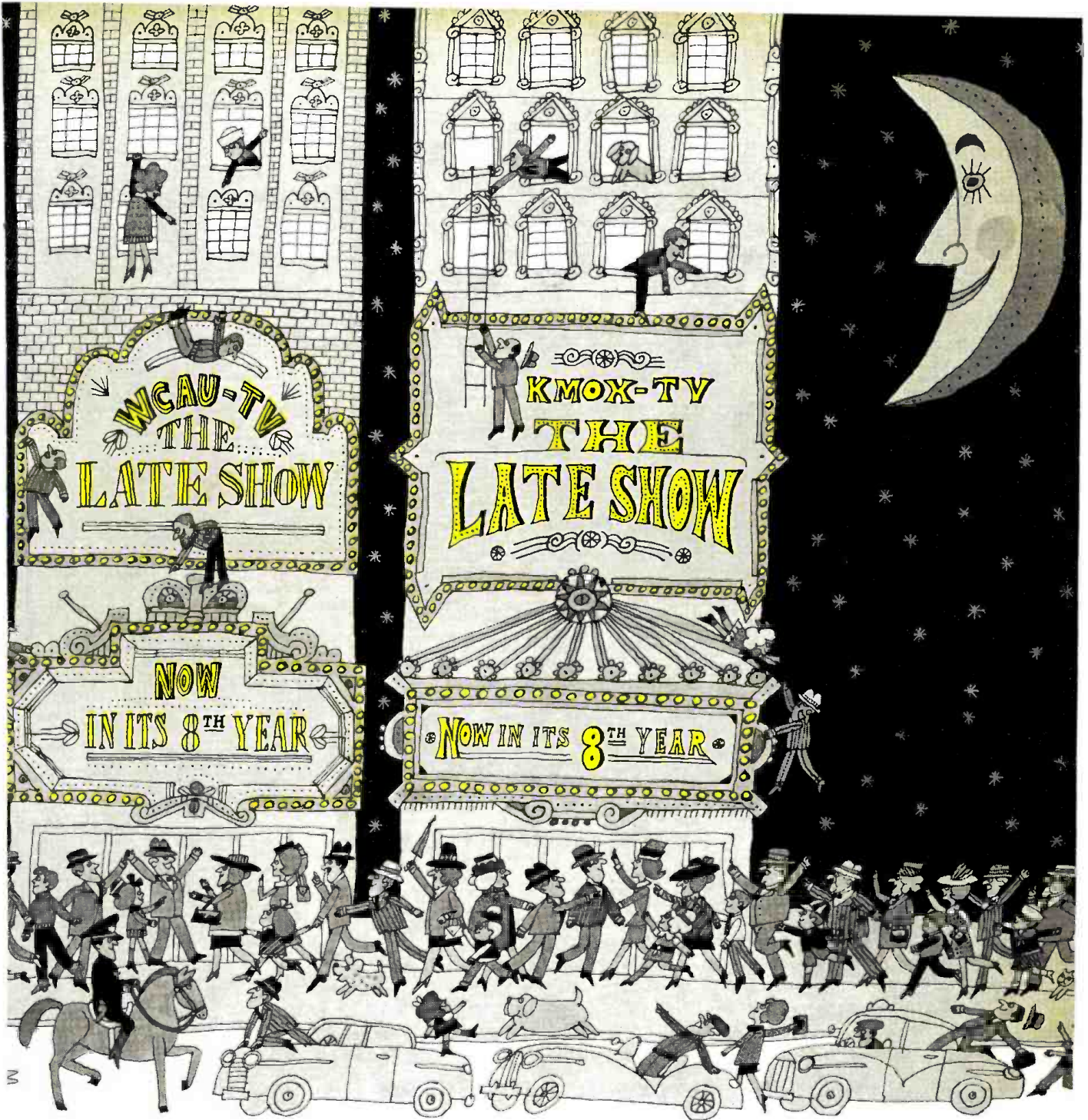
**Los Angeles...**

**Chicago...**

The Late Show continues packing in audiences, year after year after year.

No other late-evening entertainment offers so much. Big stars? The Late Show has them all: a galaxy that lights up the home screen every single night of the week. Big movies? None bigger: cream-of-the-crop motion pictures from the

major studios of the world; more television premieres than any other feature film show, network or local. (And with newer, bigger films available—many to be seen *in color*—the end is nowhere near in sight.) The result, of course, is big audiences. The *biggest!* Season after season, in five major communities, The Late Show remains *the most popular late-evening*



**Philadelphia...**

**St. Louis...**

**Still  
the best show  
in town!**

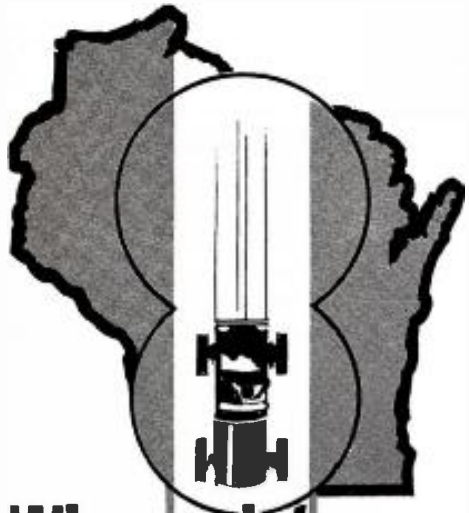
*motion picture entertainment in town... enjoyed by a total viewing audience of more than 13 million during an average week! So popular, in fact, that the show has become the byword for late-hour viewing, and the subject of countless articles and cartoons (Late Show sponsors have been laughing on their way to the bank for years!).*

*And so tonight, every night, the big question for night owls will be, as always: What's on The Late Show? The answer will be, as always, well worth watching.*

**CBS TELEVISION STATIONS**

A Division of Columbia Broadcasting System, Inc. Operating CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Source: Latest (July) NIS five-market estimates, subject to qualifications which CBS will supply on request. These data are not accurate to any precise mathematical degree.



## Wisconsin's new tv freeway

[YOU DON'T STOP TO REFUEL!]

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

Our microwave-interconnected WAOW-tv Wausau whips it out simultaneously. Your commercial barrels 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  
In Minneapolis by WAYNE EVANS

## DATEBOOK

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

■Indicates first or revised listing.

### SEPTEMBER

Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association. Lake George Inn, Lake George.

Sept. 19-21—Tenth annual fall convention and election of officers of Pacific Northwest Community TV Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters; Senator Carl T. Curtis (R-Neb.); FCC Commissioner Robert E. Lee; Frank Stisser, president of C. E. Hooper Inc., New York; George W. (Bud) Armstrong, executive vice president, Storz Stations. Blackstone hotel, Omaha.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana and Mississippi Broadcasters Association. Speakers include: Miles David, president, Radio Advertising Bureau; Norman (Pete) Cash, president, Television Bureau of Advertising; Sherril Taylor, vice president for radio, National Association of Broadcasters. Participants in CATV discussion are: William Carlisle, vice president for station services, NAB; Dwight Martin, vice president, WDSU-TV New Orleans; FCC Commissioner Kenneth Cox; Bruce Merrill, president, Ameco Inc., Phoenix, and Stratford Smith, Smith & Pepper, Washington. Fontainebleau hotel, New Orleans.

■Sept. 20—Western States Advertising Agencies Association dinner meeting. Robert Sutton, general manager of KNX Los Angeles, Louis Johnson, West Coast manager, Ebony magazine, and John Clayton, formerly with Botsford, Constantine & McCarthy, will discuss "How to Speak to a Simmering Society." Marvin Cantz, president, Tilds & Cantz, Los Angeles, is program chairman. Wilshire Town Club, Los Angeles.

Sept. 20—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.

Sept. 20—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—FCC commissioner Lee Loevinger will address dinner meeting of Washington Professional Chapter of Sigma Delta Chi on question, "Should the government try to improve programing or shouldn't it?" National Press Club, Washington.

Sept. 21-22—Meeting of National Association of Broadcasters Radio Code Board. Washington Hilton, Washington.

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

Sept. 22—Open membership meeting of New York chapter of National Academy of Television Arts and Sciences. Speakers will be Rod Serling, national president and Betty Furness, chairman of national awards Committee. Hilton hotel, New York.

Sept. 22-23—Meeting of National Awards committee of The National Academy of Television Arts and Sciences. Hilton hotel, New York.

Sept. 22-24 — Military Electronics Conference, sponsored by the Military Electronics Group, Institute of Electrical and Electronic Engineers. Washington Hilton hotel, Washington.

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—Tennessee Associated Press Radio-TV Association meeting. Andrew Jackson hotel, Nashville.

Sept. 23—Broadcast industry forum of Educational Foundation of American Women in Radio and Television. State meeting of Kentucky Federation of Women's Clubs. Sheraton hotel, Louisville, Ky.

Sept. 23-25—15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting. Willard hotel, Washington.

Sept. 24—FCC Chairman E. William Henry to deliver address at the "FCC Day" held by the International Radio & Television Society newsmaker luncheon. Grand Ballroom of the Waldorf-Astoria, New York.

■Sept. 24-25—Northeast area conference of American Women in Radio and Television, featuring two panel discussions. Moderator for Friday open session is Jess Cain, WHDH-AM-FM Boston personality. Theme of Sat. discussion is "Breaking the Sound Barrier." Sheraton Boston.

Sept. 24-25—Annual fall meeting of Utah Broadcasters Association. Park City.

Sept. 24-25—First annual state sales conference of Montana Broadcasters Association. Bozeman.

Sept. 24-26—Meeting of the national trustees of The National Academy of Television Arts and Sciences. President Rod Serling presiding. New York Hilton.

Sept. 27—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 operations.

Sept. 29-Oct. 2—Annual convention, National Association of Railroad & Utilities Commissioners. Thursday panel on "CATV Jurisdictional Problems," will include FCC Commissioner Kenneth A. Cox as a speaker. FCC Chairman E. William Henry will address Friday session on "Communications Problems—1965." Hilton hotel, New York.

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.

■Sept. 30-Oct. 2—Annual fall meeting of Minnesota Broadcasters Association. Speakers include: Sherril Taylor, vice president for radio, National Association of Broad-

### 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.

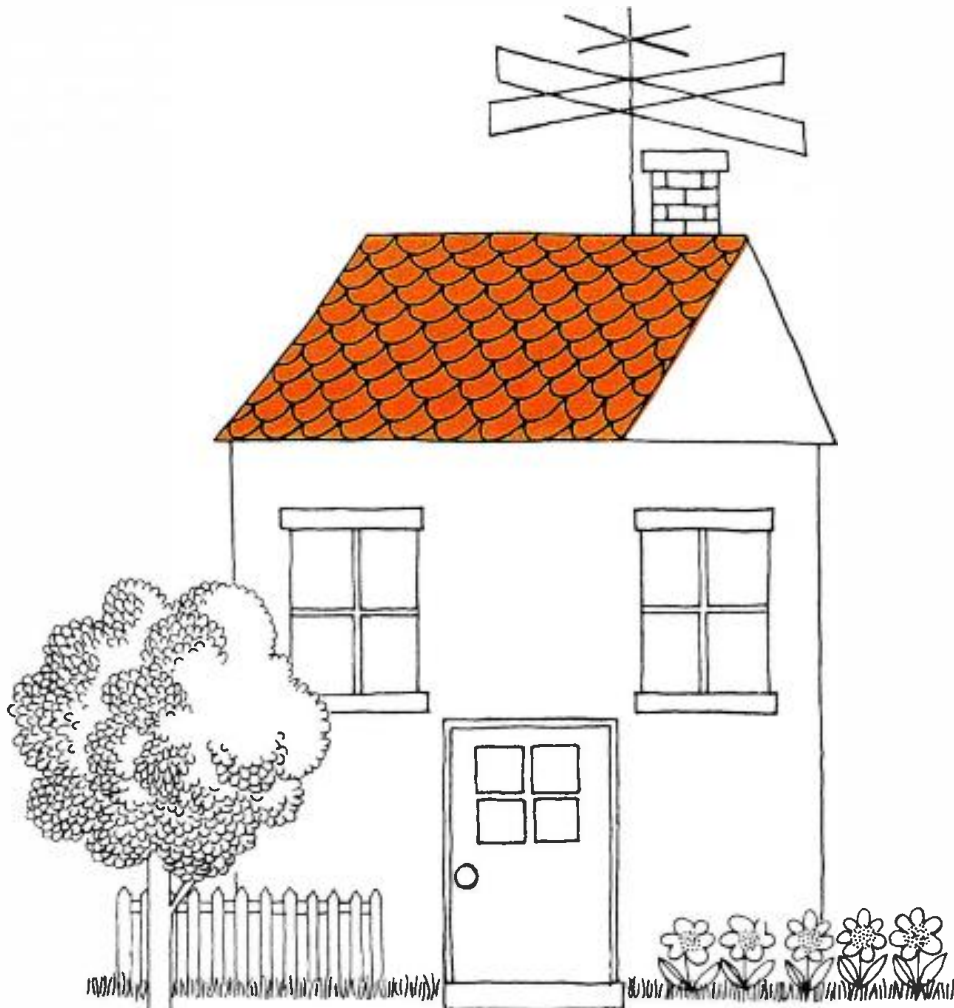
Oct. 25-26—Statler Hilton, Boston.

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.



## Color is on the house.

It doesn't cost you a cent extra to present your television advertising in full color on WFGA-TV. Because we're a COLOR station. We've been airing everything possible in color for nearly 8 years. Of course we'll

welcome your black and white commercials if that's all you have, but remember color costs no more. Ask your Peters, Griffin, Woodward "Colonel" for details about how you can captivate Jacksonville in color.



# WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

# In August 2 at 10 pm 1,500,000 New Yorkers took to the hills!\*

That's when WNBC-TV, New York presented **LEAD FOR THE HILLS**, a full-hour color special about the fabled Catskill Mountains — and an estimated 1,500,000 viewers came along for the ride.

**LEAD FOR THE HILLS**, broadcast 10-11 pm, had the largest New York audience of the night — virtually twice the viewership of its closest time-period competitor (ABC's Ben Casey) — and one of the largest local audiences of the entire summer season:

	<u>Rating</u>	<u>Share</u>
Arbitron	23	45%
Nielsen	24	44%

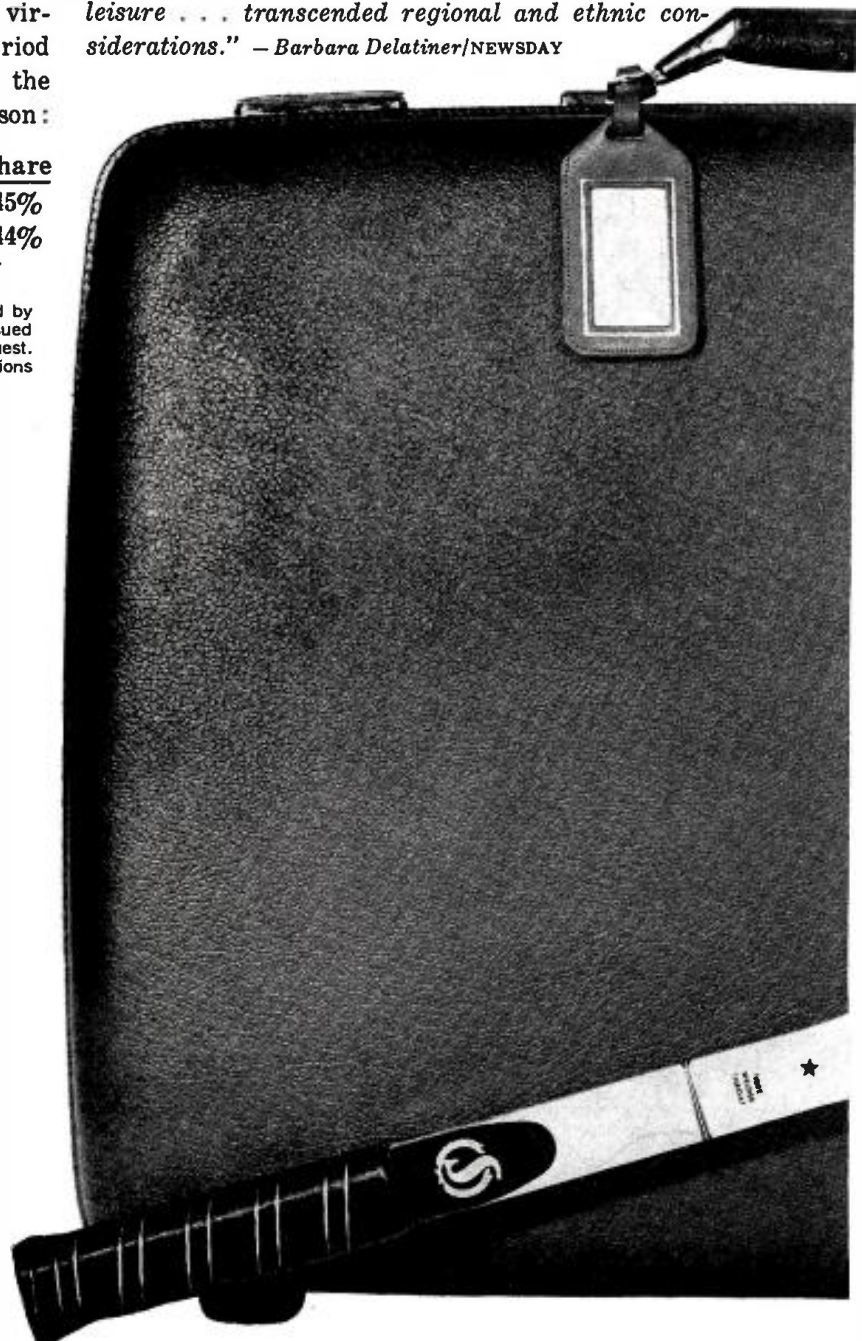
Source: Arbitron and Nielsen, 10-11 pm, August 2, 1965

TE: Audience and related data are based on estimates provided by rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications available on request. Viewer estimates based on time-period audience composition projections computed by WNBC-TV.

The critics? They "took to the hills" too: "... an informative documentary . . . an excellent job in catching the majesty of *The Mountains*."

— Milton Esterow/N. Y. TIMES

"... a rather profound commentary on American life, Catskill style, with its frenzied pursuit of leisure . . . transcended regional and ethnic considerations." — Barbara Delatiner/NEWSDAY



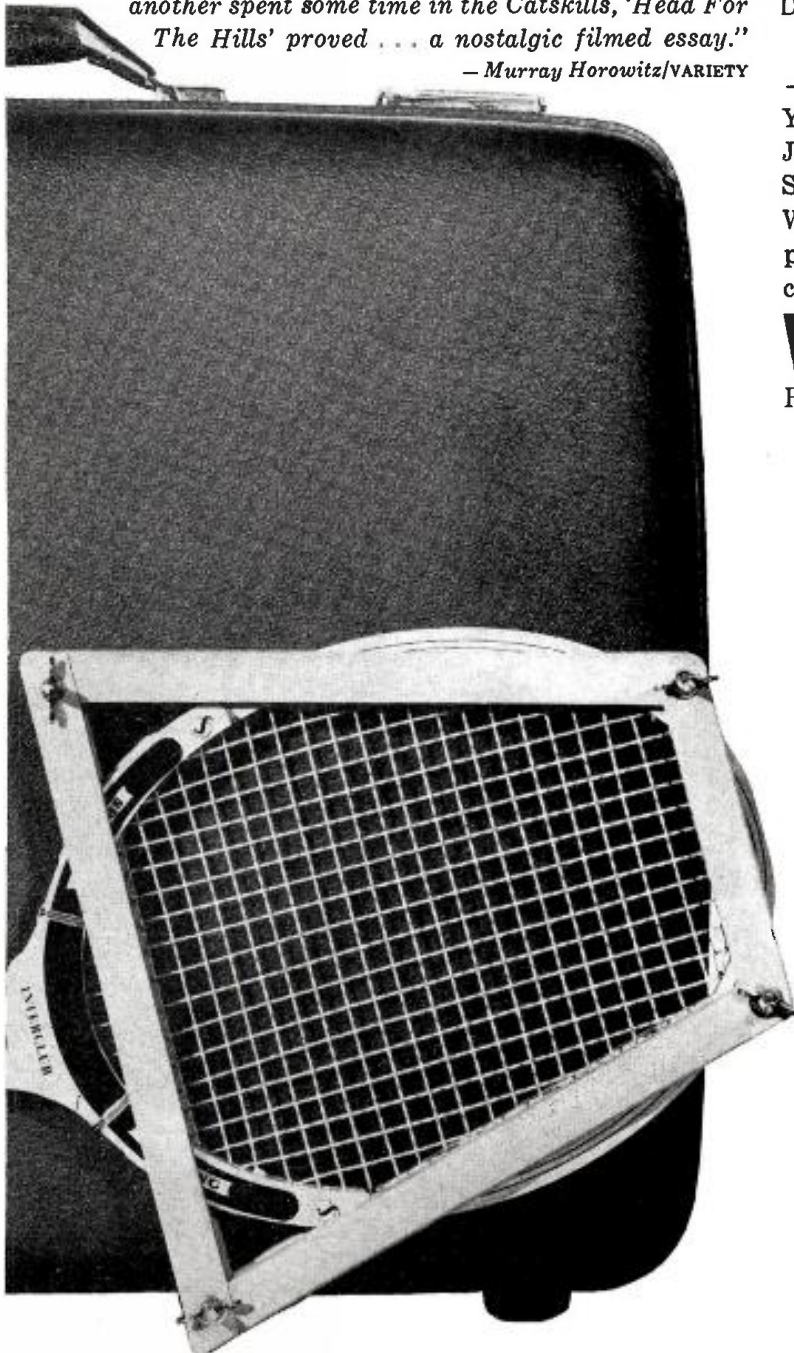


*"... the landscape was lovely. Eliot Lawrence's music was distinctive and haunting... acid analysis of the mountain's most popular sport (match-making)... The trip was worth while."*

— John Horn/N. Y. HERALD TRIBUNE

*"For the millions of New Yorkers who one time or another spent some time in the Catskills, 'Head For The Hills' proved... a nostalgic filmed essay."*

— Murray Horowitz/VARIETY



WNBC-TV is pleased that **HEAD FOR THE HILLS** was so well-received in the tradition of such previous Channel 4 documentaries as **CITY OF SHIPS**, **THE GARMENT GAME** and **LIGHT ACROSS THE SHADOW**. And we intend to continue that tradition of timeliness and quality production, this December with...

#### **HOLLYWOOD ON THE HUDSON**

— a full-hour look *in color* at movie-making in New York City—with Rock Hudson, James Wong Howe, John Frankenheimer, Woody Allen, Darryl Zanuck, Sidney Lumet and other film personalities. We're sure viewers will welcome this entertaining prime-time documentary and once again send the competition *heading for the hills.*

**WNBC-TV 4**



Represented by NBC Spot Sales



**Felix  
THE  
CAT**

© MCMXLIX Felix The Cat Productions, Inc.

**IN A 6 STATION  
MARKET LIKE  
NEW YORK**

**43.2%**  
SHARE OF CHILDREN

**IS  
FANTASTIC**

ARD (JUNE 1965) IN "CARTOON PLAYTIME" WNEW-TV

**TRANS-LUX**  
TELEVISION CORPORATION  
625 Madison Avenue, N.Y. • Plaza 1-3110  
CHICAGO • HOLLYWOOD  
Trans-Lux Television International Corporation  
Zurich, Switzerland

basket-weavers



love

**WGY** 810 KC  
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

**A GENERAL ELECTRIC STATION**

casters; Robert Hurligh, president, MBS; George Dick, president, American Research Bureau; Burt Russick president, Mid-Continent Surveys. Radisson hotel, Minneapolis.

**OCTOBER**

Oct. 1—Deadline changed to April 1 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 of more of top 50 TV markets.

■Oct. 3-4—Annual fall convention and election of officers of Connecticut Broadcasters Association. Speakers include FCC Chairman E. William Henry; Stephens Dietz, executive vice president, Kenyon & Eckhardt, New York. Banner Lodge, Modus.

Oct. 4—Annual outing, Federal Communications Bar Association, Washingtonian Country Club, Gaithersburg, Md.

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

Oct. 4-5—Eighteenth annual convention and election of officers of New Jersey Broadcasters Association. Speakers include Douglas A. Anello, general counsel of National Association of Broadcasters and Howard Bell, director of NAB Code Authority. Panel on local radio measurement will feature Dr. Sidney Roslow, president of Pulse Inc.; Frank Stisser, president of C. E. Hooper Inc., and George Dick, president of American Research Bureau. Governor Morris hotel, Morristown.

Oct. 5—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—FCC deadline for reply comments on parts II and IV of rule proposals concerning frequency allocations for common carriers serving community antenna television systems and technical standards for proposed Community Relay Service. Old deadline was Aug. 3.

Oct. 5—Deadline for reply comments on FCC's proposed rulemaking relating to network programs not made available to certain television stations.

Oct. 5—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

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

Oct. 7-9—Annual fall meeting, Pennsylvania Community Antenna Television Association. Frederick W. Ford, president of the National Community Television Association, will be speaker. James R. Palmer, Centre Video Corp. and C-Cor Electronics Inc., is chairman. Holiday Inn, State College, Pa.

■Oct 8—Deadline for entries in 21st annual exhibition of advertising and editorial art conducted by the Art Directors Club of Los Angeles. Competition is for TV and print ads and editorial art used between Oct. 1, 1964, and Dec. 1, 1965, in states west of Mississippi River and in western Canada. Entries should be sent to Adia, 301 S. Harvard Blvd., Los Angeles 90005.

■indicates first or revised listing.

**RAB MANAGEMENT CONFERENCES**

- Sept. 22-23 — Fontainebleau motor hotel, New Orleans.
- Sept. 29-30—Hilton Inn, Atlanta.
- Oct. 4-5 — Westchester Country Club, New York.
- Oct. 11-12—Pheasant Run Lodge, Chicago.
- Oct. 14-15 — Hyatt House, San Francisco.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

ASSISTANT PUBLISHER  
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\*Reg. U. S. Patent Office  
Copyright 1965: Broadcasting Publications Inc.

# Dominating the Rich Market of The Great South Plains of Texas...

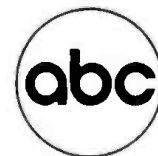
## **KLBK-TV** CH. 13

LUBBOCK, TEXAS

and

## **KWAB-TV** CH. 4

BIG SPRING, TEXAS



The Big "Dual-Buy" ... now available at a combination rate, giving you

### "TEXAS-SIZE" COVERAGE

PROGRAMMING 1st CHOICE OF THE TOP PRIME-TIME CBS AND ABC SHOWS.

OFFERING A GREAT LINE-UP OF AFTERNOON AND LATE EVENING PROGRAMMING FOR SPOT PARTICIPATIONS, INCLUDING AN AFTERNOON COLOR CARTOON STRIP ... "THE RIFLEMAN" ... AND "RAINBOW THEATRE," (FORMERLY "THE LATE SHOW"), WITH A GREAT PERCENTAGE OF COLOR MOVIES.

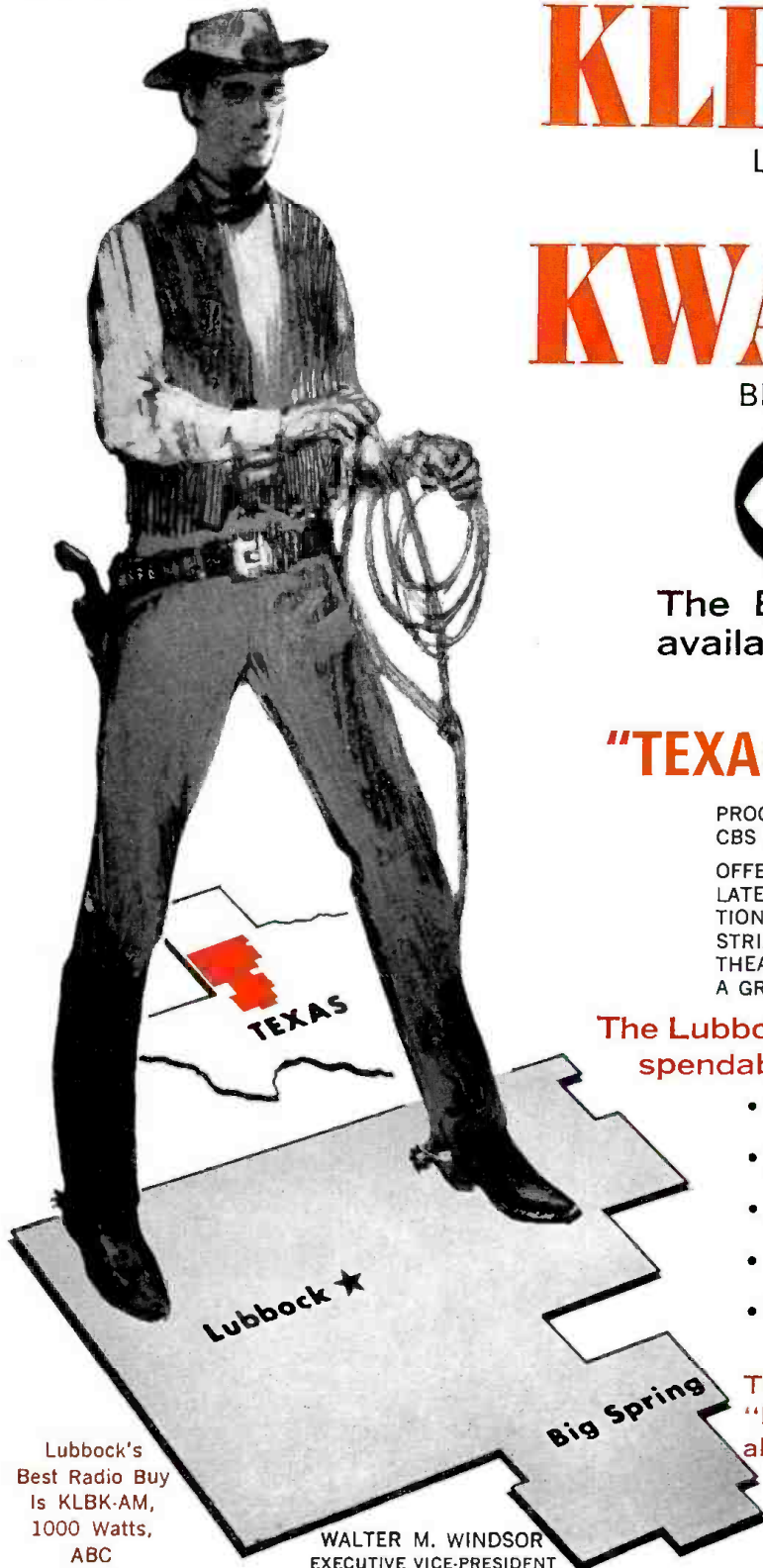
The Lubbock market is **BIG** in consumer spendable income and retail sales!

- LUBBOCK METROPOLITAN AREA RANKS 3rd IN THE NATION IN TOTAL RETAIL SALES PER HOUSEHOLD.
- RETAIL SALES IN LUBBOCK COUNTY ARE \$6,002.00 PER HOUSEHOLD.
- RETAIL SALES IN THE CITY OF LUBBOCK ARE \$6,340.00 PER HOUSEHOLD.
- CONSUMER SPENDABLE INCOME IN LUBBOCK COUNTY IS \$7,115.00 PER HOUSEHOLD.
- CONSUMER SPENDABLE INCOME IN THE CITY OF LUBBOCK IS \$7,382.00 PER HOUSEHOLD.

The Big Spring market gives the "Dual-Buy" added consumer spendable income and retail sales volume!

REPRESENTED

BY



Lubbock's Best Radio Buy Is KLBK-AM, 1000 Watts, ABC

WALTER M. WINDSOR  
EXECUTIVE VICE-PRESIDENT

# Nobody in Washington argues about which is the important station.



## OPEN MIKE®

### Findlay not Fostoria

EDITOR: In the Sept. 6 issue on page 63 the story "Toledo UHF grantee opposes microwave bid" says that Cox owns part interest in a CATV system in Fostoria, Ohio. . . . This should have been Findlay, Ohio.

Fostoria is owned by Continental Cablevision Inc., and is managed by A. B. Hostetter, Jr. and H. J. Grousbek. They also operate the Tiffen, Ohio, system. The Continental people are good friends of ours and, much as we admire the work they are doing and the systems they have built, I'm sure they would not want their friends and associates to think we had bought them out—*Marcus Bartlett, vice president, Cox Broadcasting Corp., Atlanta.*

### At odds with SCBA

EDITOR: With regard to the article in the Aug. 23 issue "Broadcasters tried to help halt riot," I wish to point out the statements made on behalf of the Southern California Broadcasters Association are incorrect. SCBA did not invite all radio stations in the area to record and broadcast appeals to the Negro community. We were not invited, nor were several other leading stations in the area.

I agree with Mr. Ben Hoberman, vice president and general manager of KABC Los Angeles, that this piece of public service would not have been possible without SCBA, but I disagree with him when he says SCBA has liaison with the *whole* community and the broadcasters. KNOB and other stations have no rapport with SCBA.

It would seem in a matter as serious as the riots, equal opportunity should be granted to all stations, regardless of frequency, power or modulation.—*Ray Torian, president, KNOB(FM) Long Beach, Calif.*

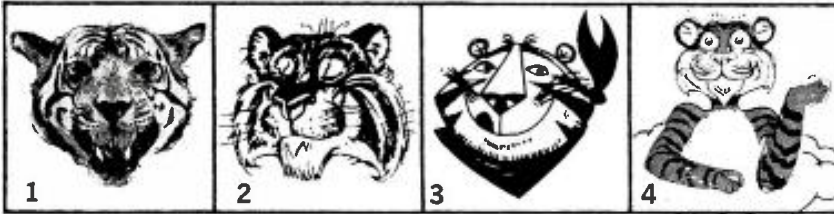
(SCBA has consistently devoted its promotional activities toward the AM radio stations of Southern California and has not encouraged FM broadcasters to become members of the association.)

### Continuous radio service

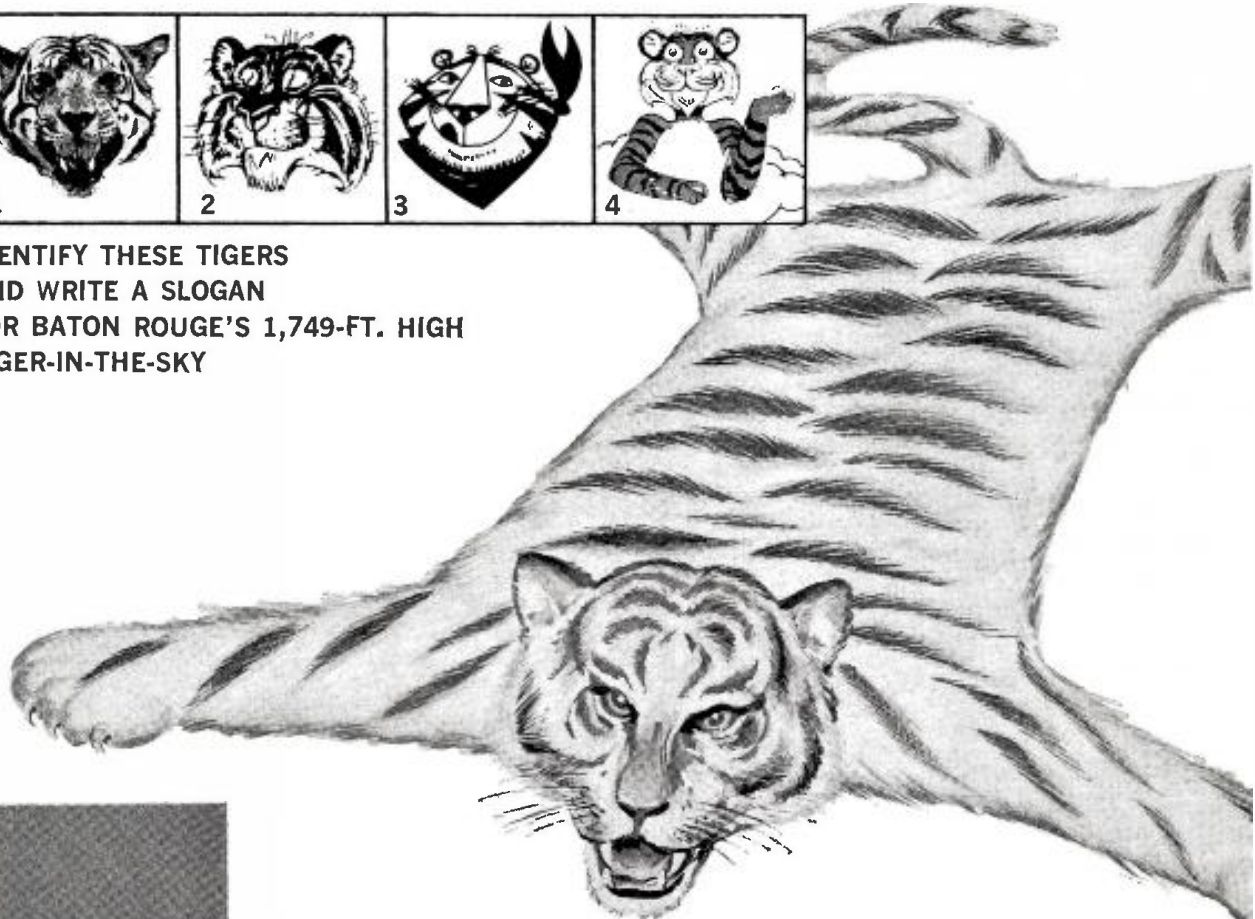
EDITOR: In reply to a letter in the Sept. 13 issue as to the record for longest continuous service by a woman in radio: . . . Miss Hilda Woehrmeyer started at wowo Ft. Wayne, Ind. Sept. 1, 1930, and retired this past April 1. She may well lay claim to records for both the longest service to a radio station as well as longest continual service in radio.—*Robert V. Jones, public relations manager, wowo Ft. Wayne Ind.*

# WIN A TIGER SKIN RUG!!

in WAFB-TV's "TIGER-IN-THE-SKY" Contest...



IDENTIFY THESE TIGERS  
AND WRITE A SLOGAN  
FOR BATON ROUGE'S 1,749-FT. HIGH  
TIGER-IN-THE-SKY



## 1,000 2nd PRIZES

Earth-bound miniatures of WAFB-TV's Tiger-in-the-Sky, suitable for desk or mantel.

Who hasn't always yearned for a tiger skin rug! And this one's a beaut—the real thing, not an acrylic imitation. Traversely striped with black, the lovely tawny color blends with any decor. On your floor or wall, it's the ultimate in status symbols. (If you prefer, we'll give you \$500 cash.)

RULES: Contest is open only to employees of advertising agencies or advertisers. To enter, identify the tigers shown and submit a slogan for WAFB-TV's Tiger-in-the-Sky. Enter as often as you wish—send additional entries on your business letterhead. Entries will be judged on originality and aptness of thought. There will be no ties. Decision of the judges, selected by WAFB-TV, is final; all entries become the property of WAFB-TV. Contest is void where prohibited by law. Entries must be received by October 31, 1965. Winners will be selected by November 30, 1965.

### HINTS TO HELP YOU WIN

• WAFB-TV's Tiger-in-the-Sky is its powerful new tower soaring 1,749 ft. over Baton Rouge, Louisiana's richest market in Effective Buying Income—\$7,817 per household. • New height, plus new site (6 miles from the heart of Baton Rouge), means WAFB-TV potentially reaches 96,800 more TV homes; new total of TV homes potentially reached is 376,000—up 40-45%!

Population	1,700,105	Total Retail Sales	\$1,658,473,000
Households	441,796	Food Sales	\$ 425,550,000
TV Homes	376,000	Drug Sales	\$ 53,845,000
EBI	\$2,734,804,000	Automotive Sales	\$ 336,303,000

\*Market data (except TV Homes) from Sales Management, June 1965. TV Homes from ARB Set Ownership Estimates 1964-1965.

### WAFB-TV Tiger-in-the-Sky 929 Government Street, Baton Rouge, La.

I identify the famous tigers as follows:

Kellogg's Tony the Tiger is #  Humble Oil's tiger is #   
WAFB-TV's tiger is #  Pontiac's Tiger is #

My slogan for WAFB-TV's Tiger-in-the-Sky:

\_\_\_\_\_

\_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_



Channel 9, Baton Rouge



REPRESENTED BY BLAIR TV



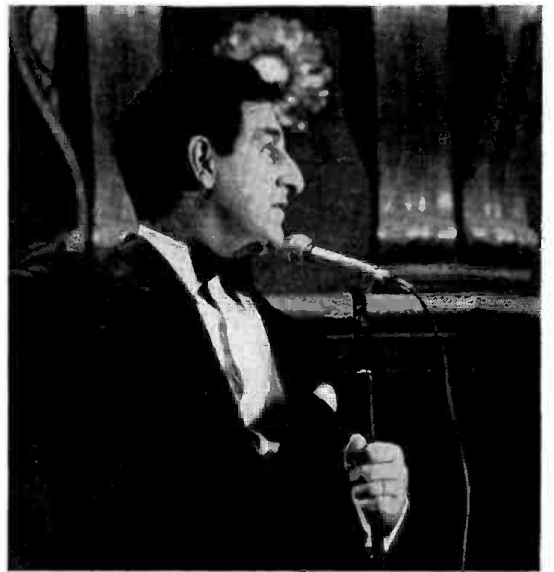
*"THE LOUVRE"*



*"BONANZA"*



*"THE MAGNIFICENT YANKEE"*



*"THE WONDERFUL WORLD OF BURLESQUE"*



*"THE HOLY TERROR"*



# THE PLEASURE IS OURS

*We don't think anyone ever gets used to the idea of receiving honors.*

*So we won't even pretend nonchalance over the fact that the NBC Television Network won more Emmys last Sunday night than either of the other networks.*

*But we must say that two other aspects of that prize-winning were just as gratifying to us as the number of awards we received.*

*First, the entertainment range of our winning shows underscores the diversity that has always marked NBC programming. It would be hard to find programs as different in nature as NBC News' "The Louvre"—which explored the world's greatest treasury of art—and the Danny Thomas special which explored "The Wonderful World of Burlesque." Nor could anyone ever accuse "Bonanza" of mining the same lode as Hallmark Hall of Fame's "The Magnificent Yankee" and "The Holy Terror."*

*The other conspicuous aspect of our victory had nothing to do with diversity. Rather, it involved an element all our award-winning shows had in common: color.*

*Calling color an "element" of a program is, of course, understating the case markedly. As the foremost color broadcaster for more than a decade—with thousands of hours of color experience—NBC knows the tremendous difference color makes on the television screen.*

*It is hardly a coincidence that every one of our Emmy-winners was a color show. Color can never make a mediocre show good; but it will give an already first-rate show the extra dimension such a program deserves.*

*That is why—many months before we had any idea of the results of this year's Emmy voting—NBC Television resolved to televise virtually all of its 1965-66 nighttime, and most of its daytime schedule of entertainment, news and sports in color.*

*That NBC Television Network schedule is, of course, already unfolding. Dedication to color is not so much our commitment as it is our pleasure. We're certain it will be the viewer's pleasure as well.*

## NBC TELEVISION NETWORK

## Consider the annoyance factor in the cut-in charge

Few broadcasters realize how annoying, irritating and irksome cut-in charges can be to advertisers—to my clients and yours.

The subject of cut-in charges, particularly for those in the station business, may not seem to be a media topic of earth-shaking weight and importance. Though it doesn't involve multi-million dollar expenditures or complex computer calculations, it does carry the annoyance factor.

What is the network cut-in charge? Why is it a nuisance? Why is it a charge? What should be done about it? These are the questions I will attempt to answer here.

**A Station Charge** ■ The network cut-in is, in fact, a station charge. It is typically incurred as a cost to a network advertiser for substituting a special commercial in a single market or group of markets for his national commercial, using the facilities of the local network affiliate.

This substitution by the local station can take many forms—and many charges—such as roll-over, a delay print edit or a regional feed. The exact nature of the facility arrangement is not the subject of this discussion, and need not interrupt our point.

What is the problem presented to advertisers and marketing people by these charges? The source of the problem is rooted in the structure of the TV medium.

Television has been as important to the marketing revolution as the super-market. Product after product has been primarily introduced through TV because of its efficient high frequency, unparalleled communication and geographic flexibility through the use of spot TV. Manufacturers can originate and test products regionally and then expand them.

Typically, a national advertiser will attempt to integrate a new product into his network programs in the regional test area. The purpose, consistent with current testing philosophy, is most frequently to simulate what the brand could get on television programs if the brand were already a nationally used product.

**Spot Money Follows** ■ Invariably, spot-TV money follows into the test area, both as part of the national program under test and to replace the weight of network brands pre-empted in local areas. And here is where the cut-in charge is applied.

The local station, convinced that the change in network commercials is some

plot hatched by the national advertiser to use the station through the back door, and as opposed to a straight spot buy, places a "facilities" charge for the substitution.

These charges can significantly increase the costs of the vital local tests, pushing the costs far ahead of the actual contributions of the tests. This is because an advertiser, who has already paid the network for the station time, has an additional cut-in cost that is nonproductive. The added cost buys no further advertising for the advertising company. In one case, an advertiser spending an additional \$3,000 per week in spot TV to test his product was also spending an additional \$1,000 a week for cut-ins. This useless expenditure, if it were available for more spot television, could have substantially increased the brand's chances for local success and eventually its national success.

In another instance, an advertiser spent \$25,000 in a few months for local cut-ins to test an alternate copy campaign. By no stretch of the imagination could this campaign have been run in spot TV as a supplement to a different national campaign. The test would have had no validity. Thus, the network commercials had to be changed. And yet the money could have easily made a more useful contribution to advertising.

**Minor or Major?** ■ It is hard to imagine how such relatively minor costs in a multi-million dollar advertising program can create problems in a modern marketing organization. Nonetheless,

there are dozens of worthwhile minor projects which always can become major market factors that compete for investment dollars. Money, of course, eventually is appropriated, but in each case the base test area must be restricted or the creative production handicapped by what are relatively major expenses for cut-ins.

In addition to the suspicion that network cut-ins might represent spot funds which are eluding them, what other justifications for the charges do stations offer? The physical cost of the facilities? Not really.

The engineers are there and the projectors are, in any case, ready to roll. Strangely enough, when networks push regional-feed program sales, there's no mention of cut-in costs. ("Don't worry, we'll take care of them.") If a typical cut-in charge was also the cost of rolling a regular TV spot, the stations would not be able to afford the sale of spot TV.

What should be done about these cut-in charges? The answer simply is to eliminate them as unproductive.

Cut-in charges certainly make no real contribution to a corporation's advertising effort.

Cut-in charges, moreover, are not really in the constructive interest of the television industry. The eventual advertising marketing return will far outweigh the minor profits realized by the stations from these charges.

At this agency, we sincerely would welcome the comments of station managements on the subject of cut-ins. Their letters will be answered.

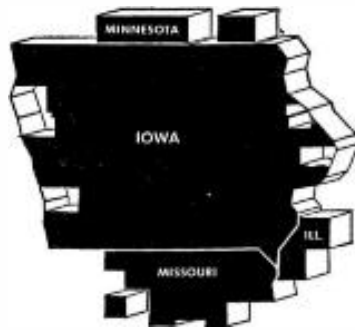


Paul M. Roth last January was elected a vice president of Kenyon & Eckhardt, New York, where he has been media director since last November. His background includes an association with Benton & Bowles from 1956 to 1961. At K&E, Mr. Roth was media group head on Beecham, Nabisco and Buitoni business for 14 months and then became associate research director with responsibilities in media and economic research. In January 1964, Mr. Roth was promoted to communications group head on National Airlines, Beecham, Canadian Pacific, McKesson & Robbins and Quaker State accounts.



# WHAT STATION IS 23<sup>RD</sup> ON YOUR RADIO LIST?

If it isn't **WHO, Des Moines,**  
this message is for you



If you could buy just one great radio station that would cover the entire United States, and actually *reach* a high percentage of all homes — you'd undoubtedly want to use it, however large its "home city" might be.

Of course there's no such station. But, the point is still clear — *radio stations in only 22 other markets give you as much audience as does WHO Radio, Des Moines!*

WHO Radio is the only 50,000-watt, clear channel station in Iowa. NCS '61 shows that 44% of all the 805,020 radio homes in the area mapped above listen to WHO weekly, and 239,000 families listen to WHO *every day*. This despite the operation of nearly 70 other AM stations in the state.

There's no reason to believe things have changed much since NCS '61 was made.

Why don't you talk *costs* with PGW?

## WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., *National Representatives*

# 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



## Boom times for color backlog

Syndicators stock of 1,500 half hours, 320 hours and 5,000 cartoons in color eagerly sought by stations; producers' plans for more will add materially to supply

Television stations are on a color binge that promises to infuse new strength into the program syndication business.

Many elated syndicators are already searching their shelves for old color series that can be reissued and drafting plans for new presentations to meet the unprecedented demand for tinted product to fill nonnetwork time periods.

Although no precise count was available, the best estimates last week indicated that prior to the fall season, approximately 1,500 program half-hours, 320 one-hour episodes and close to 5,000 cartoon segments, ranging from three-and-a-half to five minutes in length, were available in color.

The color output will rise dramatically this fall and winter. Game and personality programs that have converted to color or will convert shortly, including *Girl Talk*, *Lloyd Thaxton Show*, *P. D. Q.*, and *The Gypsy Rose Lee Show*, will add more than 500 half-hour segments to the tint total. A travel-adventure series such as *Of Land and Seas*, a one-hour daily offering, will swell the color supply by 520 hour units by the end of the year.

**Others in Offing** ■ In addition, counting new series going into production or others recently released in film, another 200 half-hours of color programming will be available to stations. (These figures do not include feature films available in color, which were not covered in this canvass.)

Though most color-conscious producer-distributors are concentrating their color efforts on such modestly produced offerings as game shows, travel series and cartoons, a few are venturing into the area of more expensive undertakings.

In this category are Four Star Television with a group of one-hour musical presentations starring outstanding vocalists and titled *Something Special*; Independent Television Corp. with *The*

*Baron*, a one-hour action-adventure filmed series, and *The Thunderbird*, a one-hour science-fiction series; Seven Arts Television with a group of six one-hour *Man in Space* specials and Screen Entertainment Corp. with a half-hour science-fiction series of 39 episodes, *Time Zero*.

Available color properties run to cartoon series, travel-action programs, documentaries and action-adventure presentations of several years ago produced in the hope that color would take hold at that time.

In the planning stages at various producer-distributors are color properties of the musical-variety type, cartoons, game and panel shows, daytime presentations, documentaries and specials.

Several companies reported they intend to produce action-adventure series in color, but most producers felt that this is an area in which they would have to tread lightly, because they see no strong evidence of station willingness to support highly budgeted shows of this type.

**Good for Syndicators** ■ The long-

awaited call for color programming by stations comes at an appropriate time for syndicators, whose bright spots for the past two years have been feature films and overseas activities. The domestic market has been plagued by a shortage of product with new dimensions, resulting from the virtual "dry-up" of new off-network series and an eclipse of first-run, action-adventure series.

"Color is the first new commodity to hit the station level since five or six years ago when off-networks came into vogue," one leading distributor volunteered last week. "I think some stations will take almost anything that is made in color."

This latter observation is undoubtedly an exaggeration, but distributors canvassed by BROADCASTING last week agreed unanimously that a "color craze" is sweeping the country.

There was misgiving among some syndicators, however (primarily those with a scant color backlog) who thought this trend toward tint may not be justified in terms of the actual audi-

### Color gives new life to hardy perennials

What happens to old-time network and syndicated TV favorites of yesterday?

Some come back to television—in bright color.

Local market demand for color product has breathed new life into some series which have had scant representation on the rerun market in recent years.

Perhaps the outstanding example of the "oldies," which were made in color years ago but released in black-and-white until recently, is United Artists Television's roster of

five action-adventure series. These are: *Everglades*, *Lawbreaker*, *Ripcord*, *Science Fiction Theatre* and *Keyhole*, all produced in color years ago by Ziv Television Programs, since bought by UA.

Other product from the "golden age of syndication" which are now offered in color are *Adventures of Long John Silver* (Teledynamics); *Laramie* and *Outlaws* (NBC Films); *Northwest Passage* (MGM-TV); *The Lone Ranger* and *Sergeant Preston of the Yukon* (Telesynd) and *Sir Lancelot* (Official).

## BOOM IN COLOR BACKLOG continued

ence for such programs. They stressed, too, that color "cannot help a bad show," and that there are many top-flight program series still available in black-and-white that can prove more effective for a station and an advertiser.

Nevertheless it appeared clear that TV stations are on a color splurge. What is behind it? Syndicators outlined these reasons:

- During the past year and continuing through this fall and winter, local outlets have been and will be making sizable investments for color equipment. They want to make use of these new facilities.

- Color provides "something new to talk about" to their community and their advertisers, a new dimension to promote and merchandise.

- The upsurge in network color programming this fall has persuaded many stations to "follow the leader." Stations are seeking syndicated shows to serve as "bridges" to new properties in periods preceding prime time.

- Stations are aware that set sales can be expanded substantially by an emphasis on color programming, which, in turn, can entice new advertisers.

Distributors questioned last week reported that prices for color programming are attractive. Several claimed they are receiving 20-30% more for such programs than for their counterparts in black and white.

**Color Check-Off** ■ A summary of color programming activities and planned development projects of leading producers-distributors follows:

**ABC Films:** The company currently is distributing a color cartoon series, *Casper the Friendly Ghost*, and has 70 six-to-eight-minute episodes available. A spokesman said also there are plans to place its half-hour, five-times-a-week *Girl Talk* panel discussion series in color as soon as tape facilities are available. He said the company has no plans to produce action-adventure series in color.

**CBS Films:** Offered for the first time this season are the following color series: *Faces of Man*, 80 travel-adventure half-hour episodes (January start); *Astronut*, 104 five-minute cartoon segments; *Roger Ramjet*, 156 five-minute cartoon episodes and *The Golden Tee*, a 90-minute golf program.

James T. Victory, vice president, domestic sales, CBS Films, acknowledged there is a surge in color programming for local showing but stressed that quality black-and-white series, such as *Twilight Zone* and *Marshal Dillon*, will continue to be in demand by stations. He said that in the future TV series would be produced both in black-and-white and

in color, depending on their nature.

**Desilu Sales:** Richard Dinsmore, vice president and general manager, envisions "excellent potential" for color programming in the months ahead and reported that Desilu currently is negotiating for several new series, all in color, and including action-adventure and travel-adventure formats.

Desilu's tinted properties are *Greatest Show on Earth*, 26 one-hour episodes which were purchased recently

### SAG sets residual record

The Screen Actors Guild last month collected more than \$1 million in monthly payments for domestic reruns of television entertainment programs for the first time in its history. In August the guild collected and distributed to members the sum of \$1,008,504. Since the first TV residual checks were received by the guild in 1953, a total of \$49,433,639 has been distributed.

by Beatrice Foods in 142 markets; *Nutcracker*, a one-hour Christmas special; *Face of Russia*, one-hour special filmed behind the Iron Curtain, and *Journey of a Lifetime*, 19 half hours.

**Embassy Pictures Television:** A new children's cartoon series in color from Embassy, *Dodo—the Kid from Outer Space*, is beginning this fall on stations throughout the country. It consists of 104 five-minute segments, and has been sold thus far in 15 markets. E. Jonny Graff, vice president in charge of TV for Embassy, said the company is developing several color properties but is aiming them for network presentation. If they fail to gain network slots, he indicated, they may be offered for syndication.

**Four Star Distribution Corp.:** Len Firestone, vice president and general manager, reported his company is "highly enthusiastic" about prospects for color and asserted that all new programs to be produced in the future by Four Star will be in tint. New color series being offered this season by Four Star are half-hour daily game show, *P. D. Q.*, already sold in 26 markets and 10 one-hour musical programs, titled *Something Special* and spotlighting leading vocal artists.

Mr. Firestone said that "all stations want color." In developmental stages at Four Star, he said, are these color projects: a half-hour action-adventure

series on film; a daytime strip soap opera and various specials.

**Independent Television Corp.:** Abe Mandell, president of ITC, is a solid booster of color. He said it would be "absolute lunacy" for a syndicator not to produce in color, claiming that within the next 18 months "almost everything on the air will be in color." He claimed that color shows are in demand at 95% of the stations with which he has contact.

ITC's current color catalogue includes *Stingray*, 39 half-hour science-fiction programs in "Super-Marionation"; *Best of the Post*, a half-hour dramatic series (22 of 26 in color); *Golf Tips of the Day*, 95 five-minute programs, and *Mr. Piper*, a 39 half-hour children's program.

**On the Pad** ■ In preparation in color by ITC is *The Baron*, a series of 39 one-hour action-adventure programs to be produced in England and starring Steve Forrest and *The Thunderbirds*, a series of 39 one-hour science-fiction programs for children in the "Super-Marionation" process.

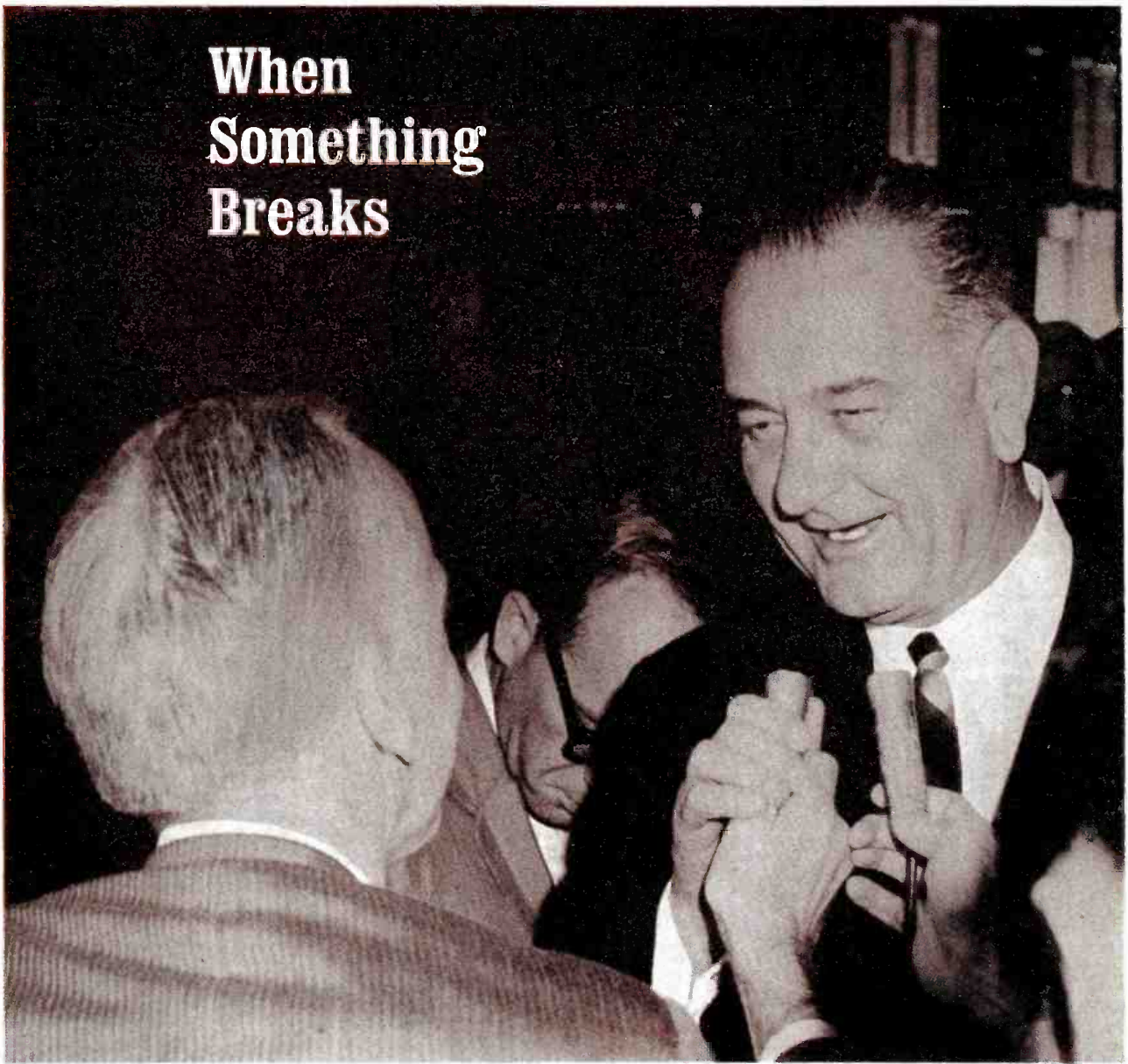
**King Features Syndicate:** The company has presently in distribution 370 segments of color cartoons, including 220 *Popeye* episodes and 50 each of *Beatle Bailey*, *Barney Google and Snuffy Smith* and *Krazy Kat*. For the moment, a spokesman said, KFS is not planning new production in color for syndication.

**MCA TV:** The sole color project expected to be undertaken by MCA TV in the immediate future is the conversion of the five-day-a-week *Lloyd Thaxton Show* into color within the next month or two. Keith Godfrey, vice president and director of sales, said MCA TV is "watching color closely," but indicated that the company is "about a year away" from active participation in the tint area.

**NBC Films:** Jacques Liebenguth, vice president, sales, noted that color is becoming a "more important aspect in syndication" than it was a year ago and will become "more valuable" a year from now.

NBC Films announced that it is marketing these color series: *Laramie*, 60 one-hour action-adventure programs; *The Forest Ranger*, a first-run half-hour series of 104 episodes produced in Canada at an average of \$35,000 for each segment; and *Danger is My Business*, a half-hour travel-action series. In addition, the company has been highly successful in the distribution of three programs of feature-film length sold under the title of *Famous Fantasies*. These include "Rip Van Winkle," "Treasure Island" and "Aladdin's Lamp," which have been bought in 63 markets over the past two months.

# When Something Breaks



WSB Radio's microphone is always the one up front, adding authority and understanding to the news. Aubrey Morris is a public affairs editor who gets his mike before the President with the same alacrity used to push it behind every headline focused on Georgia. Atlantans for 20 years have followed and appreciated his penetrating news analyses. Public affairs in depth: another reason WSB Radio is the choice of listeners and advertisers alike.

**WSB RADIO** ATLANTA 750

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



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

## BOOM IN COLOR BACKLOG continued

Official Films Inc.: Howard V. Koerner, vice president, operations, for Official called color "the wave of the future," and reported that all future OF series will be produced in color. Current color product marketed by Official consists of *Sir Lancelot*, 14 half-hour episodes; *The Wonder World of Rada-tron*, a new puppet-cartoon series filmed in Japan and *Songs for Christmas*, eight holiday specials of various lengths.

Olas Corp.: In release since early summer has been a color taped adventure series, *Of Lands and Seas*, a one-hour, five-times-a-week presentation that has been bought by eight stations. WABC-TV New York has bought a daily half-hour version, *Passport 7*. Olas currently is preparing a one-hour color film special, *Or Give Me Death*, depicting the lives of American soldiers in Vietnam. The company reported it intends to film other timely specials.

Walter Reade-Sterling: Elliot Abrams, vice president and sales manager, observed there is a "tremendous emphasis" on color programs by stations and Reade-Sterling is preparing a series of half-hour documentary-adventure programs in this area. He stressed there still is a market for quality black-and-white series and for all well-made features.

Screen Entertainment Corp.: Henry Saperstein, president of Screen Entertainment Corp., expressed the view that the demand for color is "breathing new life into programing we have had on the shelf." Tint product SEC is offering includes 130 five-minute *Dick Tracy* cartoons and another 130 *Mr. Magoo* cartoons.

In preparation by SEC are 39 episodes of a half-hour science-fiction series in color, *Time Zero*. The series is being produced in Japan with Toho Productions, Tokyo. Also with Toho SEC is co-producing 26 one-hour color episodes of *International Secret Police*, which is aimed for network showing but may be sent directly into syndication.

Screen Gems: Currently being marketed to stations are the Hanna-Barbera cartoons, consisting of 156 five-minute segments of *Wally Gator*, *Touche Turtle*, *Lippy the Lion* and *Ruff 'n' Reddy*, 156 five-minute cartoon episodes. Robert Seidelman, vice president for syndication for SG, conceded that demand by local stations is high, but said the company has no immediate plans for producing first-run syndicated series in color because of economic considerations.

Plans to Meet Demand ■ Seven Arts Television: W. Robert Rich, executive vice president and general manager, is accelerating plans to meet the demand

for color. The plus values of tint, he noted, have been recognized for some time by Seven Arts Associated, which distributes features, many of which are in color.

Seven Arts TV has prepared the first of its one-hour *Man in Space* specials in black and white, but the subsequent five will be produced in color. The five-times-a-week *Gypsy Rose Lee Show*, a half-hour taped personality-interview program, is currently offered in black and white but will be converted to color within the next few months. Seven Arts also is distributing in color: 105 five-minute *Out of the Inkwell* cartoons; 65 one-minute comedy films, *Laffs*; *The Professionals*, a one-hour special on football, and *The Nutcracker*, a one-hour music special based on

### New base for NTI

A. C. Nielsen Co. has announced revised base of U.S. households and TV homes to be used in future Nielsen Television Index reports beginning this month. TV set saturation is now placed at 94% up from 93% last year. Figure is based on census estimates which show 57.2 million homes in U.S., 53.8 million of them equipped with TV. Numbers exclude the states of Alaska and Hawaii.

the classic fairy tale.

Seven Arts acquired this latter program from Bavaria Studios in Germany and has entered into a co-production agreement with Bavaria for other programs and specials, the large portion of which will be made in color.

Trans-Lux Television: In distribution are the following color program series: *It's Wonderful World*, 39 half-hour travel shows; *Mighty Hercules*, 130 five-minute animated segments; *Felix the Cat*, 260 five-minute cartoon segments. Richard Carlton, vice president and general sales manager of Trans-Lux TV, cautioned that stations must be prepared to pay for color and said that stations which claim to be getting color at no extra cost are being misled. There are "no handouts in TV," he continued, and "a good show deserves its price—and in color, it deserves it so much more."

Triangle Program Sales: Color has been a "big help" in boosting sales 400% over the first eight months of 1964, a company official reported. He added that the "color boom" which is beginning now, will last at least for

several years.

TPS's color backlog consists of *Tell Me, Dr. Brothers*, 260 five-minute programs; *Exercise with Gloria*, a daily half-hour show; *Auto Racing '65*, eight half-hour films of major sports events; *Colorful World of Music*, 65 five-minute vignettes of pop and classical music; *Podrecca Piccoli Theater*, a one-hour holiday special of satire and children's tales; *This is America*, 13 half-hour travel shows; *The Wonder of Birds*, 65 five-minute films; *Zoos of the World*, half-hour films currently in preparation; *Sports '65*, 12 half-hour monthly specials covering a variety of sports events.

Twentieth Century-Fox TV: Alan Silverbach, vice president in charge of syndication, reported Fox recently placed into syndication a color tape series, *The Big Bands*, and is developing an outdoor-action series with a plot that will be released when the time seems appropriate.

United Artists Television: The largest color series inventory probably belongs to UA-TV which has more than 300 half hours in its backlog, according to Pierre Weis, vice president and general manager of syndication. This color bonanza results from a policy instituted by Frederic W. Ziv, formerly board chairman of Ziv Television Programs, more than a decade ago to produce a substantial number of its syndicated series in color.

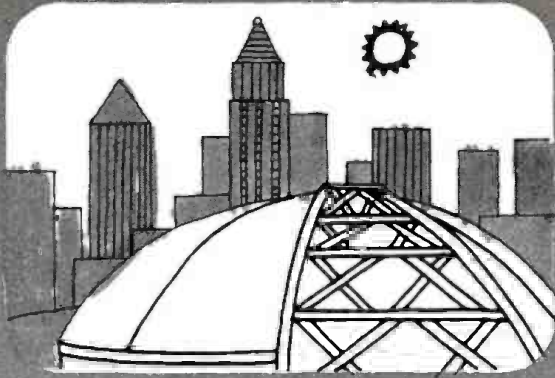
Mr. Weis said five of the 10 UA-TV half-hour color TV series have been offered to stations. The titles and number of tinted episodes are *Everglades* (38) *Lawbreaker* (32) *Keyhole* (38), *Ripcord* (38) and *Science Fiction Theater* (39). In reserve to be released when UA-TV deems it appropriate are the following program series in color: *Meet Corliss Archer*, *Mr. District Attorney*, *I Led Three Lives*, *Favorite Story*, and *Boston Blackie*.

Primarily because of its vast color supply, UA-TV has no immediate plans to produce additional tinted series for syndication.

Warner Brothers Television: In distribution are 100 cartoons of about six minutes in length, *Warner Brothers Cartoons, Series '64*. A spokesman felt that many stations are "making the mistake of buying resurrected stuff because it's in color," and "some stations are going to hurt themselves buying this material just because it is available in color."

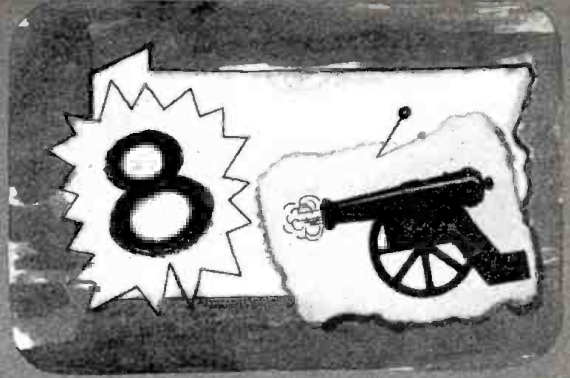
Wolper Television Sales: In distribution are the following color programs: *The New Three Stooges*, 156 six-minute cartoons; *Folk World of Jimmy Rodgers*, 39 half-hours of folk music. A Wolper spokesman said the company is planning one high-budget film series and several lower-budget series in color.

1



Can you identify this city?

2



Clue: It's the hub of the nation's Eighth Market -- and booming!

3



(SFX: BOOM)

*Residential construction up 12% in '64!*

4



(SFX: BOOM)

*Retail sales up 8%*

5



Want to reach the families who are building and buying?

6



Clue: Take the "homes-reached" station! Take TAE.

*Swell. But you forgot to mention PITTSBURGH!*

## First returns in new season

Here are the ratings and shares of audience reported by Trendex 26-city surveys and national Arbitrons produced by the American Research Bureau for the first three week nights of the new season. Symbols: (N) new series; (NP) new programing in an existing series; (NT) new time for an existing series.

### Monday, Sept. 13

	Trendex		Arbitron	
	Rating	Share	Rating	Share
<b>7:30</b>				
ABC 12 O'Clock High (NP, NT)	11.1	21.9	11.5	24
CBS To Tell the Truth (NP)	20.4	40.2	14.5	30
NBC Hullabaloo (NP, NT)	15.0	29.6	13.5	28
<b>8:00</b>				
ABC 12 O'Clock High (NP, NT)	15.9	30.1	15.2	27
CBS I've Got a Secret (NP)	16.0	30.3	17.7	32
NBC John Forsythe Show (N)	18.9	35.3	16.6	30
<b>8:30</b>				
ABC Legend of Jesse James (N)	18.0	32.3	17.2	29
CBS Lucy Show (NP, NT)	20.6	37.0	23.0	39
NBC Dr. Kildare I (NP, NT)	15.6	28.0	13.4	23

<b>9:00</b>				
ABC Man Called Shenandoah (N)	21.4	37.6	19.8	33
CBS Andy Griffith (NP, NT)	17.8	31.3	21.0	35
NBC Andy Williams (NP)	16.1	28.3	15.2	26

<b>9:30</b>				
ABC Farmer's Daughter (NP, NT)	19.0	33.2	16.3	28
CBS Hazel (NP, NT)	15.5	27.1	17.8	31
NBC Andy Williams (NP)	18.5	32.4	19.2	33

<b>10:00</b>				
ABC Ben Casey (NP)	14.8	29.0	14.3	28
CBS Steve Lawrence (N)	15.9	31.2	14.1	27
NBC Run for Your Life (N)	17.5	34.3	16.9	33

<b>10:30</b>				
ABC Ben Casey (NP)	11.4	24.6	12.1	24
CBS Steve Lawrence (N)	16.8	36.1	14.2	28
NBC Run for Your Life (N)	16.8	36.1	18.0	36

### Tuesday, Sept. 14

<b>7:30</b>				
ABC Combat (NP)	15.2	32.5	15.8	32
CBS Rawhide (NP, NT)	7.9	17.0	11.1	22
NBC My Mother, the Car (N)	20.6	44.1	17.3	35

<b>8:00</b>				
ABC Combat (NP)	15.5	31.0	15.9	30
CBS Rawhide (NP, NT)	8.3	16.5	11.2	21
NBC Please Don't Eat the Daisies (N)	21.5	43.0	19.6	37

## Early ratings give CBS edge

Overnight surveys pour out returns as TV networks meet schedule-to-schedule

The ratings race was on last week with the opening of the new television season. Of the first three week nights CBS-TV won Monday and Wednesday, according to both overnight ratings services that were being used. On Tuesday one service put ABC-TV ahead, and the other gave ABC-TV and NBC-TV a tie.

These were the first clues to the popularity of new and returning programs in a season in which the three networks for the first time opened their evening schedules simultaneously within the same eight-day period.

The reports available were the national Arbitrons and the 26-city Trendexes, giving the networks, advertisers and their agencies some idea of the extent to which viewers were sampling new programs, the nightly average ratings strength and relative positions by half-hour periods.

The first night of the new season escaped overnight measurement because of a computer failure in the New York

office of the American Research Bureau, which presents the Arbitron reports. The breakdown eliminated national ratings for the Sept. 12, 7:30-11 p.m. EDT programing. Trendex had not been ordered to begin its overnight service until the next night. A number of shows—all of the CBS-TV Sunday schedule and *Branded* and *Bonanza* in the NBC-TV schedule—started their new cycle on that Sunday. ABC-TV's new-season Sunday programing was to open last night (Sept. 19).

**Sampling** ■ Overall, the numbers for Monday through Wednesday prime-time lineups showed substantial viewer sampling of the TV networks' new season offerings.

In the Arbitrons for Monday (Sept. 13), CBS had an average rating for the night of 17.5 and a 32 audience share, NBC had a 16.1 and 30 and ABC had 15.2 and 28. Tuesday's averages showed NBC and ABC tied with 17.5 ratings and 33 shares and CBS with 14.9 and 27. On Wednesday, CBS had a 19.7 rating and 37 share, NBC had 16.0 and 30 and ABC had 13.2 and 25. By half-hour periods in the Arbitrons, CBS took four, NBC three and ABC none on Monday; NBC three and CBS and ABC two each on Tuesday, and CBS five, NBC two and ABC none on Wednesday.

In the Trendex 26-city reports, CBS on Monday had a 17.6 and 33.2, winning two half-hour periods; NBC had 16.9 and 31.9, taking three half hours, and ABC with a 15.9 and 30.0 won

one half-hour. In one half-hour period, CBS and NBC tied. On Tuesday ABC led with 20.1 and 39, winning five half-hour periods; NBC had 17.8 and 34.6 and won two half hours, and CBS with 10.5 and 20.4 won no half hours. On Wednesday CBS was first with 18 and 35.6, taking four half-hours; NBC had 14.9 and 29.6, winning two half-hours and ABC with 14.6 and 28.9 won one half-hour.

According to the New York Nielsen overnights, CBS in that market on Sunday night (Sept. 12) swept the first three half-hour periods and NBC took the rest of the evening's four half-hour periods (*Bonanza* and the Emmy awards telecast). In the New York Nielsen averages, CBS had 27.9 and 40, NBC had 23 and 33 and ABC had 11.8 and 17. Top rating in New York went to the *Ed Sullivan Show* (with the Beatles, Soupy Sales and other teen-age attractions): a 41 in the 8-8:30 period and a 42.5 in the 8:30-9 period.

With the Arbitrons blacked out for Sept. 12 and no Trendex report taken (ABC, the Trendex client, was starting its new schedule the next night) the first national figures for that night will be available Sept. 27 in the regular Nielsen network report that covers the two weeks ending Sept. 12. The first real reading from Nielsen on the new season will be out Oct. 11. It will cover the two weeks starting Sept. 13.

NBC meanwhile commissioned a special Trendex study of viewing in color homes as against that in noncolor homes. NBC had wanted to add the



8:30				
ABC	McHale's Navy (NP)	23.2	40.5	15.6 28
CBS	Red Skelton (NP)	16.4	28.7	21.0 37
NBC	Dr. Kildare II (NP, NT)	14.5	25.3	16.6 29

9:00				
ABC	F Troop (N)	24.4	44.1	17.8 31
CBS	Red Skelton (NP)	14.4	26.1	22.1 38
NBC	Tuesday Night Movies (NP, NT)	12.4	22.4	15.7 27

9:30				
ABC	Peyton Place I (NP)	21.7	40.1	19.0 33
CBS	Petticoat Junction (NP)	14.1	26.1	17.7 31
NBC	Movie (NP, NT)	16.0	29.6	16.9 30

10:00				
ABC	The Fugitive (NP)	18.8	39.4	20.7 39
CBS	CBS Reports (NP)	6.9	14.5	6.3 13
NBC	Movie (NP, NT)	18.7	39.3	18.6 35

10:30				
ABC	The Fugitive (NP)	21.6	43.7	18.0 41
CBS	CBS Reports (NP)	5.4	11.0	— —
NBC	Movie (NP, NT)	21.0	42.7	18.1 41

### Wednesday, Sept. 15

7:30				
ABC	Ozzie & Harriet (NP)	10.0	21.7	9.3 20
CBS	Lost in Space (N)	17.2	37.1	13.8 29
NBC	The Virginian (NP)	15.9	34.6	16.4 35

8:00				
ABC	Patty Duke Show (NP)	14.1	29.3	10.9 21
CBS	Lost in Space (N)	17.8	36.9	17.5 34
NBC	The Virginian (NP)	12.4	25.8	16.9 32

8:30				
ABC	Gidget (N)	18.0	34.8	16.5 28
CBS	Beverly Hillbillies (NP, NT)	15.8	30.5	23.9 40
NBC	The Virginian (NP)	14.7	28.3	16.5 28

9:00				
ABC	The Big Valley (N)	17.1	33.1	16.4 28
CBS	Green Acres (N)	21.7	40.4	25.9 44
NBC	Bob Hope/Chrysler Theater (NP, NT)	10.9	20.3	15.2 26

9:30				
ABC	The Big Valley (N)	16.5	31.1	17.2 30
CBS	Dick Van Dyke Show (NP)	22.2	41.9	24.4 43
NBC	Bob Hope/Chrysler Theater (NP, NT)	11.3	21.2	11.8 21

10:00				
ABC	Amos Burke, Secret Agent (NP)	12.9	24.8	12.4 24
CBS	Danny Kaye (NP)	16.8	32.3	17.6 34
NBC	I Spy (N)	19.6	37.6	16.5 32

10:30				
ABC	Amos Burke, Secret Agent (NP)	12.7	25.8	9.9 21
CBS	Danny Kaye (NP)	14.6	30.3	14.9 32
NBC	I Spy (N)	19.7	40.9	18.9 41

For Thursday ratings see "At Deadline"

color question to the overnight Arbitron surveys. But CBS, also a subscriber, balked on the ground that a color question could influence answers to the conventional ratings questions. NBC then arranged to have the color question added to the ABC-ordered Trendex surveys, with complete results to be available to both ABC and NBC.

## How critics see the new season

A sampler of opinion finds meager praise of incoming programs

If the nation's TV critics are running true to form in the new season, the *John Forsythe Show*; *My Mother, the Car*; *Lost in Space* and *Gidget* should be among the new hit series. These are the shows that a majority of the critics panned, but the public liked—according to the Arbitrons and Trendexes.

However, on a few programs: *F Troop* and *I Spy*, to name two, many critics and the raters agreed.

With all three networks showing their fall wares at the same time, critics dedicated columns every day to reviews of the new programs.

Following are some typical comments of the reviewers, gathered by BROAD-

CASTING, and reflecting the general critiques on the 13 new shows that began last Monday, Tuesday and Wednesday.

### ■ *John Forsythe Show*:

"Milksoppy . . ."—Rex Polier, *Philadelphia Evening Bulletin*.

"Sad, dull, witless and relentlessly cute."—Rick DuBrow, UPI.

"Some of us . . . can close the book right there."—La Camera, *Boston Record-American*.

"Even the living color couldn't cover up the cliché dialogue . . ."—Hal Humphrey, *Los Angeles Times*.

" . . . pedestrian new offering creeps at a petty pace."—William Shriver, *Baltimore News-American*.

" . . . a lot of straining of effort . . ."—Frank Judge, *Detroit News*.

" . . . cavalcade of nubile nonsense . . . Soggy."—Jack O'Brian, *New York Journal-American*.

" . . . pure frivolity with a sprinkling of sentimentality . . ."—John Marshall Cuno, *Christian Science Monitor*.

" . . . it's going to be a winner."—Henry Mitchell, *Memphis Commercial Appeal*.

### ■ *The Legend of Jesse James*:

"Another routine violence job from the ABC slaughterhouse."—Terrence O'Flaherty, *San Francisco Chronicle*.

"I'd take the stage to the next channel."—Bernie Harrison, *Washington Evening Star*.

" . . . he should quit while he's even."—Harry Harris, *Philadelphia Inquirer*.

" . . . I prefer not to believe the network is banking on this for the long

run . . ."—Al Salerno, *New York World-Telegram and Sun*.

"Pretty dull fare by any standards."—Walt Dutton, *Los Angeles Times*.

" . . . a cheap, poorly written western capitalizing on a disreputable name."—Paul Malloy, *Chicago Sun-Times*.

" . . . a sort of Low Noon . . ."—Bob Williams, *New York Post*.

" . . . loaded with bow-legged humor."—Agnes Ash, *Miami News*.

### ■ *A Man Called Shenandoah*:

" . . . a second-rate premiere . . . headed for one place—TV's boot hill, and the sooner the better."—Kay Gardella, *New York Daily News*.

" . . . joins the growing TV assemblage of introverted cowpokes who have mislaid their identities . . ."—Jack Gould, *New York Times*.

" . . . left us wishing he'd find [his identity] fast and get it over with."—Eleanor Roberts, *Boston Traveler*.

" . . . same old malarkey, but it's better written, directed and acted."—Jack E. Anderson, *Miami Herald*.

"Amnesia isn't the only problem Shenandoah has."—Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . a fast half hour for western fans with nothing better to do than sit and stare."—Al Salerno, *New York-Telegram and Sun*.

" . . . score it as a tossup and hope the storyline holds up . . ."—Frank Judge, *Detroit News*.

### ■ *The Steve Lawrence Show*:

"One of the most engaging and attractive kickoffs . . . in years."—Percy Shain,

*Boston Globe.*

"... may be the luckiest guy in the Monday night schedule." — Lawrence Laurent, *Washington Post.*

"... lively, tuneful and thoroughly professional."—Cynthia Lowry, AP.

"... zest, good humor, good music." — Paul Jones, *Atlanta Constitution.*

"... a welcome arrival to TV's growing list of variety programs..." — Walt Dutton, *Los Angeles Times.*

"... left much to be desired..." — Barbara Tiritilli, *Chicago American.*

"... the potential of Lawrence... remains to be demonstrated clearly..." — Bob Williams, *New York Post.*

"... a fresh start is indicated." — John Horn, *New York Herald-Tribune.*

■ *Run for Your Life:*

"After 15 minutes we were ready to put on our track shoes and make an escape." — Eleanor Roberts, *Boston Traveler.*

"A real bomb." — Henry Mitchell, *Memphis Commercial Appeal.*

"... trite and currently imitative." — Frank Judge, *Detroit News.*

"The hero has an unnamed disease that will finish him off by March 1967 — if the ratings don't beat the mortician." — Terrence O'Flaherty, *San Francisco Chronicle.*

"... theme stretched the imagination a bit." — Bert J. Reesing, *Cleveland Plain Dealer.*

"... seems the most promising of the new Monday-night entries." — Bob Williams, *New York Post.*

"... one of the coolest heroes in a long time." — Rick Du Brow, UPI.

"NBC may well have a winner... may just have a good run." — Bill Irwin, *Chicago American.*

■ *My Mother, the Car:*

"... a show that has all its pivotal motivation take place off screen would seem to be in for trouble..." — Jack Gould, *New York Times.*

"It is doubtful that Jerry will receive an Emmy..." — Dwight Newton, *San Francisco Examiner.*

"... a professionally mounted and produced bomb..." — Kay Gardella, *New York Daily News.*

"... monumentally unfunny mama..." — Harry Harris, *Philadelphia Inquirer.*

"... could be an Edsel with critics but a hot rod with the public..." — Don Page, *Los Angeles Times.*

"... one of the kookiest... might be a hit..." — Bill Irwin, *Chicago American.*

"... a one-joke show [but] for right now it's funny." — Percy Shain, *Boston Globe.*

■ *Please Don't Eat the Daisies:*

"... the sheep dog gives a radiant, luminous performance." — Harriet Van Horne, *New York World Telegram and Sun.*

"... needs a lot of work..." — Arthur E. Fetridge, *Boston Herald.*

"... it's a spinoff from that funny *Dr. Kildare*, maybe." — Bernie Harrison, *Washington Evening Star.*

"... the show may be a hit with children and dogs..." — Dwight Newton, *San Francisco Examiner.*

"... just another in a long list of domestic situation comedies." — Paul Molloy, *Chicago Sun-Times.*

"... this should last about as long as the wax posies on the table." — Bob Hull, *Los Angeles Herald-Examiner.*

"... the premiere was not reassuring..." — Jack Gould, *New York Times.*

"... little of the witty attraction of the book... and little else..." — Rick DuBrow, UPI.

■ *F Troop:*

"... should be the laughingest of the new series." — Donald Kirkley, *Baltimore Sun.*

"... find a soft spot on the floor... on which to roll." — Bob Hull, *Los Angeles Herald-Examiner.*

"It's Laurel and Hardy time in the Old West." — Bernie Harrison, *Washington Evening Star.*

"... could be a top winner this season." — John Marshall Cuno, *Christian Science Monitor.*

"... could tickle the fancy of the en-

tire family..." — John Horn, *New York Herald-Tribune.*

"... may be the best of [Tuesday] night's entries, but definitely not a woman's show." — Harriet Van Horne, *New York World Telegram and Sun.*

"... everybody presses just a little too hard..." — Percy Shain, *Boston Globe.*

"... a dull, mediocre show..." — Barbara Tiritilli, *Chicago American.*

■ *Lost in Space:*

"... got lost in its own hyperbole..." — Percy Shain, *Boston Globe.*

"... *Lost in Space*... should be..." — Jack O'Brian, *New York Journal-American.*

"... looked like the poor man's *Outer Limits*..." — Louis R. Cedrone, Jr., *Baltimore Evening Sun.*

"... has to be seen to be disbelieved..." — Clay Gowran, *Chicago Tribune.*

"... a surefire winner for young viewers..." — Jack Gould, *New York Times.*

"... pure grade B hokum..." — John Horn, *New York Herald-Tribune.*

■ *Gidget:*

"... a bad movie has become an idiotic TV series..." — Lawrence Laurent, *Washington Post.*

"... in comparison, the childish *Patty Duke Show* is a gem of intellectuality..." — Harry Harris, *Philadelphia Inquirer.*

"... just another teenster strip about a gabby, flighty, surf-bunny..." — Percy Chain, *Boston Globe.*

"Television needs another teen-age show like it needs another headache remedy." — Bill Irwin, *Chicago American.*

"School girls will love it." — Larry Wolters, *Chicago Tribune.*

"... a winsome charm..." — Jack Gould, *New York Times.*

"... stands to do well if it does not get too cute." — Walt Dutton, *Los Angeles Times.*

■ *Big Valley:*

"... series could have something to recommend it if everyone would stop trying to prove he's so blamed noble." — Walt Dutton, *Los Angeles Times.*

"... might be just the thing for those in quest of lots of bloodletting and eye-filling scenery." — Ben Gross, *New York Daily News.*

"... warmed-over combination of *Bonanza* and *Empire*, but... sparks interest." — Harry Harris, *Philadelphia Inquirer.*

"... situations and dialogue are familiar and the cast attractive." — Lawrence Laurent, *Washington Post.*

"... four square for bastardy, incest, lawlessness and murder..." — John Horn, *New York Herald-Tribune.*

"... maybe somebody can do something about that plot." — Clay Gowran, *Chicago Tribune.*

"... failed to live up to advance no-

## Old Scotsman to do Mutual business show

Mutual begins today (Sept. 20), what it claims is a "new and different" type of business program, and which, to accentuate the difference, will be narrated by the owner of independent radio stations in six major markets that compete with Mutual affiliates.

The five-minute weekday program, titled *Business Briefly*, will be taped by Mr. McLendon at his headquarters in Dallas and transmitted from Mutual's New York headquarters. Mr. McLendon said the program will be aimed at "people too busy to listen to conventional detail-laden business news..."

Mutual President Robert F. Hurligh said 80 of the network's 500 affiliates have expressed interest in carrying the program, which will be made available for sale locally. Mr. Hurligh said Mr. McLendon's stations would be given first option on the program if the Mutual affiliates in those markets do not wish to carry it.



Mr. McLendon



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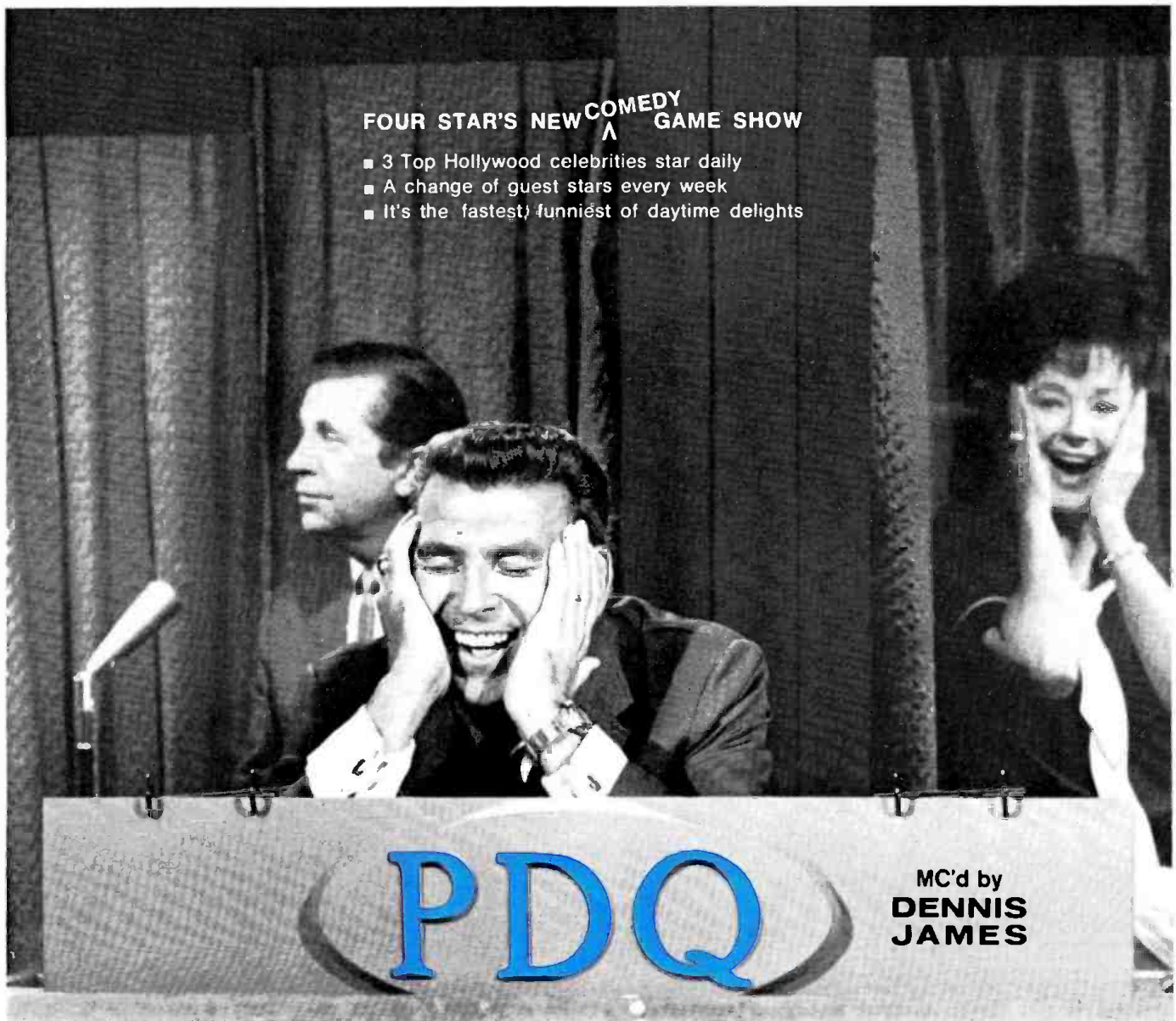
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SOURCE: PDQ-ARBITRON AUGUST 29—SEPTEMBER 18, 1965  
 PREVIOUS PROGRAM—ARBITRON AUGUST 22-28, 1965

Ratings subject to the limitations as listed in the Arbitron reports used.

**THESE PDQ MARKETS REPRESENT 44.5% OF TOTAL U.S. TV HOMES**

STATION	NETWORK	CITY	NATIONAL REP	TIME	TV HOMES**
WNBC	NBC	New York*	NBC SPOT	1:00 PM	5,556,200
KNBC	NBC	Los Angeles*	NBC SPOT	3:00 PM	2,857,900
WMAQ	NBC	Chicago*	NBC SPOT	3:30 PM	2,374,900
KYW	NBC	Philadelphia*	TVAR	1:00 PM	2,140,500
WHDH	CBS	Boston*	BLAIR	1:00 PM	1,852,500
WJW	CBS	Cleveland*	STORER	1:30 PM	1,369,100
WTAE	ABC	Pittsburgh*	KATZ	2:30 PM	1,263,200
WRC	NBC	Washington, D.C.*	NBC SPOT	1:00 PM	952,000
WLW-T	NBC	Cincinnati, Ohio*	BCG	2:00 PM	806,700
WLW-I	ABC	Indianapolis*	BCG	10:30 AM	740,700
WTVJ	CBS	Miami*	P.G.W.	10:30 AM	637,000
WGR	NBC	Buffalo*	PETRY	10:30 AM	606,000
WLW-C	NBC	Columbus*	BCG	10:00 AM	515,000
WFLA	NBC	Tampa*	BLAIR		490,600
WLOS	ABC	Asheville*	P.G.W.		455,300
WDBO	CBS	Orlando/Daytona	PETRY	5:30 PM	328,400
KUTV	NBC	Salt Lake City*	PETRY	11:00 AM	295,600
KVOS	CBS	Bellingham***	P.G.W./SUMNER	3:30 PM	52,200

TOTAL TV HOMES 23,293,800


\*Color

\*\*Television Magazine June 1965 Total U.S. TV Homes..... 52,365,000

\*\*\*Total TV Homes Bellingham-Vancouver-Victoria..... 461,000

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tices . . ."—Arthur E. Fetridge, *Boston Herald*.

■ *Green Acres:*

" . . . the whole thing made me slightly green about my quarter-acre."—Bernie Harrison, *Washington Evening Star*.

" . . . looked like a bad piece of series real estate."—Bob Williams, *New York Post*.

"Eddie and Eva did a surprisingly good job of playacting . . ."—Bob Smith, *Chicago Daily News*.

" . . . if the premise works, it will be something of a Hungarian revolution in farce."—Jack Gould, *New York Times*.

"A switch on the *Beverly Hillbillies*."—Hal Humphrey, *Los Angeles Times*.

" . . . adult pollyanna . . . reason enough to sell the family TV set cheap."—Barbara Tiritilli, *Chicago American*.

" . . . one of the slickest jobs I've seen of shilling sophisticated viewers . . ."—Rex Polier, *Philadelphia Evening Bulletin*.

■ *I Spy:*

"This could be the one to watch."—Bob Hull, *Los Angeles Examiner*.

"The best spy series we've ever encountered . . ."—Jack O'Brian, *New York Journal-American*.

" . . . there are tones of Bond . . . a cross between *Espionage* and *Hong Kong*."—Louis Cedrone, Jr., *Baltimore Evening Sun*.

" . . . creditable cloak-and-dagger series . . ."—Bill Irwin, *Chicago American*.

" . . . one of the biggest disappointments . . ."—Arthur E. Fetridge, *Boston Herald*.

" . . . basically . . . seemed wanting . . ."—Harry Harris, *Philadelphia Inquirer*.

" . . . a show in search of an attitude and also the style to go with it."—Jack Gould, *New York Times*.

" . . . a fast-moving, slick production."—Cynthia Lowry, AP.

## A speed-up set on new program forms

AM and FM license-renewal applicants are going to start using the FCC's new program-reporting form 10 months earlier than had been planned. The speed-up will enable the commission to cut three years from the time it would otherwise have to wait before checking the performance of some 1,000 broadcasters against the proposals they make in the new form.

The commission, in issuing the new Part IV of the license application form in August, said renewal applicants would be required to use it beginning

with applications due to be filed Nov. 1, 1966.

But last week, the commission said renewal applicants with filing deadlines beginning Jan. 1—broadcasters in the New England states—will be required to use it to report on their proposed operation. Renewal applicants will use the old Part IV to report on past operation until Nov. 1, 1966.

This will enable the commission beginning in January 1969 to check the practice of these licensees against the proposals they make in the new form. Otherwise, the commission would have had to wait until 1972.

The material to be filed by the applicants caught in the speed-up includes an ascertainment of program needs of their community, proposed programming and proposed commercial practices.

## Does TV pat its own back too often?

Television is "an industry that has sort of gotten off balance telling everybody how good we are." This statement was made last week by Fred W. Friendly, president of CBS News, in a luncheon speech before the Washington Advertising Club. He called for better performance in interpretation by broadcast news organizations.

Mr. Friendly said that the American people need to know more about things than any other people in history and that it is the responsibility of broadcast journalism to keep them informed.

For too long broadcasting has gotten an "A" just for effort, Mr. Friendly pointed out. He said that television and radio received praise just for touching on some controversial subject.

Now, he said, it has become time for broadcast journalists to supply the people not only with facts, but with understanding of the events—interpretation of the news.

**Many Faceted** ■ He called the news the most complicated subject in the world and said that mere reporting is not enough. The interpretation of what was seen and heard through the broadcast media would be the great step forward in news coverage, the speaker declared.

He said that the hardest job for broadcast news organizations today is in the field of news editing—of what to put on the air and what to omit. He said that broadcast news teams are hampered by the speed with which they can report as contrasted to the reporting of newspapers and magazines. In broadcast, Mr. Friendly stated, decisions must be made minutes, or in some instances,

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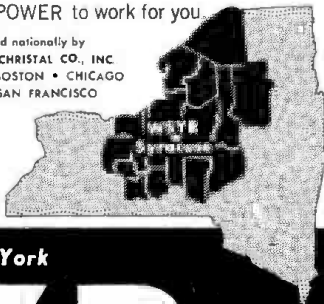


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seconds, before the broadcast takes place, while a newspaper managing editor may have hours to decide on the coverage to give a story.

Moreover, he declared, the broadcast editor must often wonder, when he omits a story from his coverage, whether he is playing God and dealing with censorship.

He told the club that news programming is becoming a more salable item and cited increased news programming by the three television networks both with regular newscasts and with documentaries and news specials.

## CBS joins others in seeking extension

CBS last week added its support to the requests of NBC and ABC for a second extension of the deadline for comments on the FCC's proposal to limit network ownership and control of prime-time programming.

In a brief, filed with the commission, CBS requested an extension of the deadline until the parties have had adequate time to "verify, refute, explain, amplify or supplement" the material contained in Part II of the second interim report of the FCC's Office of Network Study.

CBS, like NBC and ABC, contends that Part II is, as a practical matter, unavailable to the parties at this time.

NBC asked that the deadline be postponed from Oct. 21 to Feb. 21, 1966, for comments, and from Dec. 1 to April 1, 1966, for replies (BROADCASTING, Sept. 6).

CBS stated that it has undertaken its own factual inquiry into the proposal and needs additional time to study and prepare meaningful comments that will be of assistance to the commission.

The proposed FCC rulemaking, which was set forth in Part I of the second interim report of the Office of Network Study, would limit network ownership and control of non-news prime-time programming to 50%.

## Radio series sales . . .

*30 Hours of Christmas* (Triangle): WEEF Highland Park, Ill.; WALP Appleton and WEAQ Eau Claire, both Wisconsin.

*Earle Nightingale Program* (Nightingale-Conant): KXIG Iowa City, KIWA Sheldon, and KWAR(FM) Sheldon, all Iowa; WEIM Fitchburg, Mass.; WBIP Booneville, Miss.; KTNM Tucumcari, N. M.; WEYE Sanford, N. C., and WNOK-FM Columbia, S. C.

*Anniversaries in Sound* (Triangle): WJOR South Haven, Mich., and WBVS Canton, Ill.



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# Montana's music problem

It gets an airing, but no solution, in meeting of broadcasters and music men

Back in March after Montana broadcasters had cajoled, nudged and worked a bill through the legislature that would have put music-licensing firms under state law, they had to ask the governor to veto it because a federal judge in New York had indicated he would sign an order allowing ASCAP to pull its music out of the state (BROADCASTING, March 22).

The idea that Montana music licensing was being governed by consent de-

Va., vice chairman of the Television All-Industry Committee on music licensing.

Mr. Finkelstein, speaking for the first time to a broadcasters' association, said there is dissatisfaction with the present contracts on both sides. But, he maintained ASCAP "cannot be required to issue licenses at rates fixed by a federal court in New York and at the same time issue licenses in Montana at rates fixed in Montana. If all 50 states had separate methods of setting rates, then we would say that our members should have the right to deal directly with the broadcasters."

In answering questions from broadcasters the ASCAP counsel said 85% of the society's revenues come from network and local broadcasting. He said the Montana situation "isn't completely unique," and that broadcasters there should get together with states that have similar problems.

Bill Merrick, KBMN Bozeman, president of the MBA, asked if Montana

monopoly.

In a give-and-take between Messrs. Kaye and Murphy, the BMI executive pointed out that prices aren't fixed on national products such as cars. Mr. Murphy's reply: "You purchase the car you want at the price you want, and you don't have to buy every car in the General Motors line." He added that broadcasters should be able to buy music by type; i.e. jazz, western, classical.

Mr. Kaye said if anyone wished to buy just 100 tunes BMI would give him the names of the composers and the arrangements could be made directly.

Mr. Shea accused the licensing firms of standing pat on "contracts that were negotiated five and ten years ago [that] are now out of date." He said the all-industry committee can "prove in a court that for the amount of music used we are paying too much."

The committee, he said, has gathered a "tremendous amount of data. We have had music analyzed. We have developed some legal standing for clearance at the source. We have available to us a full-dress antitrust suit which would require a tremendous amount of money. Although we do not have a new contract or a new rate, we do have plenty of determination."



Taking part in Sept. 11 Montana Broadcasters Association meeting were l-r: Bill Merrick, KBMN Bozeman, president of MBA; Ronald Murphy, Seattle attorney; Herman Finkelstein, general

counsel of ASCAP; Douglas A. Anello, general counsel of NAB; Jim Myers, station relations manager for SESAC, and Sydney Kaye, chairman of the board of BMI.

crees in New York was at the heart of the problem.

On Sept. 11 in East Glacier, Mont., the Montana Broadcasters Association got its chance to air out a long-standing disagreement with representatives of the three major music-licensing organizations. The outcome was predictable: ASCAP, BMI and SESAC said they were operating their businesses the best way they could for their members. The broadcasters felt they were paying too much and had no say in the way the fees were set up.

Taking part in the music licensing panel were: Herman Finkelstein, general counsel for the American Society of Composers, Authors & Publishers; Sydney Kaye, board chairman of Broadcast Music Inc.; Jim Myers, station relations manager for SESAC Inc.; Ronald Murphy, Seattle attorney, and Hamilton Shea, WSVA-TV Harrisonburg,

broadcasters could appear in Judge Sylvester J. Ryan's court in New York to present their case. Mr. Finkelstein said he would support Montana to appear as a friend of the court.

Mr. Kaye told the meeting that "music is one of your basic necessities and performing rights societies are a necessity. We at BMI think we give you a fair value for what you pay: The combined price you pay for music today is less than you paid before BMI was formed." He said BMI's existence would be threatened if individual states were to set the rates, adding "BMI divides all money except operating expenses among composers."

Mr. Murphy, one of the authors of the Montana bill, said that if the measure had been signed by the governor, ASCAP would have erred in pulling its music out of Montana, since it would have proved the society is a

## 'Third dimension' use in Mark Century ID's

Mark Century Corp., New York, production-programing company, is announcing today (Sept. 20) a new radio service package, *The Innovators*, which incorporates what the company calls a "new approach to the musical station identification package."

The package contains 25 station ID's, five contest and promotion features, 10 commercial campaigns (these run one-minute in length) and 10 special production features (news, weather, disk jockey, etc.).

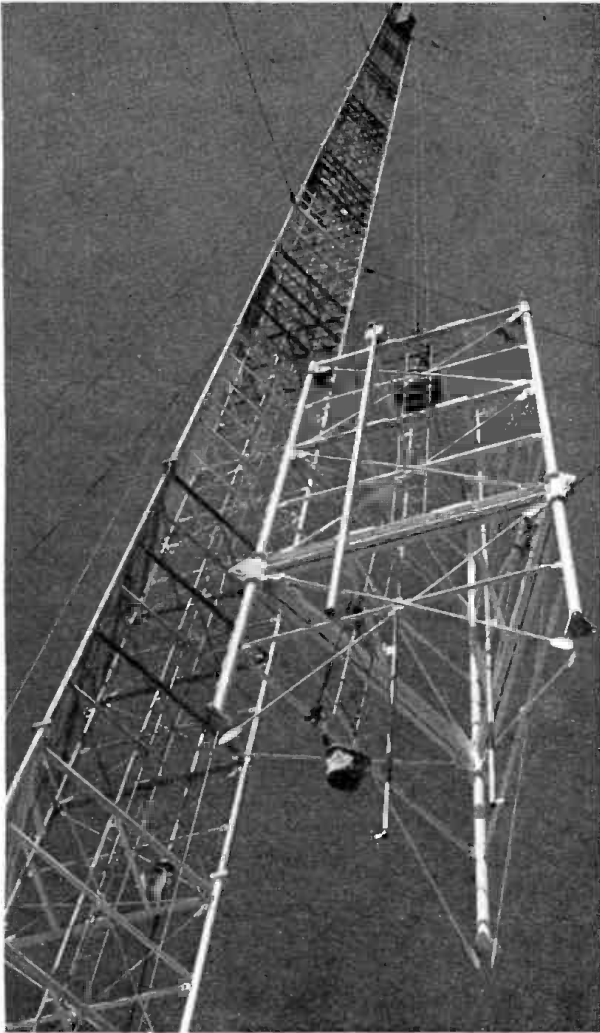
Mark Century's design for the package, according to Milton Herson, president, is the use of a three-track recording as opposed to the normal two-track (music and voice). The "third dimension" is supplied by a vocal group whose singing presents a sound of instruments. This track is combined with two others—one of a band and the other of a vocal group singing the lyrics.

Mr. Herson explained that the talents of four arrangers, five different bands and 12 vocalists were used. A total of 30 hours of singing was needed to produce the finished product on the master.

Mr. Herson said the new package, sold exclusively by Mark Century Sales

## **Powerful new facilities:**

2000-ft. tower, a new traveling wave antenna plus 316,000 watts maximum power calls for Seven Arts powerful "Films of the 50's".



James Leake, President, KATV,  
Little Rock-Pine Bluff, Arkansas

Bob Doubleday, Vice President  
& General Manager, KATV



Little Rock, Arkansas—New Federal Building in the foreground.



## **Why KATV bought Volumes 4, 5 and 9 of Seven Arts' "Films of the 50's"**

### **Say James Leake and Bob Doubleday:**

☛ KATV's new tower (2,000 feet), new transmitter, and our traveling wave antenna with maximum power of 316,000 watts, will premiere the week of September 13, 1965. All of these new facilities were obviously designed and built to increase our coverage area and reach a greater viewing audience.

Our Program Department, already supplied with an extensive film library plus KATV's own 16 hours of local—live programming per week, needed a new look in programming and called for help in strengthening our feature film schedule. Seven Arts' 'Films of the 50's' provided

## **the obvious solution.**

Volumes 4, 5 and 9—308 top features (50% of them ready for colorcasting)—were available.

We looked at them for story lines, stars, and 'freshness'. Because they fit in so well with the new look of KATV we bought them, and we're enthusiastically looking forward to the debut of the new KATV in September which will be highlighted by Seven Arts' 'Films of the 50's'. ☛



**Seven Arts**  
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 200 Park Avenue, YUkon 6-1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105  
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331  
LOS ANGELES: 3562 Royal Woods Drive,  
Sherman Oaks, Calif., STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

Corp. of which Marvin A. Kempner is president, has been pre-sold from the first demonstration tapes in 14 markets (WIL St. Louis, KBOX Dallas, WITH Baltimore, WLEE Richmond, Va., and WKBW Buffalo, New York, are among the stations).

## Adjustment called for from politicians

Taking a look at election campaigns for years to come, Vincent Wasilewski, president of the National Association of Broadcasters, last week charged that politics today must adjust to "scientific developments which now seem to be moving so rapidly as to outrun our capacity to absorb them."

Noting the importance of radio and television in politics, he told the Michigan Association of Broadcasters fall convention in Gaylord: "The modern politician should recognize that the planning of his broadcasting campaign should take first priority."

Without spelling out any line-by-line solutions, the NAB president expressed the plaint of many broadcasters, and a large segment of the public, that "broadcast campaigning is sheer dullness."

Mr. Wasilewski also hit at the national conventions, which contain "moments of high drama," separated "by vast, arid stretches of less-than-enthralling material." And he was critical of the

"long and seemingly endless nominating speeches [which] are followed by equally numerous and equally interminable seconding speeches" and the "so-called 'demonstrations' for candidates and favorite sons [that] also have a somewhat hollow ring."

He recognized the cost of seeking office as one of the most important problems in American politics. "The real focus of the concern is the cost of broadcasting time," Mr. Wasilewski said. "As broadcasters we simply cannot ignore the problem."

However, he implied that proposals giving candidates unlimited free time or free time equal to paid time or lowering the cost of time to candidates are neither fair to broadcasting nor the real answer.

Broadcasting, in the "direct donation of valuable air time" now contributes "more financially to political candidates than any other industry in the United States." He said that not enough weight is given to that fact, and that free or less-expensive time suggestions "constitute neither a recognition of present broadcaster contributions nor a fair equalization of the burden of the cost of campaigning."

Participation in politics, the NAB president said, "raises our vocation to the stature of a profession" and when broadcasters take aim at the political processes and offer suggestions for improvement, they should not be construed as presumptuous proposals from purveyors of entertainment. "The opinions

we render," he pointed out, "are essentially professional—offered in good faith to improve the quality of both politics and broadcasting's coverage of it. These are the credentials we present in asking that our voice be heard."

## Program notes . . .

**Blue is back** ■ New half-hour comedy TV series, *Soup to Nuts*, is being prepared for distribution by Blue Fields Productions, new Hollywood firm headed by Ben Blue, veteran comic who is starred in this revue-type show featuring blackouts and skits. Sid Fields is producer of the series. Series will be available in either color or black-and-white, tape or film. A national advertiser is interested in half-sponsorship of the series if distribution in major markets is obtained, Mr. Fields said last week. Blue Fields is located at 1773 North Highland Avenue., Hollywood 90028. Phone: 465-5250.

**Increased coverage** ■ NBC News has sent three correspondents and seven cameramen to supplement its coverage of the India-Pakistan conflict. In India, correspondents Dean Brellis (from London) and Alvin Rosenfeld (Madrid) have joined cameramen Henry Toluzzi (Athens), Larry Travis (Saigon) and Percy Ralreja and M. P. Darira, both Indians. Coordinator of news on the Indian side is P. K. Khanna, manager of NBC News in New Delhi. From bases in Kawalpindi, capital of Pakistan, and Karachi, cameramen Edward Van Kan, Wayne Mitchell, and Z. D. Barni, a Pakistani, have been joined by Robert Conley (Nairobi).

**Two for comedy** ■ NBC-TV is adding to its talent reserve in a major recruitment drive, according to Mort Werner, vice president of programs, TV network division. Latest additions in the comedy field include Joan Rivers and Adam Keefe, both signed last week. Miss Rivers, who writes her own scripts, plans to aid in developing her own series.

**Rights to 'Truth'** ■ Desilu Sales has acquired worldwide distribution rights, outside the U.S. and Canada, to *Moment of Truth*, daily daytime half-hour program currently on NBC-TV.

**Travel film** ■ Association Telefilm, TV division of Association Films Inc., New York, has a color series, *Discovering America*, available at no cost to TV stations for sustained programming or local sponsorship. Travel film includes opening remarks by Vice President Hubert Humphrey, speaking at the New York World's Fair.

**Seven Arts Films** ■ A group of 23 additional post-50 and post-1960 feature films have been placed into TV distribution by Seven Arts Associated Corp., it

## KPRC-TV's own 'people-to-people' project

KPRC-TV Houston has been documenting an unusual summer spent by nearly 300 area young people. *Los Amigos de Honduras* was a "people to people" styled project planned by Guy Bevil, youth minister of Houston's River Oaks Baptist Church. Mr. Bevil and church representatives laid the groundwork with local Honduran officials and undertook to train their group of volunteers in Spanish, first aid, and inoculation techniques. Then, with preparation to give smallpox vaccination, diphtheria, whooping cough and typhoid inoculation; and treatment for worms, three shifts of volunteers went into the Honduran back country for three-week periods. KPRC-TV sent two newsmen, Larry Rasco and Jack Long, to record the program on newsfilm with accompanying audio tape. The resulting documentary includes interviews with remote villagers and with 30 of the volunteers. The film will be presented by KPRC-TV as a six-part fea-



Newsman Jack Long watches Connie Oliphant give a shot to a young Honduran boy.

ture on the *Midday with Ginny Pace* show and as a 30-minute special during prime time at a later date.

# WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



. . . and, **IN PENNSYLVANIA**, it's  
**WJAC-TV**

The recent **HARD CORE STUDY** can show you how to score a bullseye in rich Pennsylvania. Aim toward the Million Dollar Market In The Middle with **WJAC-TV**! In one sure, swift shot -- you'll hit America's 43rd ranked TV market!

**CALL HARRINGTON, RIGHTER & PARSONS, Inc. FOR  
A SPECIAL HARD CORE STUDY PRESENTATION.**

SERVING MILLIONS FROM  
ATOP THE ALLEGHENIES

**WJAC-TV**

JOHNSTOWN - CHANNEL 6

Represented  
Nationally  
by  
Harrington,  
Righter &  
Parsons, Inc.

P E N N A

Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

was announced last week by Donald Klauber, executive vice president and general sales manager. Titles include "Return of A Stranger," "Web of Suspicion," "The Court Martial of Major Keller," "The Silent Invasion," "Highway to Battle," "The Pursuers," and "Identity Unknown."

**New offices** ■ Frank Brandt & Associates, commercial production company formerly a part of Signet Productions, has moved to new studio headquarters at 201 North Occidental Boulevard. Los Angeles 90026.

**U.N. films** ■ Nine 16 mm films showing the work done by the United Nations Relief and Works Agency and UNICEF—three of which are narrated by Hugh Downs, Danny Kaye and James Mason—are available to TV stations on a free-loan basis as part of the celebration of U.N. Month, beginning in October. The films, ranging from 13½ to 30 minutes in length, are obtainable from Association Films' five regional branches.

**U.N. coverage** ■ WNYC-TV, UHF station operated by the City of New York, will present complete coverage of the United Nations General Assembly's 20th session, beginning tomorrow (Sept. 21). The station noted last week that the assembly and special sessions of the U. N. have been covered by WNYC-TV for the past three years and by WNYC-AM-FM since the U.N. established its New York headquarters in 1946.

**Murray named** ■ Universal City Studios, New York, has signed actor Don Murray to a nonexclusive multiple contract for TV and motion pictures. First project calls for Mr. Murray to star as Wild Bill Hickok in a previously announced two-hour TV film, *The Plainsman*, which begins production this month for CBS-TV.

**Worldwide rights acquired** ■ Banner Films, New York, has acquired from Dynamic Films, that city, worldwide distribution rights to *Speedway International*, a series of 39 half-hour color TV programs dealing with various auto racing events.

**Band series** ■ Guy Lombardo Films Inc., New York, plans to have completed for syndication by April 1966, *The Bandleaders*, a series of 26 half-hour TV documentaries on the lives and music of famous American bandleaders. Mr. Lombardo will provide commentary for the series.

**History of Negroes** ■ National Educational Television announced last week that *History of the Negro People*, filmed series of nine half hours, tracing the odyssey of the Negro from ancient times to the present, will be presented on NET affiliated stations beginning Oct. 10.

## CBS correspondents are given new assignments

New assignments for several news correspondents on CBS Radio were announced last week by Lee Hanna, director of radio news, in an annual report to the CBS Radio affiliates association convention (also see page 64).

Mike Wallace, effective Oct. 4, will report the 9 a.m. news, weekdays, in addition to his current *Mike Wallace at Large* and *Personal Closeup*, a Dimension feature.

Continuing on *World News Roundup*, Dallas Townsend will add a Saturday edition to his weekday schedule at 8 a.m., beginning Oct. 9. Mr. Townsend will also report the 9 a.m. and 1 p.m. news on Saturdays, starting that same day.

Neil Strawser will relinquish his Saturday *Roundup* spot, and will be heard instead in 4, 8 and 10 p.m. news reports on Saturdays, starting Oct. 9.

Ned Calmer will anchor news at 1 p.m., effective Oct. 4, while remaining in a 3 p.m. weekday time slot. On Saturdays, Mr. Calmer will carry the 2, 5 and 9 p.m. news.

Douglas Edwards takes over Mr. Calmer's position on *The World Tonight*, at 7 p.m., beginning Nov. 1.

Reid Collins, beginning Oct. 4, will be heard on the 4 p.m. news, along with his regular news reports at 2 p.m.

## Two new radio series available

Mark Century Corp., New York, is adding as bonuses a *Learn a Language* series and a sports feature to its *Radio a la Carte* package which is now subscribed to by stations in 94 of the top 100 markets. (Mark Century's station subscribers for all of its radio services stand at nearly 500). *Learn a Language* provides 30 lessons in one-minute lengths. Its sports program has a top sports personality giving tips on such activities as howling and golf.

## Film sales . . .

*The Wonder World of K. Gordon Murray* (AI-TV): WTTV(TV) Indianapolis; WVUE(TV) New Orleans; KCPX-TV Salt Lake City; WOR-TV New York, KHJ-TV Los Angeles; WHBQ-TV Memphis, and WNAC-TV Boston.

*The Exploitable 13* (Independent Television Corp.): WTTV(TV) Indianapolis; WNEP-TV Scranton, Pa.; WHIO-TV Dayton, Ohio; WFLA-TV Tampa, Fla.; KORK-TV Las Vegas; WBEN-TV Buffalo, WHEC-TV Rochester, and WAST(TV) Al-

bany, all New York; WKZO-TV Kalamazoo, Mich.

*Of Lands and Seas* (Olas Corp.): WGR-TV Buffalo, N. Y.; KIRO-TV Seattle, and WPTA(TV) Ft. Wayne, Ind.

*The Longest Tunnel* (Triangle): KTLA(TV) Los Angeles and KVVM-TV Monahans, Tex.

*Podrecca Piccoli Theater* (Triangle): Romig, Fuller & Associates, for Seattle-Tacoma, Wash., area.

## 20 FM outlets buy Cleveland service

The Cleveland Orchestra Syndication Service, which will syndicate a series of concerts beginning the week of Oct. 31, announced last week that more than 20 good music stations have already subscribed to the service.

The first 13 weeks of the series of two-hour stereo concerts will open with three taped performances given in Vienna last June and one taped in Kiev during the latter part of April.

The remainder of the initial series will come from regular subscription concerts given at Severance Hall in Cleveland. Introduction and commentary will be by Robert Conrad, vice president of WCLV(FM) Cleveland, which is responsible for taping the concerts and administering the syndication service.

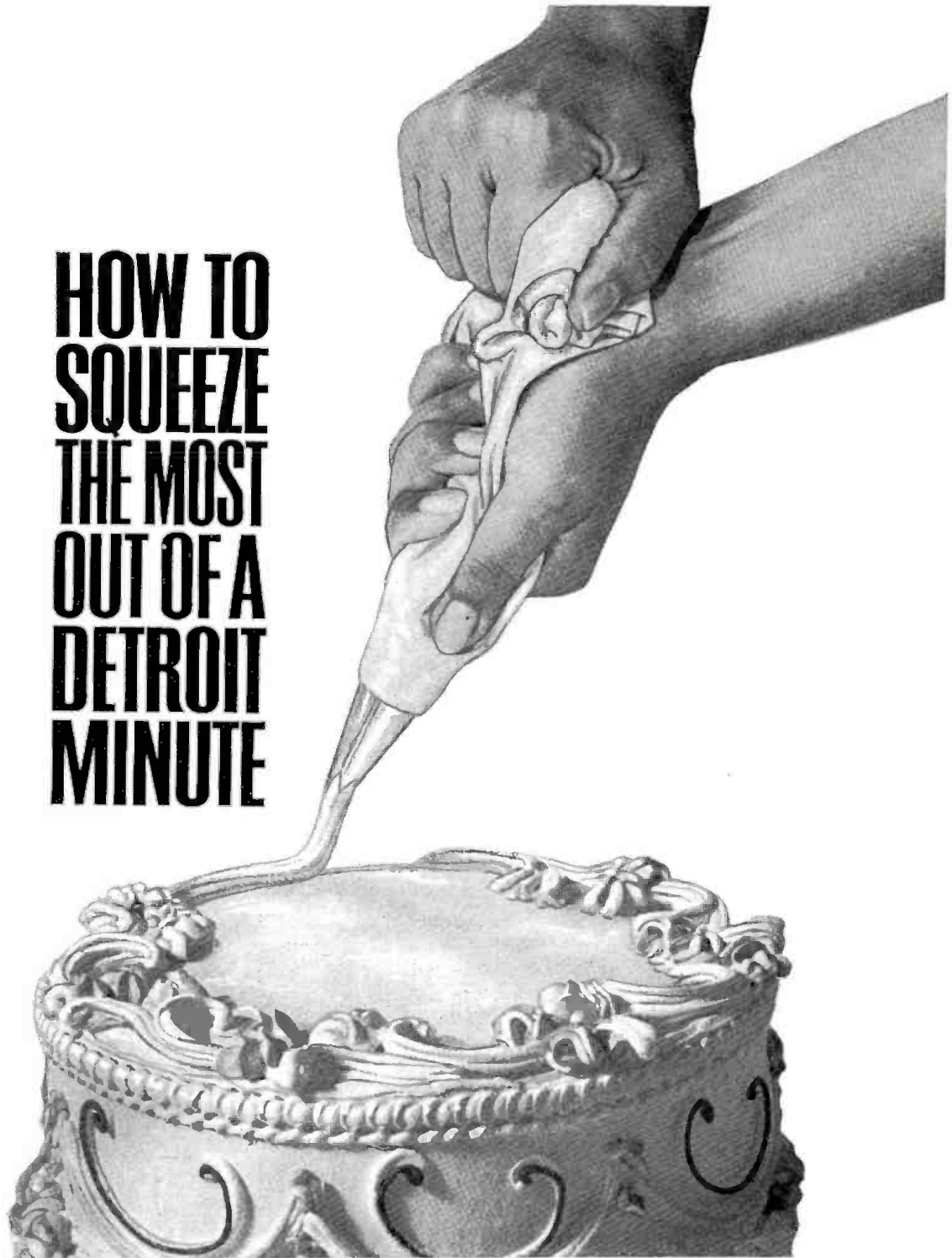
## MGM to move to N.Y.'s broadcast row

Metro-Goldwyn-Mayer Inc. has leased 11 floors in a new building under construction at 1350 Avenue of the Americas in New York, in the vicinity of CBS Inc.'s new building and a skyscraper that ABC will occupy within several months.

MGM, which has motion picture, TV, record and music divisions, plans to take occupancy in late summer 1966. The building is on the southeast corner of 55th Street. Also on the same avenue, CBS's building takes a blockfront between 52d and 53d Streets, and ABC's new headquarters on the Avenue of the Americas is between 53d and 54th Streets. NBC, housed in the RCA Building in the Rockefeller Center complex, is between the Avenue of Americas and Fifth Avenue and is bordered by 49th and 50th Streets.

MGM's long-term lease in the 33-story building has an aggregate rental of more than \$12 million. MGM will vacate its present quarters in the Loew Building at 1540 Broadway that it has occupied since the company was formed in 1924.

# HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE



The WWJ Stations **understand** their community. This **understanding** serves Detroit in many ways: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC that goes back 38 years. And home ownership by The Detroit News.

Because Detroiters know that WWJ and WWJ-TV **understand** their community, they are more receptive to advertisers' sales messages on these stations. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell cakes or cosmetics.

**WWJ** and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. THE NEWS STATIONS  
BROADCASTING, September 20, 1965



LOW-BUDGET COLOR TV TAPE SYSTEMS

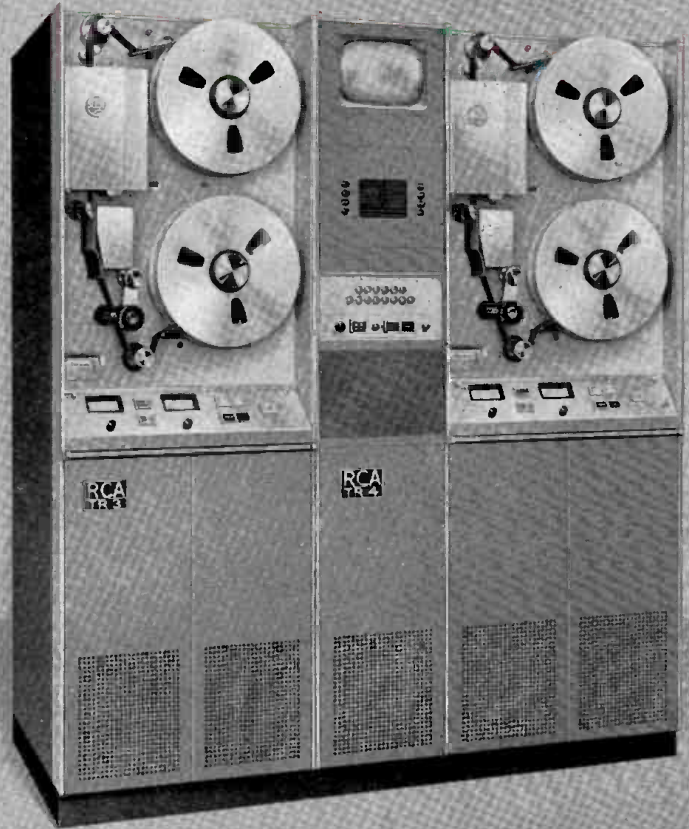
...the easy way to make



TR-4 Recorder/Player

**For recording or playing.**

This colorized TR-4 affords the most economical way to record or playback color tapes. It's complete in a 22 x 33 inch cabinet, 5½ ft. tall. It includes suitable metering facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.



TR-3 Player TR-4 Recorder/Player

**For recording and playing -  
at the same time.**

Combining the TR-4 with the TR-3 Player enables you to record on the one while the other is on the air. The colorized TR-3 Player performs to the same high RCA broadcast standards and is compatible with all quadruplex recorders. When recording and playback must be done at the same time, the TR-4/TR-3 combination is the most economical.



# and play color tapes!



TR-3 Player TR-4 Recorder/Player TR-4 Recorder/Player

**For simultaneous record and playback, with spare function.**

Adding a second colorized TR-4 to the TR-4/TR-3 combination provides a system that is extremely versatile. It permits you to record and playback simultaneously—and still have a machine available for those unexpected jobs. It provides practically the equivalent, in studio time, of a three recorder setup.

See your RCA Broadcast Representative for complete details on these economical systems for color recording and playback. Or write RCA Broadcast and Television Equipment, Building 15-5 Camden, N. J.



**The Most Trusted Name in Television**

# A new formula for buying radio

**CBS Radio study says advertisers should buy not only on audience size but on audience attentiveness and persuasiveness of the station**

Do certain radio stations—and certain radio station formats—provide a better climate for commercials and thus amount to a better buy for advertisers?

CBS Radio made public the results of an extensive independent research study of these questions last week and gave the answer as a ringing "yes."

The findings led CBS Radio officials to venture that on a cost-per-thousand basis the audience of a "talk" station is worth at least twice as much as the audience of an album-music station and up to 50% more than the audience of either a popular-music or contemporary-music station.

The study singled out the attention, authority and commercial believability levels that radio stations command among listeners as factors the advertiser should consider in addition to simple audience size.

**Four Types** ■ On the basis of in-depth interviews with 2,416 adult listeners in the seven markets where CBS owns radio stations, the study undertook to rate four major station types on each of these factors:

Station Type	Attention	Authority	Commercial Believability
Talk	High	Medium	Medium
Popular music	Medium	Medium	Medium
Album music	Low	Low	High
Contemporary music	Low	Low	Low

At the top of the list the study put another station category—the CBS-owned stations. They were rated high in all three categories. All seven follow basically a talk format, but officials said that "because we have pioneered in this field of programming our programs are different in many respects from those of other talk stations," justifying their separation into a different group.

In addition, they noted, treating the CBS-owned stations as a separate class made it possible to present a better sales story for those specific stations as well as for talk and information stations generally.

CBS Radio authorities said they could not put numerical values on the terms high, medium and low in this evaluation. These ratings, they said, were "comparative" values given by Motivation Analysis Inc., West End, N. J.,

which conducted the study, and the numerical equivalents were known only to MAI.

In the station classifications, "contemporary music" stations were those that play top 40 or rock-and-roll; "album music" stations were those playing good music or "wall-to-wall" music, and "popular music" stations were those offering standard or middle-of-the-road music.

**Persuasive** ■ The theme of the findings, made public by Fred Ruegg, CBS Radio vice president in charge of sta-

seven cities, CBS Radio authorities said the findings were consistent from city to city and that the basic conclusions should be applicable in other cities having similar types of stations. Mr. Ruegg stressed to the affiliates that it was "not a study to determine how many listeners can be attracted by one particular type of programming versus another" but was intended, rather, to show "the difference in the reactions of listeners who choose one kind of radio over another."

The study, called "Mike and Mike, 1965," is a follow-up to one done in 1957 called "Mike and Mike. They Seem Alike." The earlier one, also by Motivation Analysis Inc., compared CBS-owned radio stations with the leading independents in their respective markets and stressed that although radio stations may seem alike they are regarded differently by listeners (BROADCASTING, Nov. 25, 1957).

**Complex Study** ■ Since then, specialized programming has become more widespread and the number of stations commanding substantial audiences has increased. The job of selecting stations has become more complicated for advertisers and the job of tracking listener attitudes has become similarly more complex. Dr. Philip Eisenberg, president of Motivation Analysis, said the new study was "the most complex research project we have ever undertaken in radio."

Cost of the current study was reported unofficially to be close to \$200,000. CBS Radio authorities would not confirm that figure but said their outlays for research in the past four years had totaled approximately \$467,000.

In the study, MAI completed 17,214 telephone interviews in the seven markets where CBS Radio owns stations: New York, Boston, Philadelphia, Chicago, St. Louis, San Francisco and Los Angeles. All were with adults (20 years old and up) who also are radio listeners (30 minutes or more per day). About half were with men, half with women.

**One or Two Stations** ■ These interviews dealt with listening habits, and "interestingly enough," Mr. Ruegg re-

## Radio road show

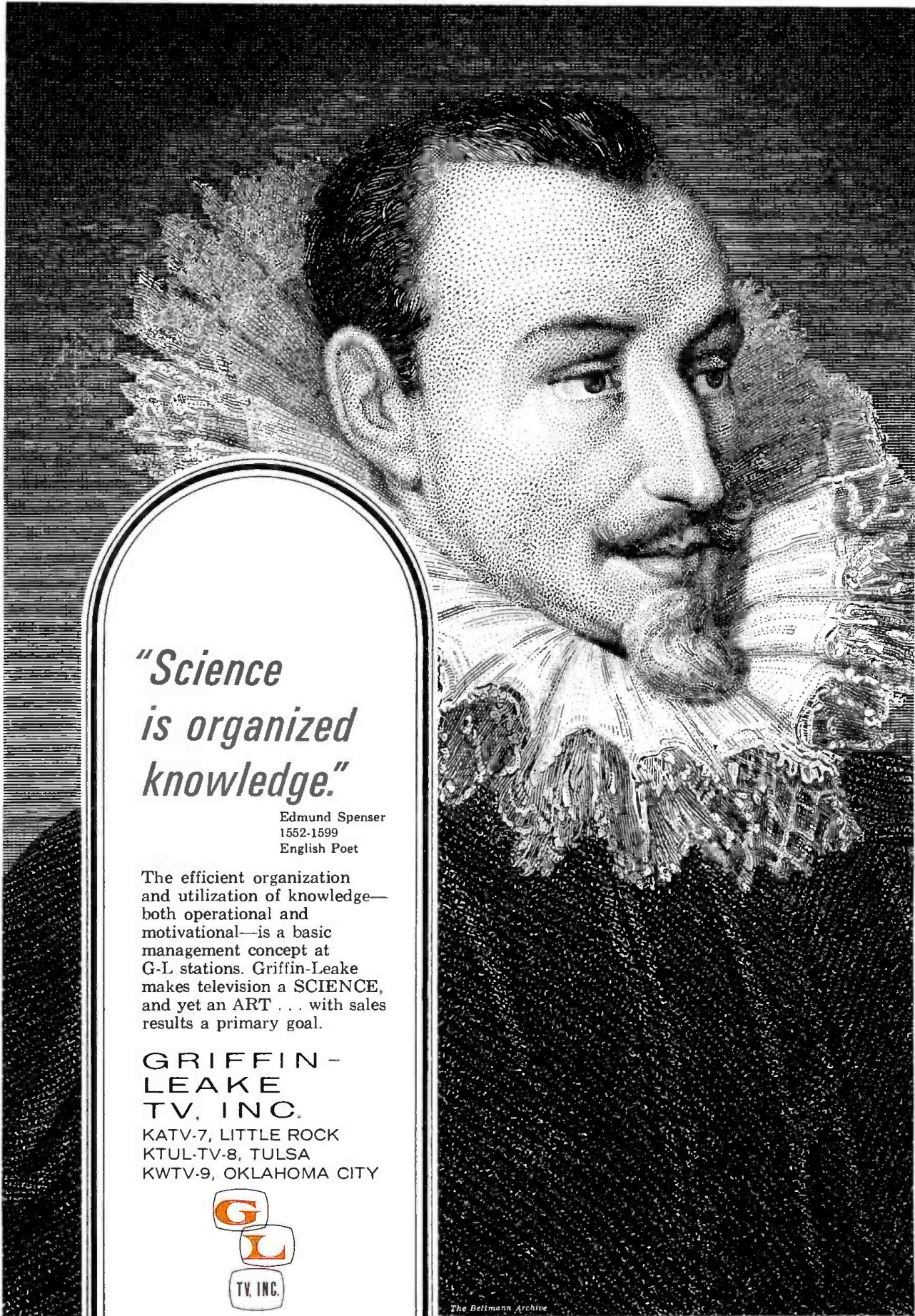
CBS Radio's new "Mike and Mike, 1965" study, pointing up differences in listener reactions to different types of radio stations is going to be widely traveled.

Fred Ruegg, CBS Radio vice president for station administration, will make presentations to agencies and advertisers in nine cities at luncheon meetings sponsored by the local CBS owned or affiliated radio stations in conjunction with CBS Radio Spot Sales. The schedule:

New York on Tuesday, Wednesday and Thursday (Sept. 21-23); Philadelphia, Friday; Chicago, Sept. 28-29; St. Louis, Sept. 30; Boston, Oct. 1; Los Angeles, during the week of Oct. 11 on dates yet to be set; San Francisco, Oct. 19 and 21; Portland, Ore., Oct. 25, and Seattle, Oct. 26.

tion administration, at the CBS Radio affiliates convention last Wednesday (see page 64) and to be given wide exposure among agencies and advertisers starting this week, was that talk stations (and CBS-owned stations in particular) are listened to more attentively and are more persuasive than stations in the three major music groups.

Although the study was limited to



*"Science  
is organized  
knowledge."*

Edmund Spenser  
1552-1599  
English Poet

The efficient organization and utilization of knowledge—both operational and motivational—is a basic management concept at G-L stations. Griffin-Leake makes television a **SCIENCE**, and yet an **ART** . . . with sales results a primary goal.

**GRIFFIN-  
LEAKE  
TV, INC.**

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



The Bettmann Archive



### Olds' ad plans

Looking over a storyboard for Oldsmobile dealers' local TV commercials are Lee Witter (seated), Oldsmobile advertising manager, and Doug Barker, supervisor of advertising accounts. A selection of 15 TV spots, all in color and including both 30-second and minute versions, are being supplied to dealers for their use along with a package of radio spots in both 20-second and minute versions. Olds' debut date is Oct. 14. National agency is D. P. Brother & Co., Detroit. The auto maker is using heavy national TV-radio schedules too (BROADCASTING, Sept. 6).

ported, "they revealed again that most people listen to only one or two radio stations—a fact that has emerged from every study we have done for the past several years. In this case 75% listen to only one or two radio stations. Only 25% regularly listen to more than two; 32% listen to only one."

Respondents then were classified according to type of listening. If they spent at least 90% of their listening with one type of programing—talk, popular music, contemporary music, album music or CBS-owned station—they were classified as "pure station type" listeners in the appropriate category.

Listeners who spent at least 25% of their radio time with a CBS-owned station and at least 25% with a station in another category, and who ranked these two stations as their first and second choices, were classified as "combination station type" listeners—CBS-owned and talk, CBS-owned and popular music, etc.

In-depth interviews, averaging 90 minutes each, were then conducted with representative listeners in each of the five "pure" and four "combination"

classifications. Officials said these totaled 2,416—about 430 each in New York, Los Angeles, San Francisco and Boston, and about 230 in each of the three other markets, where there were then (late 1964) no other talk stations and no album-music stations "of consequence."

Radio was identified as mostly a source of information by a majority of the talk-station listeners (57%) and CBS-owned station listeners (51%), and mostly as an entertainment source by a majority of the album music (64%), contemporary music (58%) and pop music (51%) listeners.

On the theory that a listener paying attention is more valuable than one who isn't, the study explored attention levels and found that 67% of the CBS-owned station listeners and 63% of the other talk-station listeners said they pay "full attention" at least 60% of the time, as against 45% of the pop-music, 42% of the contemporary-music and 31% of the album-music listeners.

**What It All Means** ■ Mr. Ruegg said of these findings:

"Comparing talk with album-music listeners, we have a relationship of better than 2 to 1 in favor of the talk stations. This would suggest to me that an advertiser would be justified in spending up to at least twice as much, on a cost-per-thousand basis, for a talk station's audience as he would for an album-music station's audience. He could afford to spend up to 50% more for a talk-station audience over that for either a popular or contemporary-music station audience."

From questions on listener preferences Mr. Ruegg drew this correlation: "The more talk listeners prefer, the more attention they pay. The less talk, the less attention." These questions again produced indications that listeners to CBS-owned and other talk stations spend two-thirds of their radio time listening to talk, while the proportion among the various music-station listeners is closer to one-third.

Going at the question from still another standpoint, the study found that even among music-station audiences talk programs get full attention from eight out of ten listeners, whereas fewer than five out of ten—at the most—give full attention to music.

**Combo Listeners** ■ The study used "combination" listeners — those who listed a CBS-owned station and one in another category as their first two choices—to draw additional comparisons, which almost uniformly favored the CBS-owned outlets. It was emphasized that in about half of these combinations the CBS station had been identified as the listener's first choice, while in the other half the other station was ranked first.

In these comparisons the CBS-owned

station was favored on such points as audience attentiveness, reportorial believability, authoritative-ness, better news, stimulating programing, interesting programing and ranking as "better station." On most of these points other talk stations ranked second to the CBS-owned outlets.

On the question of which station's commercials are liked best, album-music stations took a 5-to-3 edge over CBS-owned stations. Mr. Ruegg attributed this partly to album-music stations' generally more stringent commercial acceptance policies and partly to inattentiveness among album-music listeners.

As to "most believable commercials," the study gave CBS-owned stations a 5-to-3 advantage over album-music stations, more than 2 to 1 over other talk and popular music stations, and 12 to 1 over contemporary-music outlets.

Mr. Ruegg noted that 60% of the listeners had no opinion on this question but said that this "is not really strange [since] many of the same commercials are carried on all stations."

What it all adds up to, CBS authorities asserted, is that advertisers and agencies should buy radio by a new formula that considers the attention a station commands, and the persuasiveness it offers, along with the conventional factor of audience size as indicated by the numbers. The formula: "AE = PP • MP • SP," or "Advertising Effectiveness equals Physical Presence, Mental Presence, Station Persuasiveness."

## How to sell more spot radio

Salesmen told by agency man to spend more time selling creative people

The way to sell more spot radio time is to "spend more time selling agency creative people," Richard J. Mercer, creative vice president for media at BBDO, told a group of spot radio salesmen last week.

He told them that they, and their counterparts throughout spot radio, weren't working nearly hard enough to inform and interest the people who have the imagination and ability to increase radio use but who may belong to a generation that "never experienced at an early age radio's incredible power to communicate visions as well as words.

"When agency creative people get

We'd like to show you a picture of ATC's modular "building block" concept in Automatic Broadcasting systems. But we just can't do it. No two systems ever look the same. Each system is designed to the specific programming desires of management. This is why ATC systems are creating so much interest in the industry. Our building block concept tailors the system exactly to your needs.

We'd like to tell you just what you need in the way of an Automatic Broadcasting system. But we need your help. We need to know what it is you want to broadcast automatically. How long and why. To help you in this, ATC offers free a 35 page booklet entitled, "Planning for Automated Broadcasting." It helps you consider all aspects of Automatic Broadcasting without investing a penny. (There's a copy waiting for you now.)

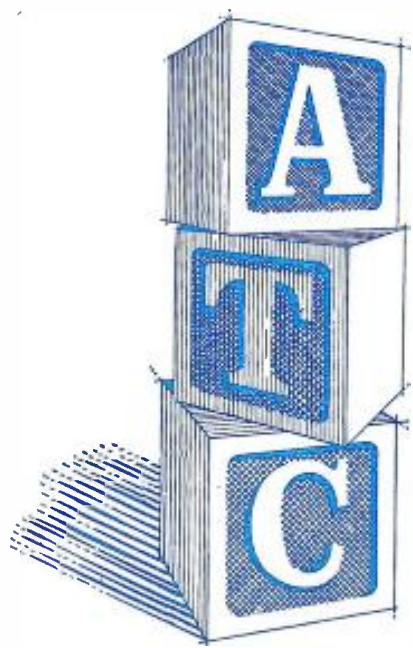
We'd like to tell you just how much an Automatic Broadcasting system will cost. But we need to know exactly how you want your sta-

tion to sound. ATC systems are priced on the basis of how many components are needed to do a specific job. You get no more than you need and certainly no less. Also, we need to know what equipment you now have which might be useable in the system. We work with you to get the price down, not up.

We'd like to tell you that switching over to Automatic Broadcasting is easy. But we can't unless the proper planning and preparation, for Automatic Broadcasting is done beforehand. We can tell you, though, that the reward is well worth the effort. Your reward is better use of professional personnel. Your station is more dynamically effective seven days a week and night time, too. You enjoy complete error control over your program content. And, among other things, you maintain absolute control over your music policy.

We'd like to hear from you. Call or write us and tell us your thinking. Then we can show you the picture of what your Automatic Broadcasting system will look like. And cost.

**AUTOMATIC**  **TAPE CONTROL**  
1107 E. Croxton Ave. Bloomington, Illinois



**Automatic broadcasting — as easy as ATC . . .**

radio ideas," he said, "radio gets used more often."

Mr. Mercer spoke Tuesday (Sept. 14) at a clinic held by CBS Radio Spot Sales for the 12 stations it represents. CRSS' own sales meanwhile were reported up 7% this year over last.

"There is no one in the modern advertising agency," Mr. Mercer said, "who has any more influence on media selection than the creative man. And there is no one in an agency who can do as much with the information you give him about your medium as the creative man can. So why send all your ammunition on account men and media people who're already full of knowledge about you, when there are creative people standing by—with the imagination to do something with it."

**Creative Influence** ■ Mr. Mercer cited current campaigns of Schaefer beer, Pepsi-Cola and Campbell soups (all represented by his agency) as examples of radio use that was influenced by creative people.

For years, he said, the brewing industry and agency marketing departments knew that 20% of the customers account for 80% of the beer consumption.

But "when somebody finally leaked this information to the right creative people," he said, the result was the campaign built on Schaefer as "the one beer to have when you're having more than one"—now on 225 radio stations in 15 states and "one of the most effective and certainly one of the best known beer campaigns in history."

Pepsi's campaign stress on youth, Mr. Mercer said, resulted—and brought an additional radio appropriation—after the copy department was given information on consumer age levels. He played a Pepsi football commercial and added:

"The writer who wrote that commercial had a radio idea. Too expensive for television, impossible in print. No way to do it but radio. They now have a whole series of these actuality sound-effects commercials. They're on the air as something extra over and above Pepsi's usual jingle and announcer commercials."

Campbell soup, he noted, uses "an awful lot of radio" even though "common sense will tell you the best way to sell a food product ought to be with a great big full-color mouth-watering photograph.

"But if a picture is worth a thousand words," he continued, "we believe that on radio at the right time—say just before dinner, when your object is to sell soup as an elegant first course—the right words, and the right piece of music, can be worth a thousand pictures."

**Appeal of Radio** ■ He played a series of Campbell soup commercials to illus-

trate radio qualities that appeal to creative people—timeliness, high selectivity, flexibility and uniqueness—as "the one medium where we can afford to cut the cloth to fit the pattern."

Broadcast salesmen, Mr. Mercer said, should take a lesson from magazines in spending more time selling creative people. A survey at BBDO, he reported, showed that the 26 top creative people know 287 magazine representatives through business contact "and only seven radio salesmen." Moreover, he said, they were unanimous in reporting that print media were doing the most effective job of contacting agency creative people.

Mr. Mercer said radio commercial workshops, similar to one held in New York last spring (BROADCASTING, May 3), ought to be held "in every major broadcast city in the country." They would not only "do radio a lot of good" but would also raise the quality of creative work in radio, he said, adding: "If you're organizing for sales success, organize some radio commercials workshops and get to know copywriters, gentlemen, and sell them on spot radio."

In other CBS Radio Spot Sales clinic sessions, held Sept. 13-16 in New York, Maurie Webster, vice president and general manager of the sales organization, reported sales gains even though national spot selling is becoming more complicated.

"Business is good," he said. "We're up 7% over last year."

Mr. Webster said seven stations represented by CRSS "are setting spot sales records this year," with one having its best year in three years, another having its best year in six, and the others setting all-time sales records.

Erwin Ephron, manager of media analysis and planning for BBDO, told the clinic that while station people "seem concerned with computer demands for detailed information about radio," it seemed to him that "the real concern is that the computer has settled for so little radio information in the past.

"In too many cases," Mr. Ephron said, "radio lost the media-mix contest before the problem was ever stated to the machine."

## Oppenheimer expands its spot-TV campaign

The Oppenheimer Fund Inc., New York, which decided to test television this year with a spot campaign in New York, will renew its efforts in that market; will add Philadelphia, starting next week. Oppenheimer also is considering the use of TV in three or four other major markets.

Jerome Gordon, executive vice presi-

dent of Gordon & Weiss, New York, agency for the mutual fund, reported that a few weeks after the New York campaign started last winter, consumer recognition of the Oppenheimer name rose dramatically and sales grew substantially.

Oppenheimer has only a limited budget and is using 10- and 20-second ID's in prime time and in adjacencies to news programs. The new fall campaign will be on WNBC-TV New York and KYW-TV Philadelphia with a schedule of 10 to 18 announcements a week, and, according to Mr. Gordon, other markets hopefully will be added later this winter or early next year.

## Ayer, Pharmaco split over marketing plans

N. W. Ayer & Son, Philadelphia, and Pharmaco Inc., Kenilworth, N. J., announced last week that they have mutually agreed to terminate their relationship at the end of this year.

The products whose advertising will be affected are Feen-a-Mint, Chooz, Correctol and Regutol, with total billings of approximately \$1.5 million (an estimated \$1.3 million in network and spot TV).

An Ayer statement said that the "friendly separation" was caused by a "basic disagreement" in marketing strategy on one of the products, which was not named. No decision on account re-assignment has been made by Pharmaco.

## Live coverage set for opera-concert season

The Texaco Co. will sponsor the Saturday matinee performances of the Metropolitan Opera on 100 commercial radio stations for 20 weeks, starting Dec. 4.

G. H. Johnston Inc., New York, arranged for the transmission lines and the station lineup for the live broadcasts of the opera, which have been on the air and sponsored by Texaco for 26 consecutive years. The broadcasts also will be carried on approximately 30 stations operated by colleges and universities.

Johnston also has completed arrangements for 34 Saturdays evening broadcasts of concerts by the New York Philharmonic orchestra, starting on Oct. 2, on about 60 stations. The majority of stations will carry these broadcasts live, although some plan to record the program for presentation on Sunday. Sponsorship will be obtained locally, according to the company.

Very powerful. Very persuasive. Very influential.

All he has to do is ask. He asks for what he sees on television. And his mother buys him nine of the ten things he asks for.®

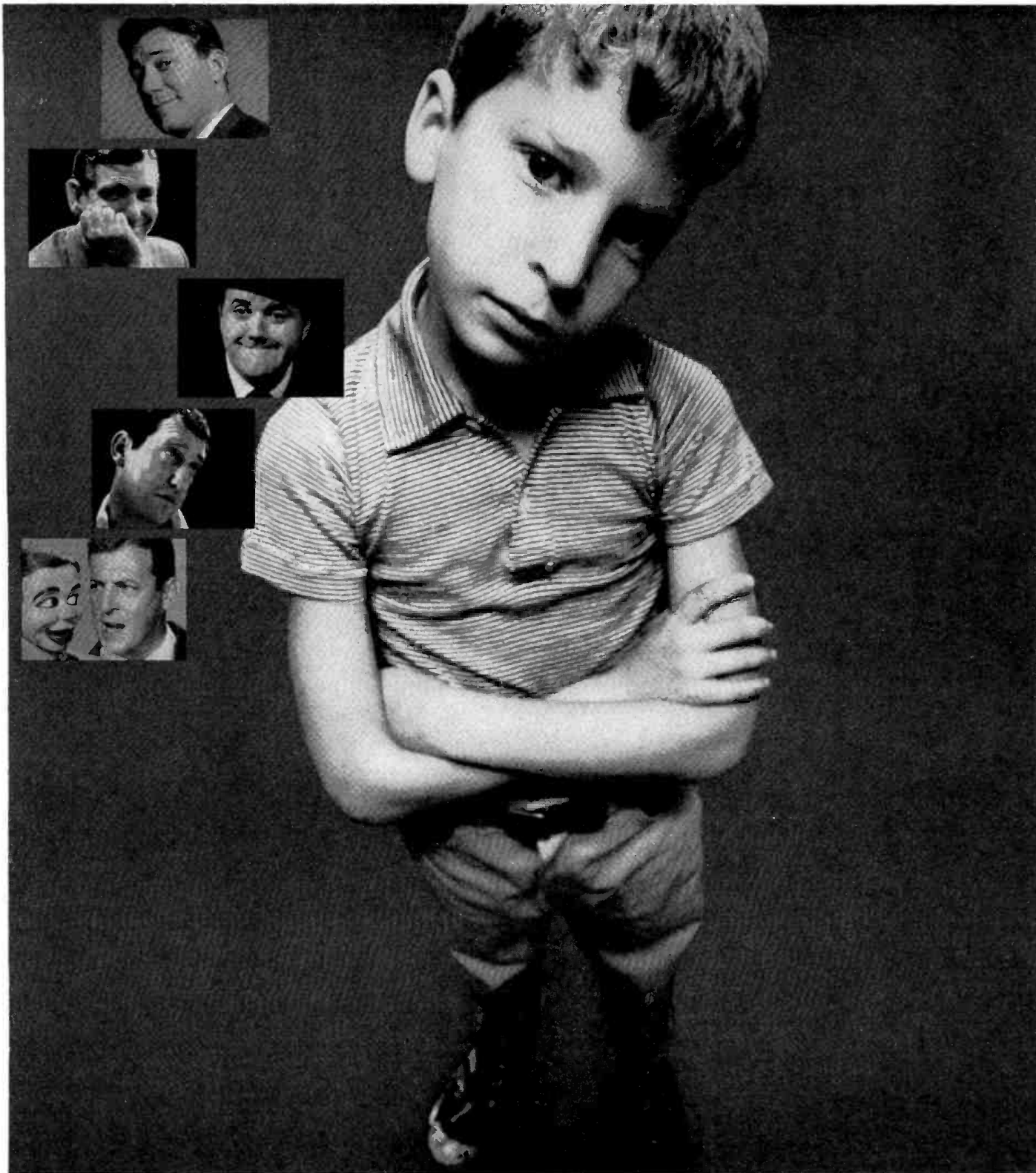
These are the salesmen who sell the supersalesman: Sandy Becker, Sonny Fox, Chuck McCann, Soupy Sales and Paul Winchell.

They sell on WNEW-TV.

METROPOLITAN  
BROADCASTING TELEVISION,  
A DIVISION OF METROMEDIA  
REPRESENTED  
BY METRO TV SALES

# Supersalesman

\*R.H. BRUSKIN ASSOCIATES REPORT, NOVEMBER 17-25, 1964



# Advertising to blame for increasing prices?

That's what consumer report, ordered by National Bureau of Standards declares; spokesman denies bureau shares views expressed in study

Advertising as practiced by some of America's largest consumer product distributors is blamed for "very great price increases" in a report filed with the National Bureau of Standards by the Consumer Union, a research organization in Mount Vernon, New York.

In its report, which was made at the request of the bureau, the union observed that advertising expenditures have a snowballing effect on prices which must be increased to cover the advertising budgets, and then competition spends more to promote its product and the process repeats itself to the detriment of the consumer.

Although the study was requested by the bureau for the purpose of determining whether or not consumers were receiving full value in their purchases, spokesmen for the bureau were outspoken in their criticism of the attack on advertising which it included.

The bureau understands the importance of advertising in a growing economy, the bureau spokesmen added.

While the Consumer Union said that "creative advertising of reasonable content and magnitude can often serve a useful purpose," it went on to observe:

"Widespread objections to current advertising philosophy have been registered in all sectors of the population."

The report was requested by the Bureau of Standards to determine whether to establish a panel to deal with the problems of the consumer. The cost was said to be "slightly in excess" of \$2,400. It was learned that a consumer panel will be set up sometime in the future by the bureau.

The Consumer Union said that the major advertisers spend the most money "in areas in which it is difficult to determine the relative value or efficacy of competing products." It observed that the most obvious instances of "pure or very nearly pure advertising competition are found in product areas such as tooth paste, cosmetics, non-prescription drugs including cold remedies and aspirin, certain prescription drugs, soap and detergents, gasoline and lubricants, and cigarettes."

It also said in the report that where the "advertising competition predominates, the share of the market captured by dominant brands bears generally a fairly direct relationship to the advertising expenditures and to the assets

of the producers."

The report said that while product competition tends to reward product improvement, advertising competition is little associated with product improvement, but more often with merely attention-getting changes which bear no relationship to product quality. It further states that "the changes, at least a large proportion of them, involve nothing more than revised packaging and labeling." The report added that these changes and the techniques used in the competition through advertising are not generally designed to convey meaningful product information, but to appeal to the "prejudices, value structures and yearnings of those segments of the consuming public most likely to purchase products within the category in question."

The report cited the case of a nationally advertised brand of aspirin, which, it says, costs the same for a dozen tablets as does a bottle of 100 tablets manufactured by a small company without an advertising budget.

Expenditures for advertising in 1963 were in excess of \$13 billion, it was reported, but only a small portion of that was spent to convey information for use in making meaningful comparisons between the various brands of the commodities represented. "Even where the advertising messages include product claims," the report said, "presentation of straightforward and meaningfully informative data is extremely rare." The report charges that major advertisers are more concerned with the "brand image" of their product, than with the product itself.

The Consumer Union, in conclusion, said that contemporary advertising, as it has developed, "contributes mainly to a massive waste of human and natural resources," and added that there is considerable incentive for business as well as consumers to press for standards that would restore the benefits of product competition and "curtail the very evident abuses of runaway promotional competition."

When the Bureau of Standards has finished with the report it will be turned over to Esther Peterson, special advisor to the President on consumer affairs.

The report, in its entirety, is available in limited supply, from the Clearinghouse for Federal Scientific and Technical Information of the U. S. Department of Commerce, Springfield, Va. The cost is \$3 per copy.

## Will antismoking film get TV exposure?

Will they or won't they? The "they" refers to television stations and networks which are being offered a free public service film this week by the National Tuberculosis Association. It frankly charges that cigarette smoking contributes to a number of respiratory illnesses.

The 20-minute film, titled *A Point of View*, was produced for the association by Vision Associates, New York, and the script was written by Milton Robertson of the NTA staff, formerly a writer-producer with NBC, RKO General Broadcasting and Westinghouse Broadcasting. Mr. Robertson said he had sounded out some TV station executives on an informal basis on the acceptability of

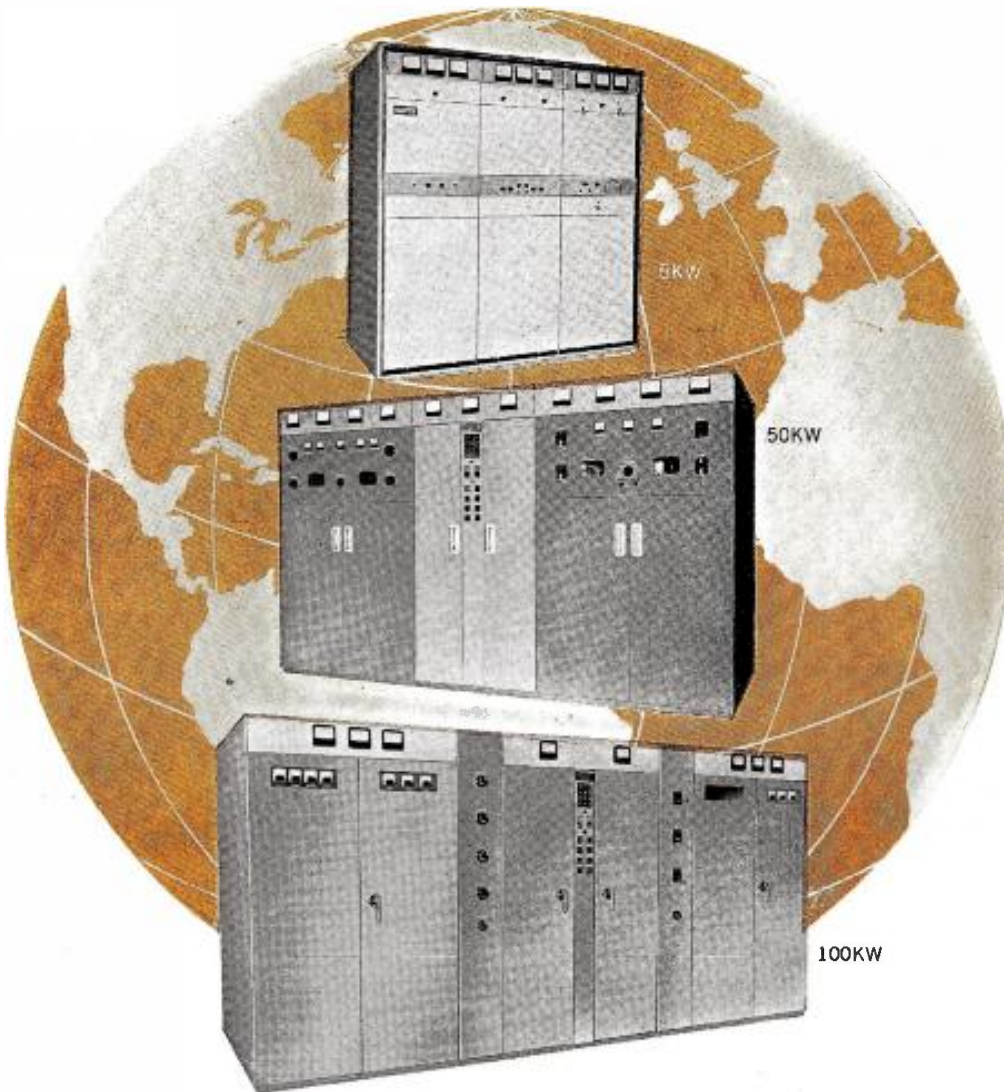
the film and he reported they felt that "stations and networks which carry millions of dollars a year in cigarette advertising definitely would not carry such a film."

He claimed the film has been screened by some TV executives who have praised it for "its entertainment values achieved through use of humor and satire." Mr. Robertson voiced the hope that the TV industry would perform in the public interest by providing an opportunity for another point of view on a crucial subject. The film is available from the association's headquarters at 1790 Broadway, New York, and at branch offices throughout the country.

## Agency appointments . . .

■ California Packing Corp. names Campbell-Ewald Co., Los Angeles, for its Del Monte Seafood Division. Gene Stokes is account executive. McCann-Erickson, San Francisco, which handles





## A world of high-power transmitter experience

In the field of high-powered, medium-wave AM transmitters, Gates is a world leader. Why? Take the model BC-5P2. It's a completely self-contained 5KW transmitter, designed for reliability... wide frequency response... less floor space... and low operating cost. Or the model BC-50C which offers the lowest hourly tube cost of any 50KW transmitter. Or our model BC-100G... a 100KW transmitter that provides unsurpassed reliability even in areas of extreme temperatures and humidity. All Gates high-powered broadcast transmitters utilize high-level plate modulation and long-life silicon power supplies. Write or cable for full information.

GATES Medium-Wave Broadcast Transmitters						
Power Output	100KW	50KW	10KW	5KW	1KW	1KW
Type No.	BC-100G	BC-50C	BC-10P	BC-5P2	BC-1G	Vanguard I (transistorized)

Other models: 500 watt (BC-500G) and 250 watt (BC-250GY)



GATES RADIO COMPANY  
A Subsidiary of  
Harris-Intertype Corporation  
QUINCY, ILLINOIS 62302

Offices: New York, Houston, Los Angeles, Washington, D. C.  
Export: Rocke International Corporation, New York City  
In Canada: Canadian Marconi Company, Montreal

bulk of Cal Pak advertising, had previously been the agency for the tuna and other seafoods. Campbell-Ewald Co., San Francisco, is agency for Del Monte carbonated beverages.

▪ Heet Division of DeMert & Dougherty, Chicago, names Bronner & Haas there to handle national account for gasoline anti-freeze additive which includes use of both radio and TV. Former agency was Arthur Meyerhoff & Associates.

▪ Prolon Plastics, Florence, Mass., manufacturer of commercial and consumer melamine dinnerware and accessories, has appointed Frank B. Sawdon Advertising, New York. The agency reported media plans include the use of spot radio and TV.

## Rep. appointments . . .

▪ KBER San Antonio, Tex.: Paul H. Raymer, Co., New York.

▪ WPBC Minneapolis: The Meeker Co., New York.

## Webster says radio

### needs more research

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, called on the radio medium last week to commit itself to greater expenditures for research.

Speaking at the CBS Radio convention (see page 64), he told radio men to "demand top quality research—not just ratings. Good research will help our industry to get more national spot dollars."

He told the convention that radio can and should win endorsement from clients when they are given solid research presented in a positive way.

Mr. Webster also urged that emphasis be placed on creativity in radio advertising. Noting that last spring's radio commercials workshop, held in New York, was the first of its kind in more than a decade, he suggested that stations get together with other local broadcasters and organize radio commercial workshops in their own cities.

## Business briefly . . .

**The Borden Co.**, for its new Danish margarine, through Young & Rubicam, both New York, is using regional cut-ins on NBC-TV and ABC-TV daytime programs on Atlantic seaboard, New England and West Coast states. The network campaign, which began last week and which will run through October, is being augmented with a heavy schedule of TV spots in various markets.

**Westclox Division of General Time**

**Corp.**, LaSalle, Ill., through MacManus, John & Adams, New York, later this month will begin its annual fall radio-TV campaign. Spot radio is scheduled in 100 major markets, placed at the rate of 20 commercials a week for 13 weeks, beginning Sept. 23. Westclox will be a sponsor in NBC-TV's *Today* and *Tonight* programs on Friday (Oct. 29) the day preceding the weekend change to standard time. Eighteen additional commercials are also scheduled on the *Today* show, beginning later this month and continuing until Christmas.

**E. L. Bruce Co.**, Memphis, through North Advertising, Chicago, for its line of newly repackaged household products, plans to use spot TV in some 35 markets in addition to participation on ABC-TV. All commercials will be in color.

**Baldwin Piano and Organ Co.**, Cincinnati, through Chicago office of Campbell-Ewald Co., is buying selected major markets for TV spot campaign to promote piano rental plan. Commercials were made by Film Makers Inc., Chicago.

**General Foods Corp.**, White Plains, New York, through Foote, Cone & Belding, New York, will use spot TV in major markets and participations in CBS-TV's *I've Got a Secret*, *Andy Griffith Show*, *Gomer Pyle*, *Hogan's Heroes* and *Green Acres* to advertise its new Jell-O Golden Egg custard, beginning in early November and continuing through the end of the year.

**Fisher Flouring Mills**, through Pacific National Advertising, Seattle, has renewed its sponsorship of Frank Hemingway's early morning news (Mon.-Fri., 7-7:15 a.m.) on ABC Radio West through June 1966 and has increased its lineup to 122 stations. Starting Oct. 5, Fisher is adding its sponsorship of *Don Allen West*, on 40 stations of ABC Radio Pacific (Mon.-Fri., 8-8:10 a.m.).

**The Xerox Corp.**, Rochester, N. Y. has added 31 markets for its sponsorship of the 1965 Watkins Glen (N.Y.) Championship Auto Race colorcast to be presented this fall. Originally, Xerox was to carry the Triangle Stations' coverage on 122 stations and now has added 31 for a total of 153. Agency for Xerox is Papert, Koenig, Lois, New York.

**Green Giant Co.**, Le Sueur, Minn., through Leo Burnett Co., Chicago, will sponsor a one-hour color *NBC Children's Theater* presentation of "Stuart Little," on NBC-TV March 6 (6:30-7:30 p.m. EST). The story of a mouse born in New York, written by E. B. White, will be narrated by Johnny Carson.

## Stations admonished on loud commercials

The FCC is following through on its warning to broadcasters to tone down their loud commercials. It has notified some two dozen of them about complaints regarding commercial loudness, and has asked for the stations' comments.

The notifications, containing copies of the letters of complaint, have been sent since the commission adopted a policy on "objectionable loud commercials" in July (BROADCASTING, July 19).

The commission, which had been looking into the problem for more than two years, acknowledged that loudness could not be objectively measured. But it said "objectionably loud commercials" constitute a substantial problem, and added that their presentation is to be avoided.

The statement contained six guidelines for broadcasters to follow in the interest of avoiding loud commercials, and said strict adherence to them was expected. It pointed out that complaints about loud commercials would be considered at license-renewal time.

**Rise In Complaints** ▪ The publicity given the statement was followed by a rise in the number of complaints received by the commission about loud commercials, always a popular target of viewers and listeners who write to the FCC.

Exact figures were not available, but a commission staff member estimated the rate of complaints on the subject has doubled. In fiscal 1964, the commission received about 5,500 complaints about advertising practices, including commercial loudness.

In many cases, the complaints being received are so general in nature the staff cannot act on them. But, an official said, about two dozen stations have been contacted since July as a result of complaints about specific commercials or about overall policy on commercial loudness. None of the stations has thus far responded to the request for comment.

Some broadcasters who have been contacted feel the staff could do an even better job at paring down the overly generalized complaints. All of the television stations in one Texas city, for instance, have been asked to comment on complaints on all of their commercials.

One of the licensees involved asked privately how a station could reply to such a broad complaint.

A commission official, when queried by BROADCASTING, said stations could simply state the procedures they employ to guard against "objectionably

# Among research techniques this is the live one

## the Pulse!



With personal interview in the home, you know exactly how much time elapses between listening and response. Can you say the same for self-administered diaries? Pulse gives you not just homes, but *persons*. Not just in-home, but *out-of-*

*home* as well. And cures. There's no self-consciousness to distort behavior. And the sample is not confined to telephone homes. Pulse gets its data face to face. Like the U. S. Census. In 250 markets. Pulse is the *live* one.

730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

 **The Pulse, Inc.**

loud" commercials, without attempting a defense of each commercial they broadcast.

The procedure being followed by the commission on loud commercials is in line with that outlined in the policy statement. That said the commission would use its routine complaint procedure, or make spot checks at license-renewal time to make sure licensees are adhering to the policy banning "objectionably loud" ads.

## 25 FM stations to carry 3M program

The 3M Co., St. Paul, will sponsor *Stage 3*, a new one-hour talk and music program, on 25 FM stations in major markets, beginning Nov. 7. The program, packaged for 3M by Labrie Associates Ltd., New York, is scheduled for a 13-week run.

*Stage 3*, with Skitch Henderson as host, will feature music from the international, concert and Broadway stages, along with interviews with guests in related fields. The program will advertise 3M's new Scotch brand "Dyna-range" series recording tape.

MacManus, John & Adams, Minneapolis, is advertising agency for 3M.

## AFTRA blasts new KPOL rates

KPOL Los Angeles last week announced a rate increase and got an immediate reaction from the American Federation of TV and Radio Artists.

Reason for this perhaps not completely obvious sequence is that in its letter to advertisers and agencies, KPOL stated that in addition to the customary six-month protection given to regular advertisers, those who have stayed with the station during the AFTRA strike will receive extra periods of protection. The new rate card (No. 14) calls for 10-15% increases effective Jan. 1, 1966.

Claude McCue, executive secretary of the Los Angeles local of AFTRA, which has been on strike against KPOL since April 2, called the offer of extra protection an unprecedented attempt to bribe advertisers to aid the station in its labor dispute.

Current base rate is \$80 for a single one-minute announcement in traffic time.

"We are aware that many KPOL advertisers have been subjected to union harassment," the KPOL letter went on, referring to AFTRA's distribution of

"don't buy" leaflets at stores selling products of KPOL advertisers and letter-writing campaigns organized by the union.

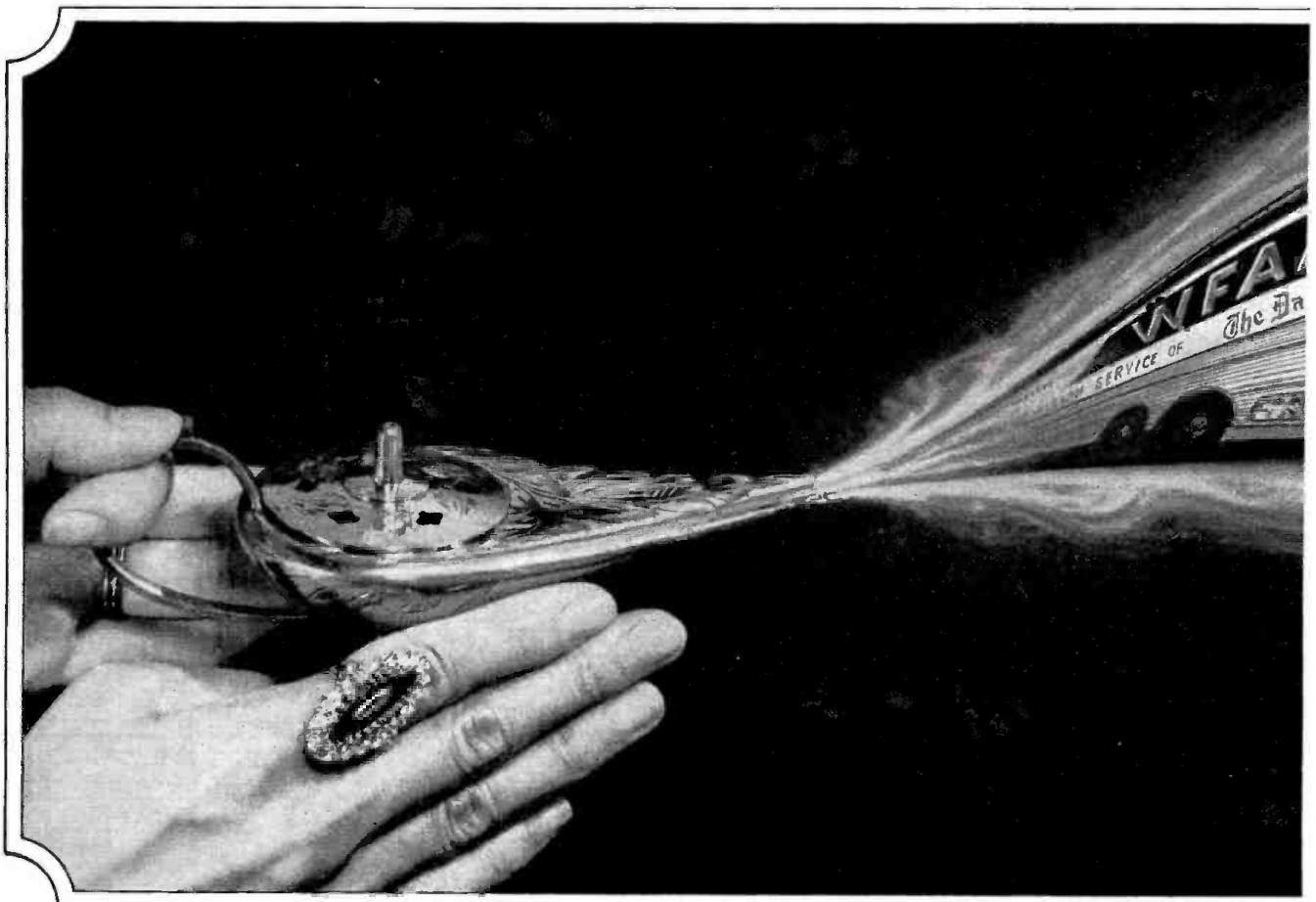
"No advertiser has reported a noticeable loss of business as a result of these actions." KPOL said the majority of its customers ignored the union's threats and continued to advertise on KPOL. The statement added: "To them we are grateful. That is why advertisers on the air during the strike will be granted unprecedented protection on rate card 13."

Advertisers maintaining uninterrupted schedules, will receive the normal six months of protection plus two months for every month on the air since April 1. The strike began April 2.

"Noncontinuous advertisers completing schedules during the strike will receive one month of extra protection during 1966 for each month on the air between April 1 and Dec. 31.

## Busy agenda set for radio code board

Personal-product advertising, guidelines and advertising time standards are chief topics to be covered at a meeting of the National Association of Broadcasters radio code board in Wash-



ington Tuesday and Wednesday (Sept. 21-22).

A status report on the code authority's work and problem areas in the personal-product category will be made by Howard Bell, code director. It's understood the code authority has been generally satisfied with the cooperation it has received from stations, agencies and advertisers on copy clearance since the ban on such advertising was lifted by the NAB radio board in June.

A code board subcommittee will report on the time standards that allow a maximum of 18 commercial minutes per hour, with weekly average of 14 minutes. The subject has been under study since it was brought up at a code board meeting in January (CLOSED CIRCUIT, Aug. 23).

The board will also review the alcoholic beverage guidelines. Although no drastic change in them is anticipated, the code wants the board's thinking on some fine points.

One of the highlights of the meeting will occur tonight (Sept. 20), when the code previews the completed 12½-minute promotional film, "The People vs. Dr. Buzzard." The movie will be shown to about 100 guests including members of Congress, the FCC, the Federal Trade Commission and other government officials.

## Union complains on refusal to sell time

WTAB Tabor City, N. C., is finding it difficult to remain a bystander in a dispute involving the efforts of the International Ladies Garment Workers Union to organize garment-manufacturing plants in nearby communities.

The union has filed a complaint with the FCC concerning the station's refusal to sell it time to reach Marlene Industries workers in three plants located in Loris and Aynor, both South Carolina.

The union said that J. M. Soles, president and general manager of the station, refused to sell time on the ground that the announcement would be offensive to some of the station's listeners.

Mr. Soles is reported to have told the commission that the station has taken no side in the controversy and that the organizing campaign is of no importance in Tabor City, some seven miles from Loris and 17 from Aynor. He also noted that other stations are available in nearby communities, including Loris.

The union, however, said that many of 750 workers involved live in Tabor

City or between that community and Loris and Aynor and that the station, which operates with 5 kw, puts a strong signal over a wide area of North and South Carolina.

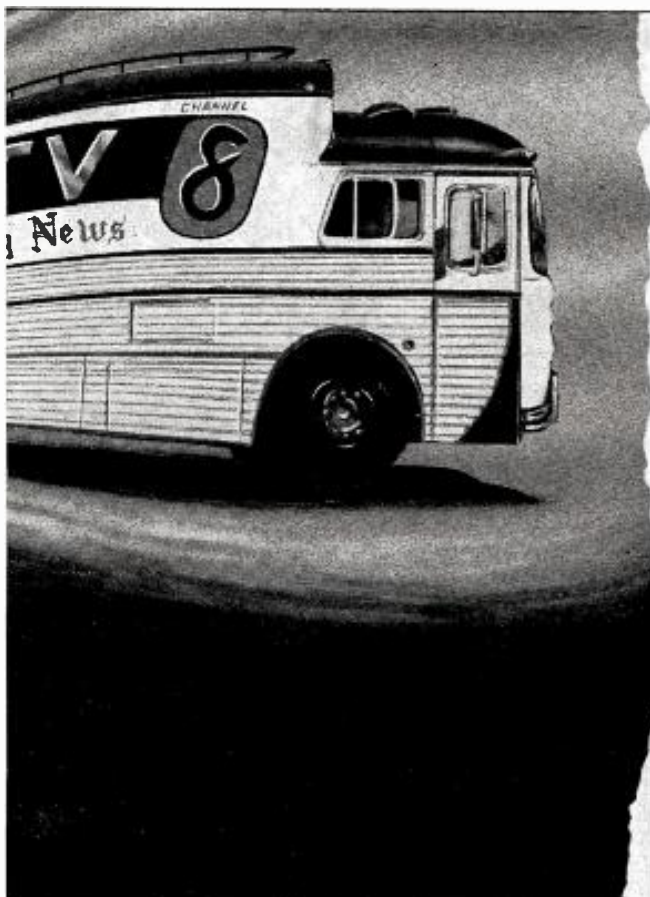
It also said that local newspapers have "joined WTAB" in refusing to sell it newspaper space. "Access to the public media has thus been almost completely throttled," the ILGWU said.

## Big TV campaign planned for Old Gold

The P. Lorillard Co., New York, last week began a fall TV campaign for its Old Gold Filter cigarettes that will cover the country. The company termed the campaign "the biggest in the brand's 11-year history." The new push, moving the brand into national distribution and featuring a redesigned package, follows P. Lorillard's intensive test-market campaign conducted over the past six months in 35 markets west of the Mississippi.

Spot TV will now be stepped up on a national scale.

Also during the fall sales effort, Old Gold will be a heavy participant in CBS-TV's *Ed Sullivan Show*, *Dick Van*




*If you had the  
Quality touch*

You'd possess that magic of Aladdin . . . able to place into operation a fully equipped mobile cruiser as simply and easily as rubbing a lamp. Go ahead . . . make a wish. There it is! Complete with three color cameras, two color videotape recorders and a full power supply for production in the most remote locations. When you want the Quality Touch of an Aladdin, rub our Operations Manager Jim Pratt or your nearest Petryman (by phone, please).

### WFAA-TV

*The Quality Station serving the Dallas-Fort Worth Market*

 Channel 8, Communications Center / Broadcast Services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

*Dyke Show, Thursday Night Movies and Steve Lawrence Show*, and in NBC-TV's *The Man From U.N.C.L.E.* and *Dean Martin Show*. Lorillard's agency is Grey Advertising, New York.

## ABC-TV registers

### \$13 million in daytime

The new fall season has opened with ABC-TV chalking up daytime sales that represent some \$13 million in advertising activity including new and increased business as well as renewals. The business reported last week by Edward Bleier, ABC vice president in charge of TV daytime sales, included: American Chicle, through Ted Bates & Co., adding about \$2.25 million to its previous daytime business on ABC, giving that advertiser a near \$5-million representation in daytime on the network, and some \$1.5 million from each of two advertisers—Calgon, through Ketchum, McLeod & Grove (CLOSED CIRCUIT, Sept. 13) and Borden's through Young & Rubicam.

The ABC-TV daytime picture was also brightened by buys from such large advertisers as Lever Brothers, through Ogilvy, Benson & Mather; M&M candy, and Colgate-Palmolive, through Ted Bates & Co.; General Foods and Clairol, via Foote, Cone & Belding, and Armstrong wax, through BBDO.

## Golden West goes east

Golden West Broadcasters has opened a New York sales office at 90 Park Avenue and has named Robert H. Bier-nacki eastern sales manager. Mr. Bier-nacki for the past year has been general sales manager of GWB's KEX Portland, Ore. Before that he was with AM Radio Sales in New York, representing the GWB radio stations: KMPC Los Angeles, KSFO San Francisco, KVI Seattle, in addition to KEX. The new GWB office will work in conjunction with AM Radio Sales on these stations and will place special emphasis on the group's sports packages. GWB also owns KTLA (TV) Los Angeles.

## Radio-TV picked for new products

The Leeming/Pacquin Divisions of Chas. Pfizer & Co., New York, announced last week that they will invest close to \$10 million in advertising over the next six months—with a large share going to network and spot TV and to network radio.

The bulk of the advertisers budget will be spent to introduce two products which went on the market for the first time last week— Ben-Gay penetrating heat lotion and Pacquin lotion for extra dry skin.

The two products are the first in a series of new items to be launched by the Leeming/Pacquin Divisions, a company spokesman said.

Advertising for Ben-Gay is handled by C. J. LaRoche, New York, and for Pacquin products by Doyle Dane Bernbach, also New York.

## INTERNATIONAL

# Satellite-to-home broadcasts?

Sarnoff and Comsat executive both see possibility in talks to World Peace Through Law conference

The possibility that communications satellites will broadcast directly into the home in the foreseeable future was cited in two separate speeches last week before the Washington world conference on World Peace Through Law.

The speeches were delivered by Brigadier General David Sarnoff, chairman of the board of Radio Corporation of America, and John A. Johnson, vice president of Communications Satellite Corp.

General Sarnoff said the development of a nuclear powered synchronous satellite capable of transmitting television directly into the home would be possible within five to ten years.

He pointed out that only three years ago it was assumed that cost and technical complexity would make impractical more than a single satellite global system to serve all countries for the foreseeable future. The establishment of a satellite service, however, has now come within the economic capability of many nations.

By building a ground station for approximately \$5 million any nation can have access to a satellite linked by

sight and sound to any other nation similarly equipped. He said the cost of the satellite itself may be as little as \$1 million.

**Few Years Away** ■ Mr. Johnson said that the beaming of television signals from satellite to home is "a possible development during the decade of the

1970's."

He also predicted that within three years the space segment of a communications satellite system capable of serving the entire world will be in place and ready for operation. He estimated that more than 20 earth stations serving as many as 50 countries will be tied in with the global system in the next few years.

Mr. Johnson foresaw no radically new problems of national or international control as long as television programs carried by satellite have to be rebroadcast from stations on the ground to the home receiver. He warned, however, that with the advent of direct satellite

## Sweden looks at U.S. commercial TV

As part of their study of the history and operation of commercial broadcasting in the United States, representatives of the Swedish parliament met with ABC officials in New York last week. A seminar was held under the sponsorship of ABC International Television Inc.

The Swedish government, which operates radio and TV in the country, is considering the introduction of commercials. Leonard H. Golden-son, president of ABC Inc., and other ABC officials addressed the

group.

Mr. Golden-son told the 18 members of Sweden's senate and house of representatives that he saw furtherance of mutual understanding in the world in the exchange of programs and reports resulting from a growth of global TV via communications satellite. Also on the program was a presentation by Donald W. Coyle, president of ABC International Television, who noted an increase of global thinking among marketing people.

to home transmission "a totally new situation will arise which will test the ingenuity and creativity of the architects of international order."

**Could Be Trouble** - General Sarnoff also warned about the chaos which could result with this new development in satellite transmission.

"When, for example, a Russian satellite can broadcast directly to a Kansas farm, or an American satellite can broadcast directly to a Hungarian collective, what will be the reaction in both countries?" he asked. "What rules of conduct are to apply, and who is to establish them?"

He said the communications satellites must not be allowed to become propaganda instruments used primarily for heating up the cold war, for stimulating subversion, or for promoting conflict and confusion on a worldwide scale.

General Sarnoff called for the nations of the world to agree to a new pattern of global regulation. "Otherwise, the prospect of social and economic gains will be thwarted by the ensuing chaos in the world's air waves," he said.

## Broadcasters among those to visit RFE

Fifty American civic leaders, broadcasters and newspaper officials, heads of national organizations and business executives will inspect the European facilities of Radio Free Europe on a two-week trip beginning Sept. 27. The tour is sponsored by the Radio Free Europe Fund as part of an annual fund-raising drive, in which many of those on the trip will participate upon their return.

Among those who will go on the tour are George F. Hartford, vice president and general manager, WTOP-TV Washington; Bob A. Roth, president, KOLO-TV San Antonio; Tex.: Thomas Murphy, president; Capital Cities Broadcasting Corp., New York, and Fred A. Seaton, president, Seaton Publishing Co., Hastings, Neb., (KHAS-AM-FM Hastings and KMAN Manhattan and KGGF Coffeyville, both Kansas).

## International film sales

*Moment of Truth* (Desilu Sales): Amalgamated TV Services, Sidney, Australia.

*Hullabaloo* (NBC International): Telesistema Mexicano and Televimex S. A. (ch. 2), both Mexico, and Australian Broadcasting Co. network.

*Voyage to the Bottom of the Sea* (20th Century-Fox TV): Televicentro, Guatemala.

*Hong Kong, Five Fingers* (20th Century-Fox TV): El Salvador's channel 2.



You're only  
**HALF-COVERED**  
in Nebraska...

if you don't use  
**KOLN-TV/KGIN-TV!**

## Swing over to Lincoln-Land

When you reach out for the Nebraska TV market you find one thing: you can't cover it without Lincoln-Land, the nation's 78th\* largest market, based on the average number of homes per quarter hour delivered by all stations in the market.

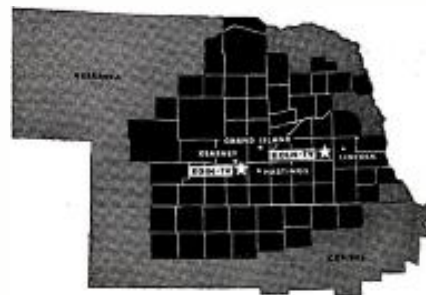
And, you can't cover Lincoln-Land without KOLN-TV/KGIN-TV! The figures show that at 10 p.m. newstime, this station not only dominates Lincoln-Land but delivers more homes than any other station in the state.

Avery-Knodel will give you all the facts on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet in most of Nebraska and Northern Kansas.

### AVERAGE HOMES DELIVERED — 10:00 - 10:15 News Time (March, 1965 Nielsen)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV) .....	81,800
OMAHA "A" .....	65,400
OMAHA "B" .....	51,600
OMAHA "C" .....	47,000
LINCOLN-LAND "B" .....	17,800
LINCOLN-LAND "C" .....	12,600

\*Lincoln-Hastings-Kearney



\*ARB Ranking. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

**The Feltz Stations**

**RADIO:**  
WDBZ-SALAMANCA-BATTLE CREEK  
WDBZ-GRAND RAPIDS  
WYPM-GRAND RAPIDS-BALAMAZOO  
NWTV-FM CASSELL

**TELEVISION:**  
WKOT-TV-GRAND RAPIDS-BALAMAZOO  
NWTV-CASSELL-TRAVLER CITY  
WYPM-TV-SALAMANCA  
KOLN-TV-LINCOLN-HASTINGS  
KGIN-TV-GRAND ISLAND, NEB.

## KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

**COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET**  
Avery-Knodel, Inc., Exclusive National Representative

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

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

# Surging sales cheer CBS radio affiliates

Hayes tells 283 delegates he expects every station to be number one in its market

Reports of rising network time sales, strengthened programming, increased advertising and promotion and new research projects highlighted the 12th annual convention of CBS Radio affiliates last week.

Buttressed by reports of higher station-payment levels arising from the sales increases, they all added up to what appeared to be one of the most harmonious affiliate-network meetings in recent radio history.

A total of 283 representatives of CBS-affiliated stations were on hand for the convention, held Wednesday and Thurs-

day in New York.

CBS Radio's sales for this year's fourth quarter are strong and for the first quarter of 1966 are running 30% ahead of figures at this time a year ago, according to George J. Arkedis, network sales vice president.

**More Advertisers** ■ He said the number of CBS Radio advertisers has increased substantially (from 65 in pre-TV 1948 to 111 last year) and expanded geographically, with current business coming from 62 cities in 24 states.

Officials said the network's payments to stations were exceeding projected

levels and that this year's totals, although not apt to surpass those of 1963—said to be a banner year—were nevertheless expected to reach or surpass those of 1964 on the strength of accelerated third and fourth-quarter sales.

The convention also heard details of a major new study of listener attitudes by CBS-owned radio stations (see page 50), and reports on sales-effectiveness and other studies currently under way at CBS Radio and on the progress of the industrywide All Radio Methodology Study (ARMS).

It also heard an appeal for greater commitment to research by radio generally (page 58) and, in a departure from concentration on its own immediate affairs, heard Leonard H. Marks, new director of the U. S. Information Agency, appeal for support for the Voice of America by commercial broadcasters.

**Hayes Opens Meeting** ■ Arthur Hull Hayes, CBS Radio president, opened the convention with assurances to the affiliates that "no one can dispute our leadership—in the caliber of our stations, our business, or the quality of our news, information and entertainment."

"But," he added, "we will never be completely satisfied until every station in our network is number one in its area."

Audience appeal "as widely popular as our standards and policies will permit," was cited by network program Vice President George Perkins as a guiding standard behind CBS Radio's programming philosophy.

In a broad outline of the network's stand on various program types and the reasons behind programs in its present schedule, Mr. Perkins said it is CBS Radio's purpose to supply programs that are of high audience appeal and that individual stations could not afford to produce themselves.


**Personalities** ■ He focussed his attention on "one-of-a-kind" variety shows which feature personalities such as Arthur Godfrey and Art Linkletter, on news specials such as political convention coverage, space flight reportage and on major sporting events.

Sindlinger reports show, he said, that CBS Radio delivers more listeners per average minute than any of the other radio networks.

Recounting changes in the network's programming in the past year, Mr. Perkins noted the new outlook of its weekend *Dimension* program, which has dropped its adherence to specific categories of subject matter and now covers any subject considered of proper interest.

The strength of the network's news

in Synonyms ...



it's Roget's Thesaurus

in TV and Radio ...

**IT'S**

**BROADCASTING**

**YEARBOOK!**

Finding the right word is the first principle of being articulate. Respected (esteemed, time-honored, venerable) and authoritative (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK**, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the right facts is the first principle of being profitably in-

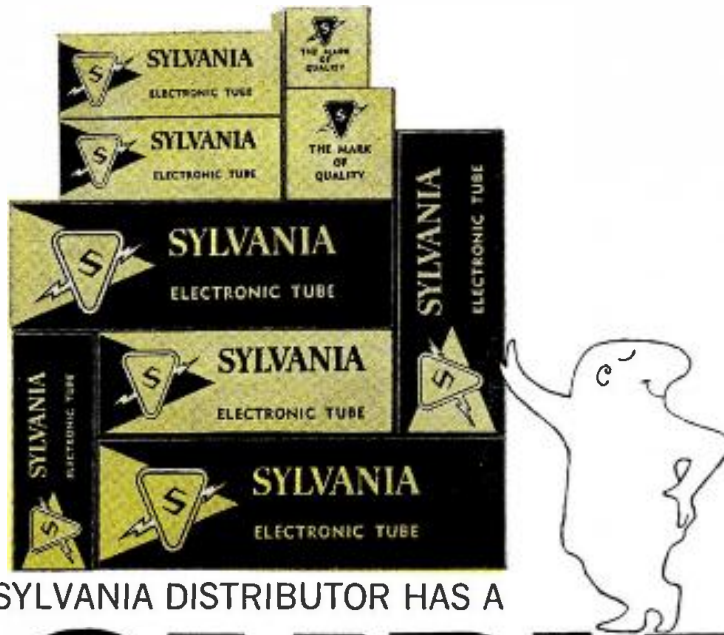
formed. The 1966 **BROADCASTING YEARBOOK**—covering both TV and radio—will be on their desks in December (and a full 12 months thereafter). They'll find it more valuable than ever . . . a veritable thesaurus\* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's THE forum wherein to speak up! Final deadline: Oct. 1 (or—for proofs—Sept. 21). Reserve the position you want NOW before it's gone!

\*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse: the 1966 **BROADCASTING YEARBOOK** is a treasure-trove of facts. Get it?



1735 DeSales Street, N.W.  
Washington, D. C. 20036





YOUR SYLVANIA DISTRIBUTOR HAS A

# COMPLETE INVENTORY

From his full-line inventory of Sylvania industrial and commercial tube types, you get immediate off-the-shelf delivery. Electronic tubes for every application. Same-day service, wherever possible.

These are rugged, long-life electronic tubes,

proven by outstanding performance and characteristics over long periods of testing and in actual use.

Call your Authorized Sylvania Distributor.

Electronic Tube Division, Sylvania Electronic Components Group.

**SYLVANIA**  
SUBSIDIARY OF  
**GENERAL TELEPHONE & ELECTRONICS GTE**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

coverage, he said, is at an all-time high with actuality inserts and what he called "unfettered attitudes" toward the scope of news responsibility.

In entertainment, Mr. Perkins cited recent network guests Barbra Streisand, Frank Sinatra, Debbie Reynolds and Sammy Davis Jr., among others, in addition to network regulars Godfrey, Linkletter, Durwood Kirby and Henry Morgan as evidence of CBS's interest in presenting star performers.

He paid particular attention to the network's new program, *Conflict in Marriage*, which resulted in discontinuation of a fashion program featuring Edith Head.

**The Male Audience** ■ Mr. Perkins explained that midday programming could no longer be aimed exclusively at housewives because as much as one-third of the network's audience between noon and three p.m. is made up of adult males.

He described the new program as a bold adventure (*Conflict in Marriage* deals with case histories of marital problems in serialized formats) and, as such, said it is bound to face an initial period of critical comment.

On the network's policy toward radio

sports in CBS Radio's future.

Thomas Dawson, vice president, information services, described expansions in CBS Radio's advertising and promotion activities as well as efforts to improve them and to extend the list of services made available to affiliates.

He said the network had more than doubled the average exposure of its audience-promotion ads in consumer magazines having a total circulation of over 26 million copies a month. In addition, he said, the Starch scores for CBS Radio ads have been increased by 30% over previous years' figures. CBS Radio, he said, is "the only network engaged in a massive advertising program."

**Source of News** ■ Harper Carraine, director of research, said a recent study of the sales effectiveness of the Arthur Godfrey program had produced "impressive results," and dealt briefly with a study to be released in a few weeks which he said "cast strong favorable light on radio's role, particularly by day," as the public's source of news.

He said the all-industry ARMS study, designed to find the most complete measurement of radio's total audience, involves complex research but that he was confident it will produce positive



Looking at the CBS agenda are (l-r): William A. Schudt Jr., vice president, CBS Radio affiliate relations; Michael R. Hanna, general manager WHCU

Ithaca, N. Y., chairman of the board of CBS Radio Affiliates Association, and James M. Seward, executive vice president of CBS Radio.

drama, Mr. Perkins said CBS is continually "studying the marketplace," and that if a sufficient demand was raised for drama among listeners, affiliates and advertisers, CBS Radio would be the leader in satisfying that demand.

Commenting on increasing preoccupation of audiences with sporting events of both national and local interest he also suggested there might be more

results.

Fred W. Friendly, CBS News president, among speakers on the convention's closing day, told affiliates "the requirement to explain and interpret is the new responsibility of broadcast journalism."

"In 1965," he said, "hearing and seeing is no longer believing and understanding." The CBS chief introduced

four CBS correspondents, all of whom have recently been exposed to danger in assignments around the world: Walter Cronkite, Nelson Benton, Bill Stout and Bert Quint.

Mr. Cronkite, reporting on his recent experiences in Vietnam, described the difficulty of locating the story there, even when in the field, and the lack of internal communication which often frustrated attempts at filing reports.

Mr. Benton, who has been covering racial problems in the South, said contradictions in all phases of that continuing story hinder its proper news coverage.

Mr. Quint, recently returned from Cuba and Santo Domingo, and Mr. Stout, who covered the end-of-summer riots in Los Angeles, both spoke of the fears of reporting while dodging bullets.

Lee Hanna, director of CBS Radio News, told affiliates that recent success of the network with its nationwide telephone call-up broadcast, *Ask CBS News About Gemini Five*, had prompted it to prepare another program using the same format, this one to be called *Ask CBS News About Vietnam* and to be broadcast Oct. 2 (12:15-1 p.m. EDT).

Mr. Hanna also informed convention delegates of a new "exceedingly small and lightweight and virtually indestructible" broadcast-quality tape recorder which is being developed by CBS Laboratories in cooperation with the CBS News division.

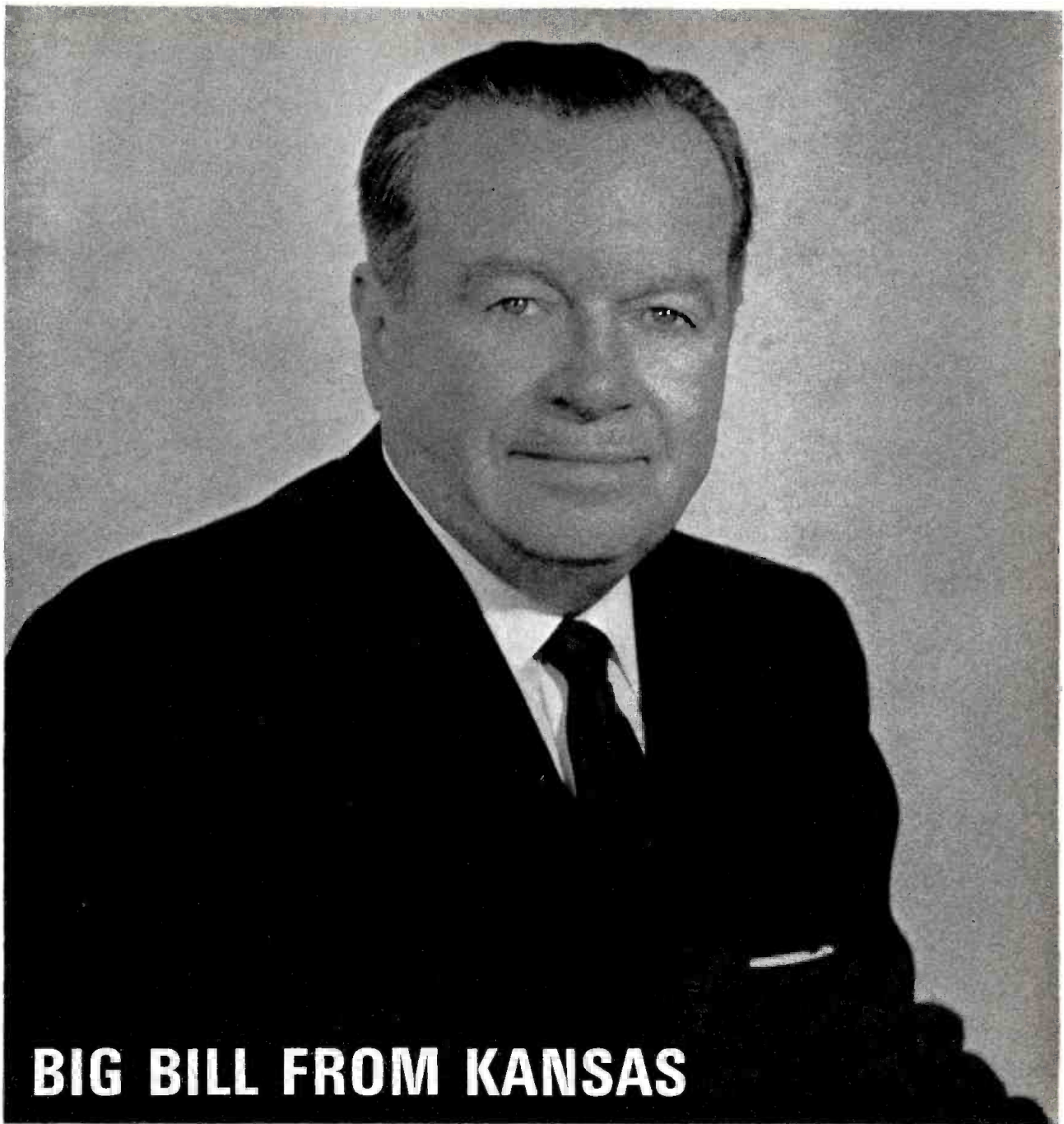
**Legal Front** ■ Leon R. Brooks, CBS vice president and general counsel, speaking on the industry's regulatory situation, described current FCC policy as one of high concern for "improved programming."

Mr. Brooks advised the affiliates that the commission's interest in the problem of loud commercials will not lessen though he noted that CBS's experiences with complaints on loud commercials did not seem to match those described by the commission.

Mr. Marks, former Washington communications attorney who took over as director of the USIA the first of this month, addressed the Thursday luncheon. He asked for support from commercial broadcasters in supplying ideas and personnel to USIA's broadcast arm, the Voice of America.

Mr. Marks said he is "satisfied the VOA is doing an outstanding job," but called its task "extremely difficult."

Lowell Thomas, CBS Radio newsman who starts his 36th year in network radio on Sept. 29, spoke at the Wednesday luncheon and was given a plaque in appreciation of his "35 years of high adventure and venture and unique achievement in broadcast journalism" by Michael R. Hanna, WHCU Ithaca, N. Y., chairman of the board of the CBS Radio Affiliates Association.

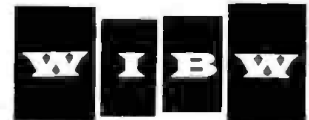


## BIG BILL FROM KANSAS

BIG BILL FROM KANSAS is dynamic, hard-driving John William Knodel. Big Bill was born and reared out at Marysville, Kansas, in the heart of the WIBW coverage area. His 88-years-young mother listens to WIBW Radio and TV every day. He is President of our rep — Avery-Knodel. We think A-K is the best rep in the business. We think the reason is that Bill has gathered together guys like Rog O'Sullivan, Bob Kizer, Don McCarty, Bob Kalthoff, Wallis Ivy, Dave Simmons and all the rest. All we know is that our national business keeps going up and up on WIBW Radio and TV — partly because we run good stations, and partly because of the great job Avery-Knodel does for us.

WIBW salutes Avery-Knodel on its 20th anniversary. There were some rough days in those 20 years, but then there were rough times on that family farm that geared Bill up for the challenge. You can call him J. W. Knodel if you like — but to us Kansas folks, he is just plain Uncle Willie. Happy anniversary, Uncle Willie!

P.S. If you want to buy some time from us, call Avery-Knodel or 913-CRestwood 2-3456.



RADIO - FM - TELEVISION  
TOPEKA, KANSAS



A broadcast service of  
Stauffer Publications  
Represented nationally  
by Avery-Knodel

# Radio reaches 83% of people each week

First ARB study of radio shows profile of listening audiences; five markets included

While the bulk of the total radio audience usually listens at home, at certain times of the day the away-from-home audience can reach as high as 52%, according to a survey of radio listening habits by the American Research Bureau.

The Beltsville, Md., research firm, which last year announced that it was moving into radio research (BROADCASTING, Nov. 30, 1964), last week released the results of its first radio listening audience survey. The analysis of radio audiences was conducted during the spring in five major markets: New York, Los Angeles, Chicago, Detroit and Wash-

ington. The study showed that during an average week, radio reaches more than 83% of the metropolitan population which is 12 years and older between the hours of 6 a.m. and midnight. It also found that men, 18 years and older, represent the largest segment of the away-from-home listening audience.

The research firm said that it plans to increase the number of markets it will cover in its next two surveys; the first

in November and the second in February, 1966.

The markets which will be added to the original five for the November report are: Philadelphia, San Francisco, Boston, Cleveland, Pittsburgh, St. Louis, Baltimore, Minneapolis-St. Paul, Cincinnati and Miami.

The February survey will add reports for Houston, Denver, Atlanta, Seattle-Tacoma, Dallas-Fort Worth, New Orleans, Phoenix, Indianapolis, Milwaukee, Columbus, Ohio, San Antonio, Tex., Portland, Ore., Louisville, Ky., Buffalo, N. Y., and Kansas City, Mo.

**Diary Used** - The survey of the first five markets was done with an individual diary, in which the individual person recorded his listening habits. It was checked with a telephone survey and was found to be more accurate than the diary techniques used for recording television viewing, ARB said.

The diary was prepared for all-media use: newspaper and magazine readership, television viewing in addition to radio listening. A spokesman for ARB said last week that this format discour-

ages the diary's user from becoming "too helpful" because he doesn't know which medium the survey is being conducted for.

The survey lists four age/sex groups and subdivides each group into listening habits for at home listening only, away from home only, both away from home and at home, and totals.

The survey reported that New York has the highest listener figure for persons 12 and older, 10,654,300, or 86.8% of the population.

Chicago radio has the highest percentage population reached, 87.7%, or 4,645,200 of those 12 and older. Teen-agers lead the percentage listening in New York with 92.9%, greatest in any category, or in any city.

## Mutual-affiliated WERE plans to change to CBS

WERE Cleveland, currently affiliated with Mutual, will join CBS Radio "no later than Jan. 12, 1966," William A. Schudt Jr., vice president in charge of affiliate relations for CBS Radio, announced last week.

At Mutual, a spokesman said the network had no plans to terminate its affiliation with WERE and that the station's current contract with Mutual extends to Jan. 31, 1967.

A spokesman for CBS Radio, however, said that his network's affiliation policy excluded dual affiliations, except for brief "changeover" periods when an existing contract is near termination.

WERE, owned by Cleveland Broadcasting Inc., is on 1300 kc with 5 kw.

ARB Spring 1965 Radio Survey  
Estimated number of different persons and percentage of sex/age group total who listened to any station, five or more minutes, Mon.-Sun., 6:00 a.m. to midnight

Market: Sex/age group	Estimated persons in metro survey area		At-home only		Away-from-home only		Both at-home and away-from-home		Anywhere	
	Number	%	Number	%	Number	%	Number	%	Number	%
<b>New York</b>										
Total men 18+	5,070,800	39.7	2,011,300	11.8	597,500	33.2	1,685,200	84.7	4,294,000	
Total women 18+	5,695,900	58.8	3,349,100	4.2	240,700	24.2	1,377,700	87.2	4,967,500	
Teen-agers 12-17	1,499,400	52.7	790,100	2.8	41,900	37.4	560,800	92.9	1,392,800	
Total persons 12+	12,266,100	50.1	6,150,500	7.2	880,100	29.5	3,623,700	86.8	10,654,300	
<b>Los Angeles</b>										
Total men 18+	2,460,100	26.1	642,100	17.6	431,800	44.6	1,096,700	88.3	2,170,600	
Total women 18+	2,671,300	41.5	1,108,200	7.3	195,200	36.8	983,000	85.6	2,286,400	
Teen-agers 12-17	716,300	40.4	289,500	3.6	25,800	45.3	324,300	89.3	639,600	
Total persons 12+	5,847,700	34.9	2,039,800	11.2	652,800	41.1	2,404,000	87.2	5,096,600	
<b>Chicago</b>										
Total men 18+	2,256,800	29.5	666,500	14.8	333,700	43.8	988,800	88.1	1,989,000	
Total women 18+	2,400,400	52.5	1,260,900	3.4	82,800	31.2	748,400	87.1	2,092,100	
Teen-agers 12-17	646,700	42.1	272,300	2.5	16,000	42.6	275,800	87.2	564,100	
Total persons 12+	5,303,900	41.5	2,199,700	8.2	432,500	38.0	2,013,000	87.7	4,645,200	
<b>Detroit</b>										
Total men 18+	1,204,400	20.4	245,100	18.2	219,400	49.7	598,000	88.3	1,062,500	
Total women 18+	1,274,800	46.0	586,900	7.6	97,300	30.9	394,100	84.5	1,078,300	
Teen-agers 12-17	384,900	41.1	158,100	3.7	14,300	43.0	165,600	87.8	338,000	
Total persons 12+	2,864,100	34.6	990,100	11.6	331,000	40.4	1,157,700	86.6	2,478,800	
<b>Washington</b>										
Total men 18+	702,800	26.5	186,000	17.7	124,400	41.6	292,500	85.8	602,900	
Total women 18+	764,200	45.6	348,100	9.8	74,900	27.0	206,300	82.4	629,300	
Teen-agers 12-17	207,400	39.4	81,700	8.1	16,700	32.0	66,400	79.5	164,800	
Total persons 12+	1,674,400	36.8	615,800	12.9	216,000	33.8	565,200	83.5	1,397,000	



## Live couldn't. Film couldn't. Scotch® Brand Video Tape did.

### Pulled off visual stunts like this for WNHC-TV!

Special effects come easy on video tape, as WNHC, New Haven, Conn., will be quick to show you. The station produced a series of spots for Sabre's Discount House with scenes like this one involving a miniature spokesman.

Knocking a ball out from under him using live two-camera technique wasn't practical. Too intricate, too risky. Film, besides being costly, couldn't deliver on 24-hour notice for next-day showing. But shrinking the "Sabre Man" to the size of the product (safely, with no danger of being "off frame") was a cinch with "SCOTCH" Brand Video Tape. First the man was taped going through his motions. Then this tape was superimposed over a live close-up of the featured product and retaped. Ready for immediate showing—no processing needed. Did the golf ball commercials work? Sell-outs of featured merchandise were often reported.

Fast, easy special effects. Live look without chance of an on-the-air goof. See-it-now convenience. They all are part of the bargain on "SCOTCH" Video Tape. *And today, more than 200 stations, like WNHC, offer local production service, are actively participating in 3M's comprehensive program to help advertisers and agencies make full use of tape's advantages.* Call your local stations. Or write 3M Magnetic Products, Dept. MBX-95, St. Paul, Minn. 55119.



Magnetic Products Division **3M** COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.

## Cooke buys Lakers basketball team

Jack Kent Cooke, one-time Canadian broadcaster and now a major owner-operator of community antenna television systems, has purchased the Los Angeles professional basketball club, the Lakers, for a price of more than \$5 million, reportedly the highest ever paid for a basketball club. The team had belonged to a group of Minneapolis businessmen headed by Robert E. Short, president and major stockholder. Mr. Short also owns KRHM(FM) Los Angeles but the station was not a part of the transaction.

The Lakers play in the National Basketball Association and their acquisition by Mr. Cooke is subject to the approval of the league. The team has a three-year contract with KTTV(TV) Los Angeles that is going into its second year.

Mr. Cooke is brother of Don Cooke, station representative and former licensee of KRLA Pasadena. He had provided the financing for the station and still owns the station's transmitter site and equipment, through Broadcast Equipment Corp. The interim licensee, Oak Knoll Broadcasting Corp., is leas-

ing the equipment for \$90,000 a year. American Cablevision Inc., another subsidiary of Jack Kent Cooke Inc., owns 19 CATV systems in 12 states, serving over 67,000 subscribers. Mr. Cooke's investment in the CATV field is reportedly well over \$20 million.

Keenly interested in sports, Mr. Cooke has a 25% interest in the Washington Redskins of the National Football League.

## A busy week on the fine front at FCC

The FCC, starting to work on a backlog of forfeiture cases, notified four stations they face a total of \$4,000 in fines and imposed a total of \$1,650 in fines on four others.

Notices of apparent liability were sent to:

KLAV Las Vegas, Nev., \$1,500, for unauthorized assignment of license and violations of first-class radio operator requirements.

KAYE Puyallup, Wash., \$1,500, for failure to file copies of various contracts, including time-brokerage, bulk sales, management agreements and options to purchase.

KODA Houston, \$500, for violation

of the U. S. Code and commission rules "by broadcasting an advertisement involving lottery."

WEYE Sanford, N. C., \$500, for operating with excessive frequency deviation. The commission said that notice marked the first assessment imposed for that type of offense.

All four stations have 30 days to contest the notice or pay the fine.

Forfeitures were imposed on:

WTRL Bradenton, Fla., and KOAD Lemoore, Calif., \$500 each for not having a properly licensed operator on duty.

KRXK Rexburg, Idaho, \$150, for permitting operation of the station by an improperly licensed operator and failure to post operator's license.

## Normal is N.O.

New Orleans' TV stations had to play the game with the rules set down by Hurricane Betsy, but when Betsy finally cleared out things quickly got back to normal. From Thursday night (Sept. 9) through the weekend one or more of the stations was off the air for periods of up to two days. But by the time the networks' new season had begun, WVUE (TV), WWL-TV and WDSU-TV were back in business.

## Changing hands

**ANNOUNCED** - The following station sales were reported last week subject to FCC approval.

■ WKEE-AM-FM Huntington, W. Va.: Sold by Gayer Broadcasting Co., to Reeves Broadcasting Corp., for \$475,000. WKEE operates daytime on 800 kc with 5 kw.

■ WSPB Sarasota, Fla.: Sold by Roger Clipp, vice president and general manager of the Triangle Stations, and Judge John Morgan Davis, to Worth Kramer, former president of the Goodwill Stations, for \$300,000. WSPB operates on 1450 kc with 1 kw day and 250 w night. Broker: Blackburn & Associates.

■ KDOT Scottsdale, Ariz.: Sold by Scottsdale Broadcasting Co., to Central Broadcasting Inc., for \$115,000 plus \$15,000 guarantee not to compete in Phoenix-Scottsdale area. Principals of Central Broadcasting are John E. Cox, president; L. Wayne Beal, executive vice president; G. Dal Stallard, Cyrus W. Long and Earl F. Allvine. KDOT operates daytime on 1440 kc with 5 kw. Broker: Charles Cowling.

■ KCEY Turlock, Calif.: Sold by KTRU Inc., Harrison Fuerst, president, to Hen-Cal Corp., headed by Paul Henning, creator and producer of *Beverly Hillbillies* and *Petticoat Junction*. Price was not disclosed. Nort Frykman, general manager, will continue in that

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position. KCEY is fulltime on 1390 kc with 5 kw. Broker: Hogan-Feldmann Inc.

**APPROVED** ■ *The following transfer of station interests was approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 93).

■ WQAI-AM-TV San Antonio, Tex.: Sold by Southland Industries Inc., to Crosley Broadcasting Corp., for \$12 million. (See page 74).

■ KSOO-AM-TV Sioux Falls, S. D.: Sold by Morton H. Henkin, Thomas Barnstable, Julius Hetland and Harold W. Bangert, to Gordon H. Ritz and Whellock Whitney (through transfer of 70% of stock) for \$770,000 and agreement not to compete for five years within South Dakota. Ksoo operates on 1140 kc with 10 kw day and 5 kw night. Ksoo-TV operates on channel 13 with 316 kw visual and 158 kw aural.

■ WBIV(FM) Wethersfield Township, WMIV(FM) South Bristol Township, WEIV(FM) Ithaca, WOIV(FM) De Ruyter Township, and WJIV(FM) Cherry Valley Township, all New York: Sold by Ellis E. Erdman and associates to Chenor Broadcasting Co., for \$700,000. Chenor Broadcasting is wholly owned subsidiary of Chenango and Unadilla Telephone Corp., William S. Kingman, president. Chenor Broadcasting owns several CATV systems and WMCR Oneida, N. Y. WBIV broadcasts on 107.7 mc with 5.4 kw, WMIV broadcasts on 95.1 mc with 5.3 kw, WEIV broadcasts on 103.7 mc with 5.6 kw, WOIV broadcasts on 105.1 mc with 5.3 kw and WJIV broadcasts on 101.9 mc with 5.4 kw. Broker: Edwin Tornberg & Co.

■ WEEE Rensselaer, N. Y.: Sold by Harry Goldman to Gerald Arthur, W. B. Stringer and J. J. L. Hesson, for \$310,000. Messrs. Arthur and Stringer are associated with WBIC Bayshore, N. Y., and Mr. Hesson is attorney. WEEE is a 5 kw daytimer on 1300 kc. Broker: Chapman Inc.

#### CATV SALE

■ Alexandria-Pineville, La.: Al-Pine Cable TV Inc. sold by R. L. Roland Corp. to Ameco Inc., group CATV owner, for \$2 million. American Cable Television Inc. will manage the 160-mile, 6,200-subscriber system.

#### New TV stations

As of Sept. 15 there were 127 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 76 were commercial UHF's, 8 were educational VHF's and 24 were educational UHF's.

Stations which have recently gone on the air:

WCEE-TV Freeport-Rockford, Ill.

(ch. 23), went on the air Sept. 10 with a power of 562 kw visual, 85.2 kw aural. The station is licensed to Rock River TV Corp. and is affiliated with CBS-TV. WCEE-TV has a maximum hourly rate of \$450. David A. Carlson is president of Rock River and Earl W. Hickerson is general manager of the station.

KREZ-TV Durango, Colo. (ch. 6), resumed operation Sept. 9 with 3.10 kw visual. The station is owned by Rex Howell and operates as a satellite of Mr. Howell's KREX-TV Grand Junction, Colo. KREZ-TV had been dark since March 2, 1964, when it was owned by Floyd and Lieselotte Jeter.

WUNB-TV Columbia, N. C. (ch. 2), noncommercial, went on the air Sept. 10 with 100 kw visual. The station is licensed to the University of North Carolina.

WXXW(TV) Chicago (ch. 20), non-commercial, is to go on the air today (Sept. 20) with 457 kw visual and 91.4 kw aural. The station is licensed to the Chicago Educational TV Association and will operate in conjunction with the licensee's WTTW(TV). The on-air date for the UHF coincides with WTTW's going to new power of 316 kw visual on a new 720-foot tower at a new site, 5400 North St. Louis Avenue.

## Dirksen, MacDonald added to NAB program

Senate Minority Leader Everett M. Dirksen (R-Ill.) and Representative Torbet H. MacDonald (D-Mass.) last week were added to the list of congressional leaders to be featured as luncheon speakers at the 1965 series of fall conferences of the National Association of Broadcasters.

Senator Dirksen will address the first day luncheon of the NAB conferences in Chicago Nov. 11-12.

Representative MacDonald will speak at a luncheon for the conference in Boston Oct. 25-26.

Other congressional speakers previously announced are: Senator Thurston B. Morton (R-Ky.) who will address the conference in Louisville, Ky., Oct. 14-15; Senator Peter H. Dominick (R-Colo.) who will address the conference in Denver, Nov. 15-16; Representative Samuel N. Freidel (D-Md.) who will address the Oct. 21-22 conference in Baltimore, and Representative James A. Mackay (D-Ga.) who will address the Atlanta conference Oct. 18-19.

Other speakers for conferences in Spokane, Wash., Nov. 18-19, and Phoenix, Nov. 22-23, will be announced at a later date.

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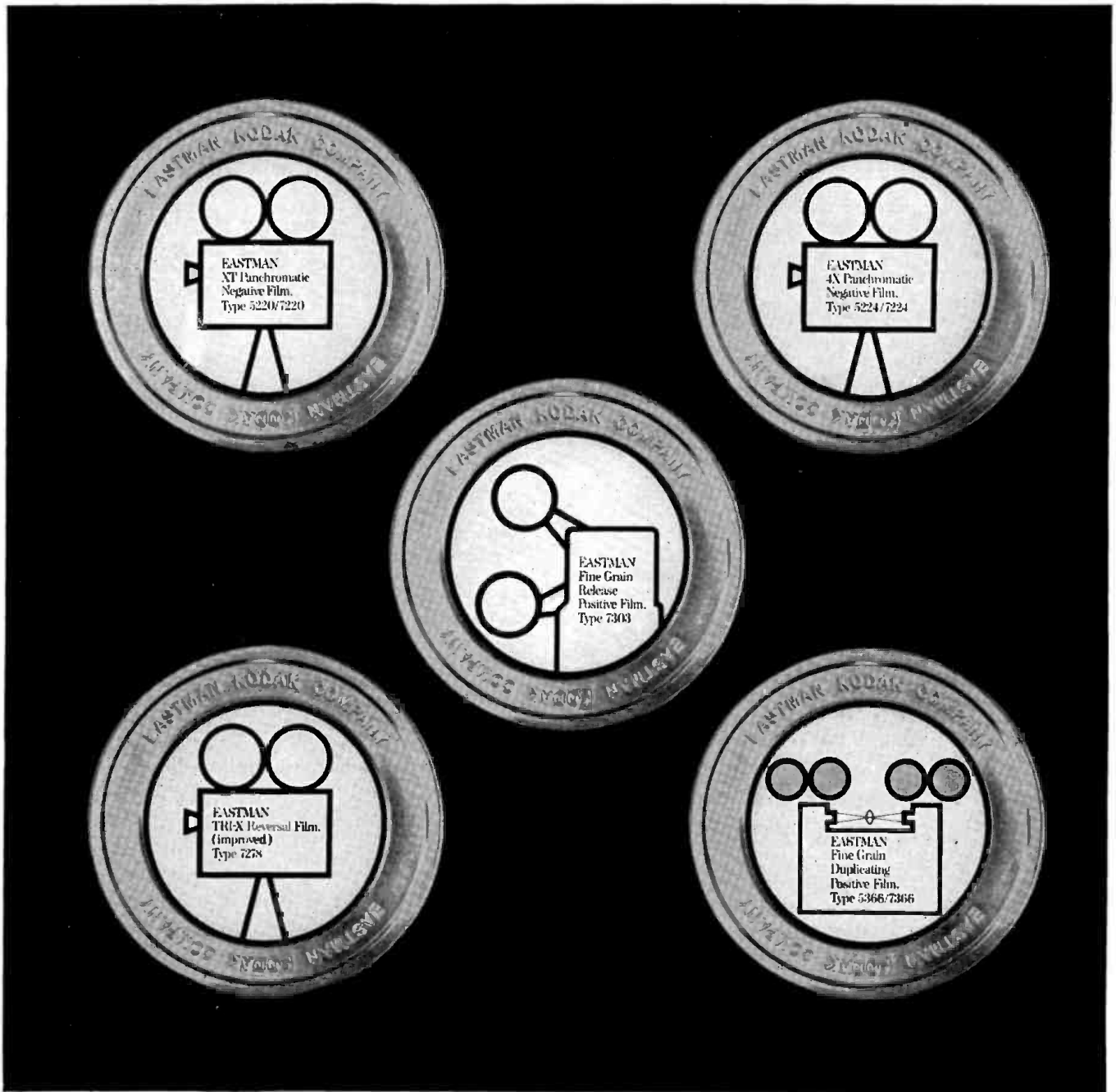
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### 4. EASTMAN TRI-X Reversal Film (Improved), Type 7278

For sports, news, documentary, our new TRI-X Film leads the way in tonal quality and reduced flare and halation. Because "blooming" is eliminated, TRI-X Film is particularly good for the high-contrast subjects often encountered in night sports and news photography.

### 5. EASTMAN Fine Grain Duplicating Positive Film, Type 5366/7366

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# WOAI-AM-TV sale is approved

Crosley's \$12 million purchase of fifth VHF station and second 50 kw clear channel AM gets 4 to 2 vote

The FCC last week approved Crosley Broadcasting Corp.'s purchase of WOAI-AM-TV San Antonio, Tex., from Southland Industries, for \$12 million in cash.

The acquisition gives Crosley, a subsidiary of Avco Corp., its fifth VHF television station and its second clear-channel AM. Crosley also owns another AM and an FM.

The commission vote was 4 to 2, with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting. Commissioner Bartley, in voting for a hearing on the application, said he could not make a determination, on the basis of the evidence available, that the sale would improve "the general structure of broadcasting."

Commissioner Cox felt the logic if not the letter of the commission's interim rule on multiple ownership dictated a hearing in the case. Under the rule, hearings are required in virtually every case in which a licensee owning two VHF's in the top 50 markets seeks a third in those markets.

Crosley's four VHF's are in the top

50—WLWT(TV) Cincinnati, WLWC(TV) Columbus, and WLWD(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis. However, San Antonio is in the 53d market, according to *Television Magazine* (TELEVISION, March 1965).

WOAI operates with 50 kw on 1200 kc. Crosley's other clear channel station is WLW Cincinnati, which operates with 50 kw on 700 kc. Crosley also owns WWDC-AM-FM Washington. The acquisition of the Washington stations was approved by the commission July 28 (BROADCASTING, Aug. 2).

Both WOAI and WOAI-TV are affiliated with NBC. The radio station began broadcasting in 1922, the television station, on channel 4, in 1949. Both began operations under Southland ownership.

## House groups hears Henry on three bills

The House Commerce Committee last week heard testimony from FCC Chairman E. William Henry on three commission-sponsored bills which have passed the Senate.

The bills, S903, S1554 and S1948, were expected to be passed without objection by the committee (BROADCASTING, Sept. 13), but S1948 and S1554 have been held up in committee action.

The bill calling for the illumination and the painting of broadcast antenna towers (S903) was approved by the committee.

The committee, however, wants "further knowledge" on the conflict of interest bill, S1948, and because of this, did not have time to approve the third bill, S1554, which substitutes the secretary of defense for the secretaries of the Army and Navy as the person to be notified for the filing of certain applications in the common-carrier service.

**Conflict Bill** ■ The primary purpose of the conflict of interest bill is to allow the commission to employ special consultants and workers from industry for special problems in broadcasting, or in time of national emergency with an exemption from conflict charges. The bill would also allow the commission to exempt certain commission employees from conflict of interest charges so that they might secure parttime employment with a company that also hap-

pened to be a licensee, if the nature of the work did not entail the employee working on the broadcast facility.

Commerce Committee Chairman Oren Harris (D-Ark.) and Communications Subcommittee Chairman Walter Rogers (D-Tex.) seemed dissatisfied with the conflict of interest bill as they both questioned Chairman Henry at length on it.

Representative Harris asked how much trouble the conflict of interest section of the Communications Act had caused the commission. Chairman Henry replied that the rule had not caused such problems yet, but that the commission sought the new legislation before conflicts come up.

There was some question, too, on the commission's proposed exemption of executive reservists, those from the industry who would aid the commission in time of national emergency, and special governmental employees such as consultants.

**Fraternization** ■ Representative Harris commented that commissioners and members of the commission's staff had attended conventions of the National Association of Broadcasters, and other associations of industry interest. He said that this was good, but that he would not want the government employees to fraternize to the extent that their judgement would, in any way, be unjust.

He said that greater cooperation between government and industry had been one of his main goals as a congressman, and that if he had aided in furthering the cooperative movement, he would leave his help as a "legacy" to the commission and to the industry.

## Balaban testifies at Conn. CATV hearing

The question of whether applicants for community antenna television franchises in Connecticut who also operate television stations should be given preferential consideration by the Public Utilities Commission in granting those franchises was raised through testimony by Elmer Balaban, vice president of Connecticut Television Inc., as the cross-examination phase of the hearings resumed in Hartford on Sept. 13.

Connecticut Television is one of more than 20 applicants currently being heard.

Mr. Balaban, who with his brother Harry holds interests in a number of Midwest broadcasting properties and motion picture theaters, is constructing a CATV system in Danville, Ill., through WICD(TV) Danville. He said that since WHNB-TV (ch. 30) New Britain-

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Hartford, Conn., has demonstrated "a high degree of responsibility to the communities it serves." Connecticut Television, which operates the station, should be given preference over non-broadcaster applicants.

Mr. Balaban asserted that, if given the franchise, he would not withhold television service from out of state stations with the exception of those which duplicated existing network service. He stated that the profits from CATV would be directed to his TV station as 80% owner of the proposed CATV, to offset any dilution of audience caused by the increase of available television signals through the CATV system.

Asked by PUC Chairman Eugene S. Loughlin whether Mr. Balaban's company had considered taking advantage of the new rates for CATV installation and maintenance filed with the PUC by the Southern New England Telephone Co., he replied that he would

probably not use this service but would prefer to make a capital investment and own his equipment.

## Pa. broadcaster upset with NAB over CATV

A Pennsylvania radio broadcaster, who feels the National Association of Broadcasters is working with TV stations to "stifle or preferably exterminate CATV," has told Vincent Wasilewski, NAB president, that he is "considering" resigning from the association.

Louis N. Seltzer, president of WCOJ Coatesville, Pa., said he cannot understand why NAB is going along "with this biased ploy supporting only a minority just because that minority is wealthy and influential." He said the NAB's policy in supporting FCC regu-

lation of community antenna systems puts the association in alliance with the TV stations in asking the FCC to "hamstring and legislate CATV right out of business."

Mr. Seltzer, whose Chester County Broadcasting Co. is a CATV franchise holder in Coatesville (BROADCASTING, July 26) and an applicant for a franchise in West Chester, Pa., said he didn't want his dues to "operate to the detriment of the industry and to our own detriment."

Mr. Wasilewski told the Pennsylvania broadcaster that the NAB's position is one that has been endorsed by the full board, made up of radio and TV broadcasters, and that the association's position does not reflect only the TV side. In addition, he noted, the NAB's CATV position will be discussed at the association's fall regional meetings with broadcasters and CATV'ers.

## The expanding sphere of IRTS

An association that grew from Broadcasters Bull Sessions into the Radio Executives Club and then the Radio and Television Executives Society, and which seems always to have grown out of whatever name it has chosen, now finds itself growing into its latest one as the International Radio and Television Society.

This week the organization, approaching its 26th anniversary kicks off its 1965-66 season with what is becoming a traditional event—the FCC "newsmaker" luncheon, which annually features the current FCC chairman as speaker. It will be held Friday with Chairman E. William Henry making his third appearance in this IRTS role.

IRTS, having resisted geographical expansion for the first 25 years of its existence, is now interested in spreading its services nationally and even globally. Following an affiliation with the Hollywood Advertising Club last year and the formation of its first chapter, IRTS-San Francisco, the association is now working to promote affiliation and chapters both abroad and in the United States.

Coming up to its official 26th birthday in November, the association has expanded its activities steadily in recent years and now considers itself to be in a new era in which its projects are giving it national exposure and are aimed at increasingly important service to broadcasting and broadcast advertising.

In the past year it instituted a

radio commercials production workshop and a broadcasting and the law seminar, formed an educational television study committee and inaugurated a scholarship program.

**ETV Projects** ■ Recently it has aimed a good deal of its attention at the field of educational television and its ETV study committee has completed a report that suggests a national program among broadcasters to promote ETV—not necessarily through donations of funds.

The committee has proposed a conference at which ETV practitioners could draw on the experience and techniques of commercial broadcasters. There is also a possibility that the Advertising Council will mount a campaign in support of ETV at the suggestion of the IRTS committee.

In its first years, the organization did not pretend to a seriousness of purpose. It began in 1939 as the aftermath of a trip by agency time-buyers to witness the installation of a new transmitter at KDKA Pittsburgh.

The group hung together after this outing, forming Broadcasters Bull Sessions. It soon became more serious in its activities, adopting Radio Executives Club as its name.

**A Merger** ■ Another group, which was started by some New York University students in 1941 and called the American Television Society, merged with the radio association in 1952, forming Radio and Television Executives Society.

The organization's latest name was adopted in 1962 to reflect the increasingly global scope and influence of the electronic media.

IRTS, with some 1,300 members, about 900 of them in the New York area, manages its affairs on a modest budget of approximately \$80,000 with a fulltime staff of six people headed by Executive Director Claude Barrere.

Serving to focus national attention on IRTS works has been its effort to bring together the academic world and the broadcasting field through an annual college conference at which broadcasters speak to, and with, students assembled from all over the country on industry topics in formal panel sessions and informal discussions.

More than 50 companies donated money last year to aid student delegations in making the trip to the New York conference.

In 1962, the society formed the International Radio & Television Foundation, which provides funds for IRTS educational projects.

Another IRTS function bringing recognition to the society has been its own recognition of outstanding men in broadcasting with an annual Gold Medal award.

The society's evolution has not turned it away from an original interest in time buying and selling. Its time buying and selling seminars, initiated in 1954, are still popular annual events.

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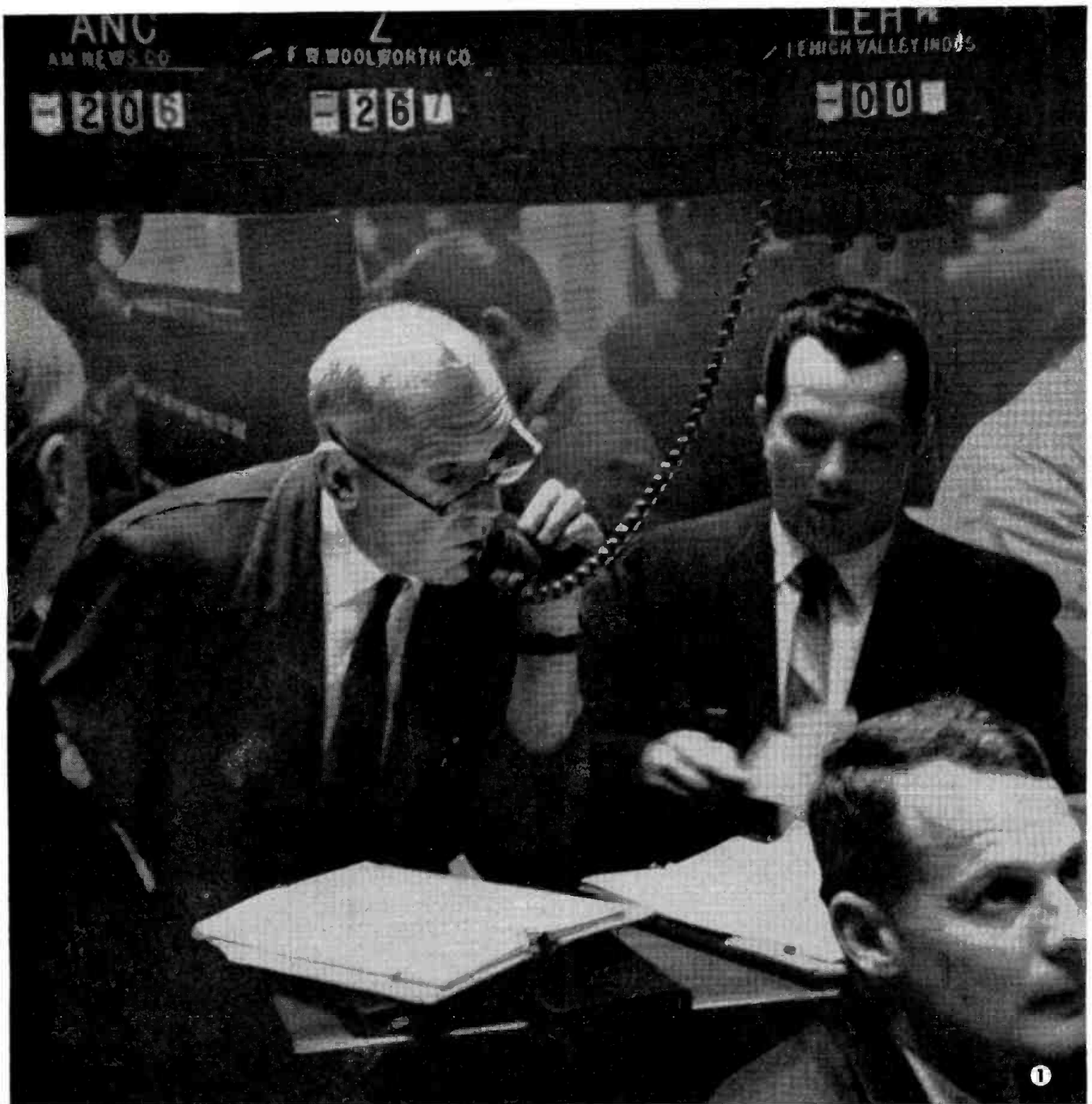
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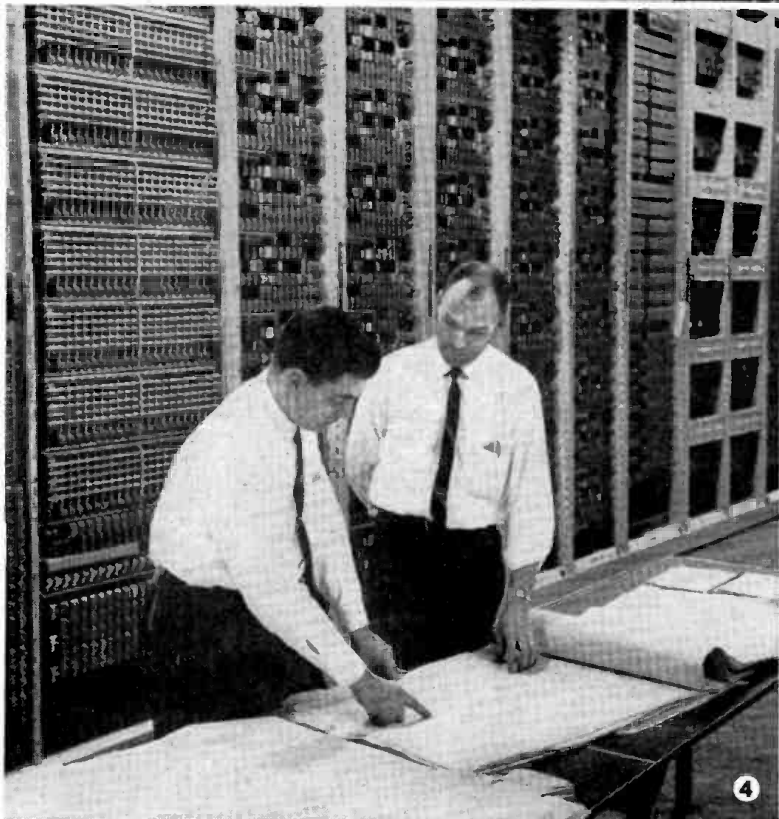
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a particular stock. Bell System Data-Phone\* equipment tells the computer which stock is being queried, by converting dial impulses into coded data.

**4. Telephone Center.** Western Electric built and installed the high-speed access telephone switching equipment which connects the Exchange's computer center with up to 1,000 private telephone lines. This is the largest private Bell System switching system and it supplies data on 1,600 stocks by "computer voice" to brokers. Warren Schutt of W.E. and Charles Eifinger of New York Telephone Co. check specifications of system.

**5. Handles 400,000 calls.** The Western Electric built Data-Phone equipment can handle up to 400,000 calls daily depending on message length. The average message time is six seconds.

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# KWK interim bids turned down

FCC's review board says temporary grant would prejudice proceeding to determine permanent occupant of facility

Seven applicants for interim operation on facilities to become vacant with the scheduled Sept. 30 demise of KWK St. Louis were pondering their next move last week following the FCC review board's surprise decision to deny each of their applications.

Board members Dee Pincock and Horace E. Slone held that there was no compelling need for the service which would override the prejudicial effect they said a grant of any of the interim applications would have on the outcome of the contest for permanent authorization. All seven are involved in applications for permanent operation.

Sylvia Kessler, the third member of the panel, agreed that all seven applications should be denied. But she issued a one-page dissenting statement, supported by a 21-page "statement of the case." She argued that the applicants proposing to use the KWK facilities should be allowed to amend their applications to "establish their basic

qualifications."

She said that although there is no extraordinary need for service, it would be in the public interest to maintain the status quo of the channel assignment until a determination could be made, in the comparative hearing for permanent authority, as to whether or not any changes should be made.

**Commission Criteria** ■ The commission, in inviting applicants for interim operation on the KWK facilities, said it would "consider joint applications (by applicants for permanent authority) or individual applications (by parties not seeking permanent authority). . . ."

In addition to meeting this qualification, Miss Kessler said, an interim operator should propose an investment in station facilities that is not "substantial," lest the expenditure of a large sum on the interim operation have a psychological impact on those deciding the contest for permanent authority.

The station, which operates on 1380

kc, with 5 kw, unlimited, has been a losing operation since 1961. However, 15 applicants are seeking the 1380 kc facilities on a regular basis, 12 of them in St. Louis, and one is seeking 1390 kc in Louisiana, Mo., a community of 4,286 population, 72 miles northwest of St. Louis.

Five of the seven applicants for authority to operate until a permanent licensee is chosen, a process that might take two years, have filed applications for permanent authority as well.

A sixth, Radio Thirteen Eighty, is composed of seven other applicants for permanent authority. And the stockholders of the seventh, Thirteen Eighty Radio Corp., are principals in the KWK Corp., which is also seeking a permanent authority. A principal in KWK and Thirteen Eighty Radio is Arthur W. Wirtz, president of the present parent corporation of KWK.

The commission ordered KWK's license revoked in 1963, before Mr. Wirtz acquired the property, because of the broadcast of fraudulent contests. The station has continued to operate as Mr. Wirtz played out a series of legal moves in the commission and the courts seeking a reversal of the revocation decision.

**Appeal Likely** ■ Attorneys for the interim applicants indicated an appeal to the commission from the board's action is likely. No decision on the best way to proceed had yet been made, but applicants are under pressure to move swiftly, to forestall termination, on Sept. 30, of service by KWK. The station has been on the air since 1927.

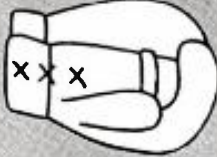
Five of the interim applicants propose operating with the same or similar facilities as KWK—Radio Thirteen Eighty, Thirteen Eighty Radio, Great River Broadcasting Inc., Missouri Broadcasting Inc. and Victory Broadcasting Inc.

Clermont Broadcasting Co. proposes operating on 1380 kc but with power of only 1 kw day and 500 w at night. Pike-Mo Broadcasting Co. is the applicant for regular and interim authority on 1390 kc, with 500 w day, in Louisiana.

The review board concluded that "there is no immediate and compelling need either in St. Louis or Louisiana which might override the prejudicial effect resulting from a grant of interim authorization to one or more of the applicants for regular authorization."

The board, basing its decision on past commission and court cases, said an interim grant to an applicant for permanent authority could influence the decision in the contest for a regular license.

The board recognized that the joint application of Thirteen Eighty Radio, which is not seeking a permanent license, presented a somewhat different

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### New building dedicated

The high command of Whitney Communications Corp., parent of Corinthian Broadcasting Corp., turned out Sept. 9 for the dedication of a new building housing WISH-TV Indianapolis, a Corinthian property. Pictured in front of the building (l-r) are Walter N. Thayer, president of the parent company; John Hay Whitney, chairman; Robert B. McConnell, vice president-general manager of WISH-TV, and C. Wrede Petersmeyer, president of Corinthian. The new structure cost some \$800,000—not counting land or technical equipment.

problem. But the board said that since the applicant proposed to make "substantial investment" of \$120,000 in station facilities, a grant might prejudice the hearing for a permanent license.

"Any cognizance taken in the regular proceeding of the interim investment, or any tendency of the interim grant to discourage competitors for the con-

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struction permit, would place the seven applicants in a favorable position," the board said.

It added that the investment might influence judgments made on questions concerning complaints of other stations about interference caused by KWK at 5 kw.

Eleven of the St. Louis applicants, all but Clermont, have been trying to iron out differences among themselves and form a joint application that would meet the commission's standard for a joint applicant. They informed the board last month that they had reached an agreement with Milwaukee Broadcasting Co., owner of KWK, for purchase of that station's facilities for a total of \$650,000. The agreement, however, has not yet been submitted to the board.

Both the board majority and Miss Kessler held that the proposal, in any case, would not meet the basic qualifications test, since the investment, they said, would have to be characterized as "substantial."

### CATV clearance solvable—AMST

A spokesman for the Association of Maximum Service Telecasters last week said that problems of copyright clearance for community antenna television systems were not only "surmountable, but could be solved in a practical way."

He maintained that program schedules, if followed by the CATV operator, would allow appropriate time to secure the copyright clearances prior to the time of the broadcast, and that this should be done to protect the investment of the program producers, the stations, the networks and other sources.

Ernest W. Jenness, general counsel for AMST, proclaimed the association's views in a supplemental statement filed before the House Judiciary Subcommittee dealing with copyrights and the revision of the copyright laws.

He called the action of CATV "parasitic" in the way it gets the product it sells. And he said that the product was "programs, because no matter how high the technical quality of the signal delivered, if a CATV did not offer programs, it would go out of business."

**Practicality** — Mr. Jenness told the subcommittee that CATV systems can readily determine by reading a station's schedule, which programs will be broadcast over a specific station with ample time to secure copyright clearances. If the CATV operator can not secure the copyright protection in time, he can

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eliminate the program from transmission over his system, he added.

He said that the CATV operator can deal with the television networks for copyright clearance which would, he feels, cover about 60-65% of network affiliates' program time. He said that locally produced programs of the stations could be cleared with the stations, for, every CATV operator knows the stations whose signals he carries.

As for regularly scheduled live sports programs, Mr. Jennes said they are either carried on a regular basis by particular national networks and their affiliates, or by special sports networks or by the particular local stations.

The rest of the programming of stations he said, is mainly constituted of feature films and so-called syndicated programs.

Syndicated programs and feature films could be cleared for use by the CATV operator if he sought the names of the films the station had acquired rights to, and then received the clearance of the producer or of the syndicator.

**Refers to Ford Statement** ■ He referred to the statement made on behalf of CATV by Frederick W. Ford, president of the National Community Television Association, and said that the statement alleged inconsistency between the FCC's requirements that the CATV's carry signals of local TV stations and the existence of copyright protection with respect to particular programs transmitted by the CATV's. But, he told the subcommittee, there is no inconsistency.

Mr. Ford had earlier told the sub-

committee that "it would be administratively impossible for a CATV owner to obtain advance clearances for all the programs his system carries," and that since "CATV's are just extensions of the set owner's antenna, they should have the same right to broadcast material as the general public" (BROADCASTING, June 28).

Mr. Jennes said that this request for exemption "breaches the principle that the user of the work should compensate the owner for the use of that work."

He recognized the problems inherent in a network's or station's infringement of a copyright, but he said that they, and not the CATV, would be the prime candidates for the role of defendant. He pointed out that "the real risk of the CATV operator exists only when he operates with recklessness toward the copyrights of others."

**Signals and programs** ■ As for the inconsistency purported by Mr. Ford, Mr. Jennes said that the commission neither "implicitly nor expressly suggests that the CATV operator must carry any particular program of any particular station" if it would be a violation of the copyright for the CATV to do so. Moreover, he says, the commission only requires that the CATV carry the signal of the local station, to prevent unfair competition between that station and others that might be made available from other areas.

In conclusion, AMST asked the subcommittee to disregard the impracticability of securing copyright clearance as a basis for exemption of CATV's, and not to grant such exemption.

Hearings on the copyright revision in

the House were over two weeks ago (BROADCASTING, Sept. 6), but the AMST statement was filed as rebuttal of Mr. Ford's statements made before the committee last June.

The subcommittee is expected to solicit further appearances on behalf of both CATV and broadcasters in an effort to resolve differences before taking the copyright bill (HR 4347) before the House. And nothing is expected to be done on the bill during this session of Congress (BROADCASTING, Sept. 13).

## KNX radio tower felled by vandals

KNX Los Angeles, CBS-owned 50 kw radio station, was silenced at approximately 10:40 p.m., Wednesday night (Sept. 15) as a result of malicious vandalism which toppled the station's transmitting tower. KNX-FM continued to broadcast without interruption.

The 490-foot tower was located in the center of a 22-acre lot at 190th Street and Hawthorne Boulevard in Torrance in the south part of Los Angeles, more than 20 miles away from the station's studios and offices in Hollywood.

From all appearances, the vandals broke through a galvanized iron fence and then with a hacksaw cut through a turnbuckle two inches thick. When the turnbuckle gave way, it released one of three sets of tightly wound cables that served as guy wires to keep the tower anchored firmly. With the tension on one side released, the pressure of the other two guys pulled the tower to the ground. KNX immediately lost its signal and the station was off the air.

The vandals cut the south set of cables, apparently in hope this would cause the tower to fall on the transmitter house directly south of the tower's base. Instead, the tension of the other guys pulled the tower back, away from the transmitter house. The release of the severed cable pulled against the porcelain base with such force that it was snapped in half. The lower half remained riveted to its concrete base. The upper half flew through the air for about 50 feet, when the tower fell, and landed with such force that the two-inch steel bars of its framework were twisted into a spaghetti-like tangle.

The FM tower escaped injury as it is located atop the TV transmitting tower of KNXT(TV) on Mount Wilson, some 30 miles from the Torrance location of the AM tower.

A unit of the Torrance police de-

## No TV licenses for Birch society

The general counsel of the FCC last week told the Senate Commerce Committee that the John Birch Society could not become a licensee of an educational television station, and that the fairness doctrine applies to all broadcast licensees, regardless of whether they are maintained by educational groups.



Mr. Geller

Henry Geller, general counsel at the commission, was answering questions to this effect, raised at the committee hearing on the appointment of Robert T. Bartley to a third term on the commission (BROADCASTING, Sept. 6).

At the hearing, Senator Ross Bass

(D-Tenn.) asked if an ETV could "brainwash" the community it serves by expounding extremist philosophies under the guise of education.

Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, asked Commissioner Bartley to have the general counsel answer the questions by memorandum to the full committee.

Mr. Geller told the committee that to gain a license for an ETV, the applicant has to be either one or more recognized educational institutions; a duly constituted educational foundation; a nonprofit, tax-supported organization other than a local school system, or a local school system. And, he said, the Birch Society is none of these.

The fairness doctrine, he stated, applies to all the commission's licensees and has been invoked in response to programs aired on educational facilities.

partment witnessed the crash of the tower, but was not able to capture the persons responsible for its destruction.

Officials at the station could not think of any reason for the attack on the KNX tower. Robert P. Sutton, general manager who was in New York on business when the vandalism occurred, editorializes regularly on matters of local interest, but there is no group that has been so aggressively attacked as to provoke so violent a response, in the opinion of other KNX executives.

The station announced that all KNX advertisers will be given full make-goods for commercials not broadcast while the AM signal was not operating, although these commercials were aired on KNX-FM. The KNX-FM operation is complete duplication of KNX and no charge is made for FM alone.

Engineering personnel from CBS headquarters in New York arrived in Los Angeles late Thursday afternoon to assist KNX engineers in erecting emergency towers to get the station back on the air as soon as possible.

Meanwhile, other Los Angeles stations were establishing extra guards at their transmitter sites as a precautionary measure, should the attack on the KNX tower prove to be part of an antiradio campaign.

## Group owners name research firm

United Research Co. of Cambridge, Mass., was retained by the Council for Television Development last week to make a major study of group station operations and TV competition (CLOSED CIRCUIT, Sept. 13).

The council was formed a few weeks ago by group owners opposing the FCC's plan to limit multiple ownership of stations in major markets (BROADCASTING, July 26). The research project is envisioned as one of its principal weapons in the battle.

The FCC last week granted the motion of the council to extend the deadline for comments on the proposed rule-making (see story this page).

Hathaway Watson of RKO General, chairman of the council's research committee, reported the awarding of the contract to URC after a meeting of the committee and URC officials in New York Thursday (Sept. 16).

He said a detailed history of the growth of multiple ownership and evolution of the FCC's current proposals had been prepared by W. Theodore Pierson, Washington communications attorney who represents the council, and that this was turned over to URC.

The research firm's immediate assignment, Mr. Watson said, is: (1) to

## And a case of arson in South Carolina

A 19-year-old-disk jockey last week was sent to the South Carolina state hospital in Columbia for examination after he admitted setting fires at WANS Anderson, S. C., and WRDW Augusta, Ga.

Joe Harris, the DJ, had been charged with setting fire to WANS last Monday night (Sept. 13) and claiming at the time he had been assaulted by an unknown person who apparently started the fire. The following day he admitted to police that he had piled reels of tapes and papers on the console and started the blaze, because he had "an urge" to. He said there were no attackers.

Mrs. Carolyn Turner, general manager of the station, said the fire destroyed the studios and offices and that the station off the air until Thursday, when it resumed broadcasting from a trailer with new equip-

ment that had been flown in. Mrs. Turner said there was no dollar estimate of the damage and that the station was covered by insurance.

After his arrest and arraignment on a charge of arson by South Carolina authorities, Harris admitted to Georgia state police that he had set fire to WRDW two weeks earlier; a blaze that destroyed the new studio-office building. In addition, he admitted to having smashed all the windows in WRDW's new building a few days before committing the arson. It is expected he will face malicious mischief and arson charges in Georgia.

Mrs. Turner said Harris was a recent graduate of a Sarasota, Fla., engineering school and that he had gone to work for WRDW in mid-August. After two weeks there, he was sent to WANS. The stations have common ownership.

analyse the degree of competition that exists between individual stations in a market and between television and other media generally, and (2) to research the ways in which group operators function—relationships between headquarters and owned stations, the degree of autonomy allowed the stations, whether policy on such matters as news and public affairs programing is set corporately or by the stations individually, etc.

Date for the next meeting will depend largely on URC, Mr. Watson said, but he indicated a session to get a progress report and discuss the project probably would be held in about a month.

Ward Quaah, WGN Inc., is chairman of the executive committee of the council, which is composed of most of the country's major group owners.

## Extension granted

The FCC last week granted the motion by the Council for Television Development to extend the deadline for comments on the proposed rulemaking which would prohibit an individual or corporation from owning more than three stations (not more than two of them VHF's) in the top 50 markets.

The deadline for comments was extended from Oct. 1 to April 1, 1966, and the deadline for replies from Nov. 1 to May 2, 1966. The commission recognized that the council was a newly formed organization, that it was developing a research program to investigate the proposed rulemaking, and that more time was needed by the United Research Co. of Cambridge, Mass. to complete the study (see this page).

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# Emmy still has her problems

West Coast critics say elimination of categories also eliminated the suspense from presentation; the score: East 23, West 6; NBC 14, CBS 12, ABC 3

Television's Emmy, which last year was deserted temporarily by two of the three TV networks, is faced this year with a revolt from the West Coast. The award, shorn of its traditional categories and resulting competition among programs and individuals, was intended this year to symbolize "excellence" wherever it was found.

The Emmy was given 29 times this year with NBC-TV the winner among networks in number of honors received: NBC 14, CBS 12, ABC 3.

But, according to West Coast critics, the whole evening was a losing affair with the basic show business element of suspense lacking with the elimination of the 27 categories of last year. The score between East and West Coast originations was East 23, West 6.

Entertainment shows drawing most attention and most awards, at the presentation ceremonies telecast by NBC-TV, were a CBS-TV nomination, *My Name is Barbra*, the special starring Barbra Streisand and NBC-TV's "The Magnificent Yankee," one of that network's *Hallmark Hall of Fame* series.

A station award went to WDSU-TV

New Orleans for its special entitled *Ku Klux Klan* and the Canadian Broadcasting Corp. received the international award for its presentation of *Le Barbier de Seville*.

Criticism of last week's Emmy program, largely from the West Coast, centered on an alleged lack of suspense in the show's format. This was blamed on the new awards system, which precludes contest situations between individuals or programs.

**No Easy Job** ■ Hollywood echoed the sentiment of Rod Serling, National Academy of Television Arts & Sciences president: "I was appalled at the proceedings." The general feeling of those in the Palladium, where the Hollywood part of the two-hour show originated, was that the New York producers had fallen down on the job. "It's not easy to make Sammy Davis Jr. look bad," one newsman commented. "But they certainly succeeded tonight."

Some of the blame for the tedious proceedings was put on the new method of making the awards, which eliminates the element of program-to-program, person-to-person competition. "They

took the horse race out of the awards and when they did that they took the interest out too," was a general comment in Hollywood with which President Serling expressed full agreement. Nor did he attempt to evade his share of the responsibility for the new system.

"I'll take my place in the dock," he said ruefully.

An academy representative in New York said it is important not to confuse the merits of the new awards system with the format of the program on which they are presented. He suggested that the awards telecast could be spruced up considerably to make it more exciting to the viewing public without tampering again with the method of choosing Emmy winners.

The question was raised whether networks would want to carry the program next year after considering the industry fussing and feuding that have attended the awards and the possible lack of audience appeal should the program be presented in the same format next year.

The academy has been receiving \$250,000 each year from NBC for rights to the award ceremonies.

**Exploitation** ■ John Guedel, president of the Hollywood chapter, said a change is needed. It's not basically a tough problem if you agree on what the academy should be," he said. "The academy is not an exclusive club; it's an industry exploitation. In exploitation the key work is showmanship and when



Producer Jarvis with the six Emmys for NBC News' 'The Louvre.'



Mr. Secondari, Miss Rogers accept Emmy from Secretary of Agriculture Orville Freeman for ABC-TV's 'I, Leonardo da Vinci.'



Miss Streisand, a winner for CBS with 'My Name is Barbra.'

you have showmanship you have something that is clear, unconfusing and easy to understand. You must have competition and so you must have categories.

"There been some talk of dropping the public presentation of the awards and making it a private affair, with no broadcast shows and no national publicity," Mr. Guedel observed. He does not share that view. "A part of the value of an award to an individual or organization is the publicity it brings," he declared. "No one wants to receive an award in a broom closet. Besides, the broadcast gives the academy the money to support a lot of other activities that are purely for the improvement of television and the benefit of the people working in TV."

The trustees of the academy (10 from New York, 10 from Hollywood and 10 from the rest of the country) are scheduled to meet in New York Sept. 24, when it is expected that this year's telecast will be a prime item on the agenda.

**Art Big** ■ The 29 winners were picked from a list of 78 final nominations and included two art documentaries, NBC-TV's *The Louvre* and ABC-TV's I, "Leonardo da Vinci," one of ABC-TV's *Saga of Western Man* documentaries.

A narrow distribution of honors under the revised Emmy award system is indicated by the fact that three programs, *My Name is Barbra*, six awards; "The Magnificent Yankee," five awards, and *The Louvre*, six awards, accounted for 17 Emmies or more than half of the total distributed.

According to officials of the academy over 2,000 entries were received for examination, 78 of which eventually made it to "Blue Ribbon" panels which picked the winners.

Last year, under the academy's traditional category system in which nominees vied against each other rather than against a standard of excellence, 28 Emmy statuettes were awarded plus international and station honors.

The similarity of this year's figure of 29 Emmies is purely coincidental according to Peter Cott, executive director of the academy.

The telecast of the Emmy program on NBC-TV lasted a full two hours (10-12 p.m., Sept. 12) although it had been originally planned as a one-and-one-half hour show.

The only rating information available on the program was a New York City Nielsen figure which gave it a 30.2 rating for the 10-12 p.m. period.

Considerable discussion has surrounded the academy's plan to rotate the Emmy award program in coming years between the three TV networks.

An academy official has indicated that all three networks have given

tentative verbal approval to such a plan though it has not been set firmly.

A complete list of 1964-65 Emmy winners follows:

**Outstanding program achievements in entertainment** ■ *Dick Van Dyke Show*, Carl Reiner, producer (CBS). *My Name is Barbra*, Richard Lewine, producer (CBS). "The Magnificent Yankee," *Hallmark Hall of Fame*, George Schaefer, producer. (NBC). "What Is Sonata Form?" Roger Englander, producer (CBS), *New York Philharmonic Young People's Concert*,

**Outstanding individual achievements in entertainment** ■ Actors and performers: Alfred Lunt, "The Magnificent Yankee," *Hallmark Hall of Fame* (NBC); Barbra Steisand, *My Name is Barbra* (CBS); Dick Van Dyke, *Dick Van Dyke Show-series* (CBS); Leonard Bernstein, *New York Philharmonic Young People's Concerts-series* (CBS); Lynn Fontaine, "The Magnificent Yankee," *Hallmark Hall of Fame* (NBC).

Writer: David Karp, "The 700 Year Old Gang," *The Defenders* (CBS).

Director: Paul Bogart "The 700 Year Old Gang," *The Defenders* (CBS).

Conception, choreography and staging: Joe Layton, *My Name is Barbra* (CBS).

Art directors and set decorators: Tom John, art director; Bill Harp, set decorator, *My Name is Barbra* (CBS) Warren Clymer, "The Holy Terror," *Hallmark Hall of Fame* (NBC).

Make-up artist: Robert O'Bradovich "The Magnificent Yankee," *Hallmark Hall of Fame* (NBC).

Musician: Peter Matz, *My Name is Barbra* (CBS).

Cinematographer: William Spencer, *Twelve O'Clock High-series* (ABC).

Lighting director: Phil Hymes, "The Magnificent Yankee," *Hallmark Hall of Fame* (NBC).

Special photographic effects: L. B. Abbott, *Voyage to the Bottom of the Sea-series* (ABC).

Color consultant: Edward Ancona, *Bonanza-series* (NBC).

Technical director: Clair McCoy, *Danny Thomas Specials*, "Wonderful World of Burlesque" (NBC).

**Outstanding program achievements in news, documentaries, information and sports** ■ *The Louvre*, Lucy Jarvis, producer. (NBC); "I Leonardo da Vinci;" *Saga of Western Man*, John H. Secondary and Helen Jean Rogers, producers (ABC).

**Outstanding individual achievements in news, documentaries, information and sports** ■ Director: John J. Sughrue, *The Louvre* (NBC).

Writer: Sidney Carroll, *The Louvre* (NBC).

Film editor: Aram Boyajian, *The Louvre* (NBC).

Cinematographer: Tom Priestley,

*The Louvre* (NBC).

Musician: Norman Dello Joio, composer-conductor, *The Louvre* (NBC).

**Station award** ■ WDSU-TV New Orleans, La., for its program *Ku Klux Klan*.

**International Award** ■ Canadian Broadcasting Corp. for its presentation of *Le Barbier de Seville*.

## KATV (TV) switches on its 2,000-foot antenna

A promotional campaign almost the size of the item being promoted was conducted by KATV(TV) Little Rock, Ark., to introduce its new 2,000-foot antenna.

The tower project, which was completed in early September, cost about \$1 million and was built by Ideco-Dresser, Columbus, Ohio. It replaces KATV's old 922-foot tower and, according to the station, enables KATV's signal to reach 301,000 people in central Arkansas. The station switched from the old to the new tower on Sept. 12 and was off the air 10 seconds for the change, KATV said.

The station featured the story "How to build a 2,000 foot tower" as part of its regular news broadcasts. It also sent

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its air personalities to surrounding communities to promote the new tower. More than 1,700 radio spots were bought in 23 towns and an eight-page supplement was run in 40 newspapers describing the tower and a special KATV contest.

## Drumbeats . . .

**Welcome back** ■ James H. J. Tate, mayor of Philadelphia (r) and Donald H. McGannon, president of Westinghouse Broadcasting Co., discuss the operations of Westinghouse's KYW-AM-TV Philadelphia at a luncheon given by the mayor and 250 area businessmen to welcome Westinghouse back to Phila-



delphia. Among things discussed was the change in format of KYW to an all-news operation tomorrow (Sept. 21). KYW-AM-TV had become Westinghouse Broadcasting stations again on June 19

after the FCC ruled that Westinghouse and NBC had to switch their Cleveland and Philadelphia stations back to their original properties (BROADCASTING, June 14).

**Calling Moscow** ■ A telephone call from a newsman in Greenville, S. C., to NBC correspondent Kenneth Bernstein in Moscow helped to start promotion for the Greenville Kiwanis club's 1965 travelogue series. The call, made by Norvin Duncan of WFBC-TV Greenville (an NBC-TV affiliate), was heard by 185 local business men at a Kiwanis club meeting. It preceded the club's first travelogue of the year, on Russia, which is planned for Oct. 19.

## EQUIPMENT & ENGINEERING

# Field strength study started

FCC-industry engineers form group to study proposed changes in rules on TV curves

The FCC and broadcasting industry engineers last week formed a working group with government and industry

representatives to study the problem of field strength (propagation) curves for incorporation into the commission's rules. Action came at the joint FCC-industry engineering conference held in Washington, Thursday (Sept. 16), to discuss the commission's May 5 proposed rulemaking revising the present curves.

Field strength curves are the basis currently used by the commission in determining basic coverage of FM and TV signals. Independent of terrain factors, the curves statistically predict signal strength as a function of distance and antenna height. The curves have two applications. Corrected with the so-called "2 to 10 mile rule" which adjusts for an average height of terrain, the curves yield station contours. Used directly to indicate signal strength over a distance, they are the key functions in determining station allocation. Present curves in the commission's rules were developed 15 years ago for application to both UHF and VHF bands. Very little was known at that time about UHF propagation.

Following research done by the commission, the May rulemaking proposal suggested major changes in the UHF curves. Recent data indicate that UHF signals are attenuated much sooner than original theory predicted. In the allocations table, this means that stations could possibly be placed closer together.

Studies conducted independently by members of the Association of Federal Communications Consulting Engineers indicated, however, that even the new curves proposed by the FCC were in error—at times more seriously in error than the originals. At AFCCE's request

the commission extended the time for comments and reply comments to Oct. 20 and Nov. 1, respectively (BROADCASTING, Aug. 16). Bob Silliman, chairman of the rules and standards committee of AFCCE told BROADCASTING: "We shall have these rules for a long time to come; [the industry] sees no need for hurrying any proposals through. We would like to have the most accurate curves possible."

Industry interest is especially active, now, because of the fundamental importance of the curves in establishing overlapping ownership. There are suggestions, particularly from Kear & Kennedy, Washington consulting engineers, that the commission should revise its rules to replace the curves' statistical approximations in contested matters of overlapping ownership with actual measurements (BROADCASTING, Aug. 23).

The first meeting of the working group was held Thursday afternoon following the conference. Guidelines for the study were established. Members of the group are Bob Silliman, AFCCE; Phil Rice, Bureau of Standards' Central Radio Propagation Laboratory; Howard Head, consulting engineer representing the Association of Maximum Service Telecasters; Frank Kear, Kear & Kennedy; James Parker, CBS, and unnamed representatives from NBC, the FCC's office of the chief engineer and the Broadcast Bureau. At Thursday's meeting Harry Fine represented the chief engineer's office and Hart Cowperthwaite, the Broadcast Bureau.

Permanent representative of the chief engineer's office will be chairman. Target date for the study is Nov. 1, present deadline for reply comments.

## Technical topics . . .

**Price change** ■ The General Electric Co. last week said the price for its new low-light-level, three-inch image orthicon tube, Z7866, is \$1,975. The company had earlier said the tube would

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cost \$1,680 (BROADCASTING, Sept. 13).

**Rep named** ■ Michael Scott Co., Wellesley Mills, Mass., has been named manufacturer representative of Norelco tape recorders in New England area, reported Wybo Semmelink, assistant vice president, North American Philips Co.

**GAF consolidation** ■ General Aniline & Film Corp., New York, has united its manufacturing, sales and distribution operations at a 40,000 square foot building in Arlington, Tex. For better supply to the southwest market, GAF has consolidated its Ansco photographic products, dyestuffs and chemicals, and its Ozalid reproduction sensitized-goods in the facility.

**New box** ■ With an eye towards interior decorating, the Eastman Kodak Co., Rochester, N. Y., is now box packaging its Kodak Sound Recording Tape in beige-colored boxes. The boxes, which have removable identifying sleeves, can be stacked vertically with numbers on the side and descriptions on the back. Kodak is packaging all of its five and seven-inch reels at no extra cost in the new boxes. The tape is available in lengths ranging from 625 inches on a Durol base to 3600 inches of long-play tape on a polyester base.

**ETV switcher** ■ Dixon Industries Inc., Gaithersburg, Md., has developed an automatic multiple distribution switching system for closed-circuit educational TV networks. The master program switcher can handle up to 20 video and audio inputs, switching them from one to 100 output channels. The switcher has modular cross-bar switches, solid-state controls, complete unity gain, auxiliary power system, and monochrome and color handling.

## More citizen's band frequencies proposed

A resolution to curb the FCC's regulation of the citizen's band radio and to enlarge the number of frequencies allocated to citizen's band was introduced last week by Representative Walter H. Moeller (D-Ohio).

The resolution (HRes 377) was referred to the House Rules Committee.

The main thrust of the move is to get the commission to "ease up" on the short-wave radio broadcasters, an informed source stated.

The resolution is a companion to an earlier one proposed by Representative Frank T. Bow (R-Ohio).

Representative Moeller did not specify where the commission would get the other frequencies, nor did he say how he intended for the commission to cease regulation of the citizen's band.

## FM set sales outlook good

### EIA traces five-year record, says future even more promising

A gigantic five-year growth and projected future increase in factory sales of FM radios is being reported today (Sept. 21) by the Electronics Industry Association.

In an analysis of FM factory sales, the EIA study shows that in 1964 sales of FM sets for the home were about three times as great as 1960 sales. It also estimates that by the end of 1966 the figure will be 8,075,000 or four times the 1960 total of 1,989,000 units.

In 1960, the study shows, sales of FM and FM-AM sets were only 12% of the AM set sales. Last year's figures show FM and FM-AM sets at 33.6% of the AM sales and the projection for 1966 is that FM and FM-AM set sales will be 42.6% of the number of AM's

The EIA survey, which covers domestic and foreign-made sets, reports that one of every four sets for the home sold last year could receive FM. By 1966 this ratio should be one out of three. At the start of the FM boom era in 1960, the ratio was one out of nine.

The FM auto radio, which received significant marketing starting with 100,000 sets in 1962, had sales of 310,000 sets last year and is expected to reach 500,000 sets in 1966, according to EIA.

While FM domestic sets more than doubled from 1,639,000 in 1960 to 3,662,000 in 1964, foreign-made set sales increased 10 times, going from 200,000 to 2 million. The 1966 pre-

diction is for 5.1 million domestic sets and 2.7 million foreign-made sets. Of the domestic sets, EIA says about 40% are incorporated into phonographs and 25% table models with the remainder classified as portables, clock radios, or with TV sets.

Although, the sale of FM table model radios steadily increased from 697,000 in 1960 to 983,000 in 1964, spectacular increases were received by clock radios and portables.

FM portables had sales of 17,000 in 1960; tripled to 58,000 in 1961; doubled that figure to 125,000 in 1962; more than doubled again with 333,000 in 1963, and jumped to 559,000 in 1964.

The FM clock radios went from 134,000 sales in 1960 down to 79,000 the following year, then progressed steadily upward to sales of 470,000 units last year.

Based on Radio Advertising Bureau figures of 151 million home radios in use today, EIA estimates that 23 million are FM sets. The total is expected to rise to 30 million FM's out of 161 million overall this year, and 38 million of 170 million for 1966.

## RCA predicts sale of 2 million TV sets

RCA's current sales of consumer home products, sparked by an increased volume of color and black-and-white TV set production, have been so high as to cause RCA to revise its earlier sales estimate of a 15% increase in home instruments business to a new goal in 1965 of a 34% rise above last year's record dollar volume.

The new appraisal was provided last week by Delbert L. Mills, executive vice president, RCA Consumer Products, at a meeting of the Electronic Analysts of Boston.

Mr. Mills said that RCA this year



will see TV set sales setting a new dollar record for both his company and for the industry. RCA, he noted, will manufacture and sell more than two million television receivers (color and black and white) in 1965.

In 1965, production of TV receivers, he said, bypassed the one million mark during RCA's second quarter, eight weeks ahead of last year's schedule. He indicated that the industry continues to be overwhelmed by demands for more color sets and studio equipment. Color TV represents a glamour product in the home entertainment industry and, as a successful new product, "by any measure—growth, profits or influence," ranks first, he said.

Mr. Mills estimated that in 1965, broadcasters, advertisers and consumers would invest close to \$2.5 billion in color TV sets, studio equipment, commercials and programing. Five years ago, he said, the representative figure was only \$100 million. He predicted that in five years the figure will be closer to \$7 billion. Singling out the consumer, Mr. Mills said their dollar share for the product would measure \$1.2 billion along with \$1.1 billion share for black-and-white sets. In addition, he said, the overall sales effect would augment the country's economy by billions of dollars.

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Cascade more than 50 Starline amplifiers. Vapor-proof, dust-proof, radiation-proof. GO JERROLD STARLINE...THE NEW CATV SYSTEM STANDARD. Jerrold Electronics Corporation, CATV Systems Division, 15th & Lehigh Ave., Philadelphia, Pa. 19132.



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## Errors found in UHF allocation

### Computer card with wrong symbol blamed for inefficiencies in table

A punch card prepared by Univac Corp. last year for use in programing the FCC's Univac III computer was scored to read TUN instead of TEQ. The mistake went undetected and was fed into the machine. The result, the commission disclosed last week, was a revised UHF table of allocations containing higher-numbered channels than necessary, and, in some cases, fewer assignments than possible.

The commission reported it had uncovered an "obscure error" in the computer program used to prepare the table that was adopted in June (BROADCASTING, June 14), in announcing that it will release a corrected table in "a few weeks."

The commission said the error did not cause any technically incorrect assignments. But it did say that the table was less efficient than it could be.

A complete new nationwide plan prepared after the error was detected produced "a few additional assignments" in areas already saturated with allocations, as in the Northeast, and increased the number of lower numbered—and therefore more desirable—channel assignments the commission said.

**More Available** ■ It added that the corrected plan left "a substantially greater number of channels available" for assignment in areas of the country where allocations are sparse. The total number of assignments—some 1,100 in 800 cities—is about the same as in the table adopted in June.

The error was detected accidentally by an engineer in the commission's rules and standards division, McIvor Parker, who has played a major role in the development of the UHF table.

While checking consulting engineers' complaints about the amount of work the commission required of them in preparing petitions for assignment changes, he came up with an answer to one problem that differed from a response given by the computer.

After making sure that he had not made a mistake in his manual operation, he and the commission's computer staff prepared tests for the machine. These indicated the machine was not performing as it should.

**Criterion** ■ The computer had been

programed to select assignments on a least-impact basis—that is, to make choices that would leave available for allocation elsewhere the greatest number of channel assignments.

But the computer, in making its selection, was found to be charging lower-numbered UHF assignments with a greater impact than the commission's engineers knew from their manual operations to be the case. For instance, a channel 15 assignment in a given situation was found to prevent 19 other assignments when the engineers knew the "right" answer was 11 assignments.

At that point, commission officials contacted Univac Corp., whose technicians had programed the computer for the UHF table project. After checking their work, the technicians discovered an error in the programing tape that had been prepared from thousands of punched cards.

TUN, which stands for transfer unconditional, had been printed instead of TEQ, which stands for transfer if equal. This instruction had the effect of causing the computer to "assume" more low numbered UHF assignments had been made than was actually the case.

The result, in turn, was that lower-numbered UHF assignments were often passed over by the computer unnecessarily as it searched for the most efficient assignments that could be made.

The commission, in announcing its intention to release a corrected plan, said it would not change channel assignments for which construction permits have been granted or for which applications were pending as of Sept. 15.

But it will consider requests by applicants and permittees for different channel assignments, the commission said. It also said that the corrected plan will "dispose of many of the petitions for reconsideration" that were filed following adoption of the new UHF table. A number of the petitions involve requests for lower-numbered assignments than those provided in the table.

## Tests of splashdown coverage plan asked

Western Union International and ITT Federal Laboratories, a division of ITT, have each asked the FCC for authority to conduct a series of tests leading to live television coverage of the recovery of the Gemini-6 astronauts at sea.

Under its proposal Western Union would first conduct a series of tests, Sept. 22-23, with a portable station at Taylor's Island, Md., and then a series of tests with the same ground stations located



on an aircraft carrier at sea.

ITT is requesting authority to test a transportable earth station aboard the aircraft carrier U.S.S. Essex. It said the purpose of the application "is to determine the compatibility of the earth station operation with other communication and electronic apparatus aboard the Essex."

ITT had been denied permission by the Defense Department to cover GT-5 because of "possible interference with operational requirements and shipboard communications" and because of "safety considerations" (BROADCASTING, Aug. 2).

The question of live coverage of future splashdowns was left open at this time.

**October Goal** - The GT-6 flight is scheduled for late October and is intended to be a rendezvous and docking mission with an Agena satellite.

The tests envisioned by Western Union will be conducted in conjunction with Page Communications Engineers Inc. which designed and developed the ground station at Taylor's Island.

The ground station equipment is transportable and consists of a single van containing the electronic equipment and another unit containing the antenna. The equipment will later be put on board ship for the tests at sea. These tests will include a live television trans-

mission from the deck of the vessel to the Early Bird satellite.

Western Union said that the Communications Satellite Corp. has agreed to participate in these tests but added that it would also need the permission of the Defense Department.

Western Union said it is seeking the capability for live coverage at sea in the event that the National Aeronautics and Space Administration and the Defense Department desire live television coverage of the recovery of the Gemini 6 astronauts. Western Union would also need the approval of Comsat for this undertaking.

## Stromberg-Carlson, Entron join forces

Stromberg-Carlson Corp., Rochester, N. Y., and Entron Inc., Silver Spring, Md., last week announced they would join forces in promoting a full-service community antenna TV operation for telephone companies. Under the agreement, Stromberg-Carlson will finance, engineer, furnish and install complete CATV systems, using Entron equipment.

The alliance marks the entry into the CATV field of Stromberg-Carlson's giant corporate parent, General Dy-



Robert J. McGeehan (l), Entron president, discusses the undertaking with William A. Rockwood, vice president-Telecommunications Group of Stromberg-Carlson.

namics Corp. Stromberg-Carlson produces TV, data processing and communications systems and has provided equipment to independent phone companies since 1894.

Entron, a pioneer CATV equipment manufacturer, had revenues of \$2.2 million in fiscal 1965, an increase of 15.7% over the previous year. Its net income for 1965 was \$160,575, up 24% from 1964.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Sidley

**Mort Sidley**, general sales manager of KHJ-AM-FM Los Angeles, named to new post of director of new business development for National Sales Division of RKO General Broadcasting, owner of KHJ. Mr. Sidley

will make his headquarters in Los Angeles.

**F. Joseph Mayers**, advertising account supervisor at Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

**Ralph Becker**, on sales staff at WTTG-TV Washington, named national sales manager.

**Cullie Max Tarleton**, Good Humor Corp., Washington, joins WBTB(TV) Charlotte, N. C. as national sales coordinator.

**Pat Landon**, sales staff at WFIL-FM Philadelphia, joins WIP-FM, that city, as account supervisor.

**Alexander Kroll**, senior VP, division

manager and director of Young & Rubicam, New York, elected senior VP and management account supervisor, Lennen & Newell, that city.

**Robert K. Swanson**, VP and account executive of Needham, Harper & Steers, Chicago, promoted to senior account director. **Charles P. A. Frankenthal**, account executive, named account supervisor.

**John T. Hughes**, media supervisor and assistant VP at Ted Bates & Co., New York, appointed media supervisor at C. J. LaRoche and Co., that city.

**D. Reynolds Moore**, VP of Sullivan, Stauffer, Colwell & Bayles, New York, appointed management supervisor.

**Dennis K. Boyle**, formerly with WFDF Flint, Mich., and WCAR Detroit, named director of research and sales develop-



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Station

The  
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that's "Goin' to town"  
... Serving nearly  
150,000

ment at WXYZ-TV Detroit.

**Bernard J. Sheehan**, Johnson & Lewis, San Francisco, joins Hoefer, Dieterich & Brown Inc., that city, as account executive.

**Edward F. Prinslow**, formerly with Canadian Gypsum Co., and U. S. Gypsum Co., Chicago, joins Geyer, Morey, Ballard, that city, as account executive.

**Maurice E. Fidler**, VP of Rounsaville Radio Station Group, Atlanta, Ga., rejoins Radio Advertising Bureau, New York, as director of regional sales. Mr. Fidler was regional manager and later director of member service department at RAB from 1959-1962.

**Richard H. Rabner** has sold his agency, Richard H. Rabner Associates, Philadelphia, to S. E. Zubrow Co., that city, and has become Zubrow's director of marketing.

**Ken Otstot**, sales manager for WOHO Toledo, Ohio, joins WKYC-AM-FM Cleveland, as local sales manager.

**Martin Katz**, head of own sales promotion firm of that name in New York, named director of sales promotion and development with AM Radio Sales Co., same city.

**Don Krakaur**, copy group supervisor at Ogilvy, Benson & Mather Inc., New York, named copy group head at McCann-Erickson, that city. **Lois Korey**, senior writer at Jack Tinker and Partners, there, joins M-E as TV group head, and **Patricia Layman**, formerly with Doyle Dane Bernbach Inc., New York, appointed as TV producer of M-E.

**Dave Martin**, national sales coordinator at KPIX(TV) San Francisco, appointed sales service director. **Joel Day**, CBS operations department, New York, joins KPIX as assistant sales service director.

**Dennis B. Mayoff**, formerly market-

**CBS Affiliates Board**

CBS Radio Affiliates Association chose board of directors slate at annual convention in New York last week, re-electing Michael R. Hanna, WHCU Ithaca, N. Y., as chairman. Also re-elected were Lee Fondren, KLZ Denver, vice chairman and H. William Koster, WEAN Providence, secretary-treasurer.

Directors at large for 1965-66 will be Messrs. Hanna and Fondren and Westernman Whillock, KBOI Boise, Idaho. Chosen for executive committee were Charles R. Sanders, WSPA Spartanburg, S. C., and Messrs. Hanna, Fondren and Koster.

Namer as district directors for coming year: Mr. Koster in district 1; Robert Peebles, WROW Albany, N. Y., in district 2; Frank E. Koehler, WDBJ Roanoke, Va., district 3; Mr. Sanders, district 4; J. W. Woodruff Jr., WRBL Columbus, Ga., district 5; Arthur R. O'Neil, WSBT South Bend, Ind., district 6; Thomas P. Bashaw, KFH Wichita, Kan., district 7; Gordon Thompson KFYO Lubbock, Tex., district 8 and Joseph A. Kjar, KSL Salt Lake City, district 9.

Convention committee for 1966 will be Messrs. Fondren, O'Neil and Peebles.

ing research analyst with CBS Radio Spot Sales, Chicago, moves to WBBM-TV, that city, as sales research director.

**Dorothy Doolen**, formerly supervisor of creative research at Compton Advertising, Chicago, joins Earle Ludgin & Co., that city, as research supervisor.

**Robert N. Joffe**, formerly supervisor

**Allen M. Woodall, radio pioneer, dies**

**Allen M. Woodall**, 63, president of the Allen M. Woodall Stations (WDAK Columbus, WALG Albany, WDAX McRae, WMOG Brunswick and WAYX Waycross, all Georgia) died Sept. 12 of a heart attack, at St. Francis hospital in Columbus.



Mr. Woodall

Besides his station interests, Mr. Woodall's many activities included membership on the executive board of the Radio Advertising Bureau, which he headed in 1957. He was a

former president of the Georgia Association of Broadcasters and one of the founders of the National Association of Broadcasters. Recently Mr. Woodall received a community antenna TV franchise in Brunswick, Georgia.

Mr. Woodall's survivors include his wife, Janette, and two sons. One brother, W. C. Woodall Jr., is president of the W. C. Woodall Jr. Stations (WBBK Blakely [75% owner], WDWD Dawson [100%], WGRA Cairo [25%], WFPM Fort Valley [25%], all Georgia, and WGSW Greenwood, S. C. [37.5%]). His sister, Mrs. Cecil Grider also has radio interests.

## Radio pioneer Kay dies



Mr. Kay

**Lambdin Kay**, 76, pioneer in radio broadcasting, died Sept. 15 in Atlanta. Mr. Kay was director of WSB Atlanta, from its inception in the early twenties until 1950.

After his retirement from radio, he became affiliated with Associated Industries of Georgia and remained there until 1956 when he suffered a stroke.

Mr. Kay coined the slogan, "Voice of the South" for WSB, besides introducing the three-note chime for station identification. He also pioneered broadcasting of church services, audience participation shows and public service programs.

of research at WGN Chicago, joins North Advertising, that city, as director of market research. He succeeds **Barry R. Lewis** who becomes account director for new product development.

**Joe D. Oliver Jr.**, in film and production department of WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed sales service supervisor.

**John Anderson**, Compton Advertising Inc., Los Angeles, joins Geyer, Morey, Ballard Inc., that city, as art director.

## THE MEDIA

**Richard S. Korsen**, program director at KGIL San Fernando, Calif., appointed general manager of WWTC Minneapolis-St. Paul. **Chuck James**, production director, succeeds Mr. Korsen.

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A RUST CRAFT STATION

**Arthur H. Holt**, VP and general manager of McLendon station WYSL Buffalo, N. Y., promoted to assistant to president of The McLendon Corp., Dallas. He succeeds **Donald C. Keyes** who continues as VP in charge of programming. Replacing Mr. Holt as general manager is **Robert L. Luther**, WYSL sales manager.

**George V. Liddy**, general manager of WLOD Pompano Beach, Fla., elected VP of Sunrise Broadcasting Corp., that city, new owners of station. Mr. Liddy continues as general manager.

**Louis Furlin**, director of operations at WNEM-TV Saginaw-Bay City, Mich., elected VP of operations.

**Ian A. Elliot**, general manager of KATL, VP of Star Printing Co., and president of Micro-TV, all Miles City, Montana, joins Western Microwave, Bozeman, Mont., as regional manager. Mr. Elliot continues as president of Micro-TV but relinquishes his radio and newspaper connections.



Mr. Elliot

**Paul F. Kiss Jr.**, San Diego businessman, named station manager of KFMX (FM) La Jolla, Calif.

**Dave Button** named general manager of KPFI Tucson, Ariz.

**George W. Charnault Jr.**, manager of Shenandoah Life stations' WLSL-AM-FM Roanoke, Va., elected to newly created position of VP, Shenandoah Life Stations Inc. Mr. Charnault continues as manager of WLSL-AM-FM.



Mr. Charnault

**Richard M. Galkin**, assistant accounting manager in comptroller's office of Time Inc., named financial director of KOGO-AM-FM-TV San Diego, owned by Time-Life Broadcast Inc. He assumes position held by **Joseph Wallach** while Mr. Wallach is on assignment as consultant to TV stations in Brazil (BROADCASTING, Sept. 13). **Philip P. C. Shen**, in accounting department of the KOGO stations, promoted to chief accountant.

**Bob L. Williams**, operations manager for KCOY-TV Santa Maria, Calif., appointed to newly created position of assistant manager for licensee Central Coast Television.

**Samuel S. Street Jr.**, partner at Adler, Street & Associates, Washington, named director of public relations and advertising for Ameco Inc., Phoenix. **H. Lex Walters**, VP of Ameco holding Kentucky Cable TV, Glasgow, Ky., appointed VP in charge of field assignments for Ameco. **Bill K. Johnson**, con-

struction supervisor of Kentucky Cable TV, named district construction manager of Ameco. **Erwin Sharp**, general manager H&B Corp., Dothan, Ala., appointed regional manager of Ameco's Texas systems, Waco, Tex.

**John Baker**, production manager for WJZ-TV Baltimore, joins KYW-TV Philadelphia, as public affairs director. Both are Westinghouse stations.

**Bob Lockwood**, formerly production manager at WJJD Chicago, joins WJRC Joliet, Ill., as assistant chief of operations.

**Jerry B. Sukenick**, WNDT(TV) New York, appointed art director for WETA-TV Washington.

## PROGRAMING

**Richard Reinauer**, executive director of Television Academy Foundation, Los Angeles, joins Don Meier Productions, Chicago, as assistant to president.

**James Beedle**, WAAP Peoria, Ill., joins WPEO, that city, as production manager.

**J. Allen Bowers**, production manager of WETA-TV Washington educational station, named director of program operations.

**Gerry Gawne**, production manager of CJOR Vancouver, B. C., joins KING-AM-

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RS-25

**Tape Cartridge Racks**

RM-100

... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

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FM Seattle, as program director.

**Jerry Lee**, disk jockey at KGIL San Fernando, Calif., joins WWTC Minneapolis-St. Paul, as program director.

**Terry Smith**, assistant program director and announcer at KPEN(FM) San Francisco, appointed program director.

**Burt Malakoff**, operations and program director for KTVW(TV) Tacoma, Wash., takes on full programming responsibilities plus promotional and PR activities. **Win McCracken**, assistant operations director, succeeds Mr. Malakoff as operations director.



Mr. Kievman



Mr. Strubbe



Mr. Shannon

**Michael Kievman**, sales manager of WLWD(TV) Crosley Broadcasting Corp. station in Dayton, Ohio, named head of TV corporate programming and elected VP of Crosley (WLW, and WLWT[TV] Cincinnati, WLWD[TV], WLWC[TV] Columbus, Ohio, WLWI[TV] Indianapolis, WWDC-AM-FM Washington and WOAI-AM-TV San Antonio, Tex.). **David F. Strubbe**, sales manager at WLWT, succeeds Mr. Kievman, who moves to Cincinnati. Replacing Mr. Strubbe at WLWT is **F. Patrick Shannon**, sales staff WCB5-TV New York.

**Sidney Kiwitt**, head of business affairs for Seven Arts Television, New York, named business affairs manager for company.

**Gene Barnes**, cameraman with NBC News in Hollywood, resigns to form own company to produce documentary and industrial films. P. O. Box 1864, Los Angeles 90028. Phone: 274-3062.

**Bob Gips**, executive broadcast producer at Guild, Bascom & Bonfigli, Los Angeles, joins FilmFair, Hollywood, as producer-director.

**Marvin Friedman**, director and designer for Wyde Films, New York, joins Elektra Films, that city, as director.

**Leo Greenfield**, western division sales manager of Buena Vista Sales Corp., distribution arm of Walt Disney Productions, Burbank, Calif., promoted to new post of domestic sales manager. **Don Conley**, Pacific Coast district manager, succeeds Mr. Greenfield as Western division manager. **Herb Robinson**,

assistant eastern sales manager, becomes eastern sales manager, succeeding **Jim O'Gara**, who joins Seven Arts Productions, New York, as VP and general sales manager.

**John P. Kloberg**, manager of American Society of Composers, Authors and Publishers Cincinnati office for 19 years, named New York division manager.

## NEWS

**Joe Long, Jr.**, VP in charge of news operations for McLendon Corp., Dallas, appointed news director of KBOX-AM-FM, that city.

**Gil Amundson**, with news department at WTCN-TV Minneapolis-St. Paul, named news director. He succeeds **Dick Ford** who joins KMOX-TV St. Louis, in news department.

## FANFARE

**Lloyd N. Newman**, from Howard Chase Associates New York, joins Robert S. Taplinger Associates, New York, as VP.

**James M. Patterson** promoted to director of public relations of American Oil Co., Chicago, succeeding **Hamilton P. Dendel** who joins parent Standard Oil Co. of Indiana, that city, as coordinator of marketing and distribution.

**Nancy M. Salkin**, color coordinator NBC, New York, promoted to director, corporate color information.

## EQUIPMENT & ENGINEERING

**Willis Marshall**, with engineering staff of NBC in Chicago named technical

## Rev. Shuler dies

Reverend Robert P. Shuler, 86, who figured in one of early freedom of speech cases involving radio regulation which was taken to Supreme Court, died Sept. 11 at Quail Meadow Ranch, near San Simeon, Calif.

Dr. Shuler, one-time Prohibition candidate for U.S. Senate, was pastor of Trinity Methodist Church, Los Angeles, and operated its KGEF there. His on-air attacks against local groups and other religious denominations led Federal Radio Commission to deny renewal of license of KGEF in 1931 (BROADCASTING, Dec. 1, 1932).

Supreme Court, in celebrated Trinity Methodist Church case, upheld commission's action, rejecting argument that commission's consideration of program content conflicted with prohibition of censorship in Radio Act of 1927.

supervisor at WMAQ-AM-TV, that city.

**Douglas S. Fletcher**, marketing department of Bell & Howell, Chicago, appointed to newly created position of product manager, professional equipment, photo products group.



Mr. Reese

**Arthur L. Reese**, executive VP and director of Motorola Inc., Chicago, named general manager of consumer products division. He succeeds **S. R. Herkes** who continues as corporate VP in charge of marketing consumer products. **Jack Davis** resigns as VP of consumer products engineering to become engineering management and product consultant.

**Paul L. Sampson**, VP-treasurer, elected executive VP-treasurer of Harvey Radio Co., New York. **Barnett H. Green**, president-treasurer of firm's Binghamton, N. Y., and New York subsidiaries, Federal Electronics and Federal Fabricators Inc., also elected VP of Harvey Radio Co.

**Walter A. Ullrich**, eastern regional sales manager for Blonder-Tongue Laboratories Inc., Newark, N. J., appointed product manager of closed-circuit and master antenna TV division. **Nick Young** named national sales training manager.

**David S. Newborg**, manager, product merchandising liaison, RCA International Division, Camden, N. J., named manager, antenna merchandising, for Broadcast and Communications Products Division, RCA. He succeeds **Joseph P. Ulasewicz**, transferred to International Division.

**Robert Leonard Barnett** appointed chief engineer of WXX Oakland Park, Fla.

**Eugene M. Keys**, VP, marketing at Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., appointed to newly created post of executive VP. Succeeding Mr. Keys is **Paul Wheaton**, who will continue as VP of Noble-Oak Ltd., Japanese-based television tuner producer owned jointly by Oak and Teikoku Tsushin Ltd.

## INTERNATIONAL

**Jack Kuper**, formerly art director of Canadian Broadcasting Corp.'s graphic design department, named radio and TV director, Goodis, Goldberg, Soren Ltd., Toronto.

**Dick Smyth**, associate news director of CKLW Windsor Ont.-Detroit, promoted to news editor. **Don Daly**, formerly with CKRC Winnipeg, Man., joins CKLW news staff. **Jim Van Kuren**, AM-FM program coordinator, promoted to news director, CKLW-TV. **Paul**

Allen promoted to TV continuity director and Bert Pilcher to TV operations traffic manager.

## ALLIED FIELDS

Herbert E. Marks, formerly law clerk to Chief Judge Wilson Cowen of United States Court of Claims, now associated with Wilkinson, Cragun & Barker, Washington communications law firm.

Lee Fowler, formerly program director of KDAB Arvada, Colo., and music director of WOHO Toledo, Ohio, appointed Chicago manager of Nationwide Broadcast Service, opening in that city Sept. 27 in Blair Building, 645

North Michigan Avenue.

Harold M. Spielman, senior VP, elected VP, sales, and Robert J. Dubin, VP, elected senior VP and account group supervisor, Schwerin Research Corp., New York. Joy Goldsmith, writer-analyst, named account executive, and Michael Naples, research account supervisor with Gallup & Rubinson, New York, named service executive of Schwerin.

## DEATHS

Theodore A. Ayers, 45, television producer, found dead Sept. 9 at home in Washington. Mr. Ayers received Sidney

Hillman Foundation award in 1957 for CBS *Face the Nation* program that featured Nikita Khrushchev. He most recently helped produce ABC's Gemini Five coverage. Mr. Ayers is survived by wife, Cynthia.

Alfred J. Manuti, 56, president of Local 802 of American Federation of Musicians, New York, died Sept. 11. Mr. Manuti is survived by his wife, Emma, and son.

Fritz Willie Woyna, 46, special projects technical director and writer for KOCO-TV Oklahoma City, died of heart attack Aug. 26. Survivors include his wife, Marion, and two daughters.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 9 through Sept. 15 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### APPLICATIONS

San Francisco—Bay Broadcasting Co. UHF channel 38 (614-620 mc); ERP 720 kw vis. 202 kw aur. Ant. height above average terrain 1659 ft. above ground 957 ft. P. O. address 244 Kearny St., San Francisco. Estimated construction cost \$1,280,800; first year operating cost \$989,470; revenue \$836,500. Studio and trans. location both San Francisco. Geographic coordinates 37° 45' 20" north latitude, 122° 27' 05" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFU-25G. Legal counsel Ely, Duncan & Bennett, Washington; consulting engineer R. A. Isberg, Berkeley, Calif. Principals: Edward D. Keil (20%), Wilson K. Foster (40%), Kathleen K. Rawlings (20%) and Helen Bashford Higbie (20%). Mr. Keil is attorney and has real estate interests; Mr. Foster is sportscaster with KGO San Francisco, and has sports films production interests; Mrs. Rawlings and Mrs. Higbie are housewives. Ann. Sept. 10.

\* Vincennes Ind.—Board of Trustees for the Vincennes University. Seeks amendment to application to change from channel 52, 698-704 mc, to channel 34, 590-596 mc; type of ant. to RCA TFU-24DM; make changes in ant. structure and correct geographic coordinates. Ann. Sept. 3.

Ithaca, N. Y.—Anthony Ceracche. UHF channel 52 (698-704 mc). ERP 208 kw vis. 43 kw aur. Ant. height above average terrain 1254 ft. above ground 540 ft. P. O. address 518 W. State St., Ithaca. Estimated construction cost \$403,305; first year operating cost \$135,000; revenue \$135,000. Studio location Ithaca; trans. location near Trumbull Corners, N. Y. Geographic coordinates 42° 23' 12" north latitude 76° 40' 11" west longitude. Type trans. RCA TTU-10A, type ant. TFU-27DH. Legal counsel Cohen & Berfield, consulting engineer Edward F. Lorentz, both Washington. Principals: Anthony Ceracche (100%). Mr. Ceracche owns community antenna TV's in Ithaca, Montour Falls, Camdor, Horseheads and Saugerties,

all New York. Ann. Sept. 10.

\* Asheville, N. C.—University of North Carolina. Seeks amendment to application to change from channel 56, 722-728 mc, to channel 33, 584-590 mc; change ERP to 83.7 kw, vis., 16.74 kw, aur.; change type of ant. to GE TY-25C. Ann. Sept. 13.

#### New AM stations

##### ACTIONS BY FCC

Sullivan, Mo.—Meramec Valley Broadcasting Co. granted CP for new AM on 1560 kc, 250 w, D. P.O. address 46 North Clark, Sullivan. Estimated construction cost \$20,495; first year operating cost \$42,000; revenue \$42,800. Principals: Glynn J. Rice (51%) and Charles D. Strauser (49%). Mr. Rice owns real estate firm and has 50% interest in farm. Mr. Strauser owns farm and has 50% interest in roller mill. Action Sept. 14.

##### APPLICATIONS

Fulton, Miss.—Itawamba County Broadcasting Co. 1330 kc, 1 kw, D. P.O. address Box 371, Scottsboro, Ala. Estimated construction cost \$11,146; first year operating cost \$15,600; revenue \$19,500. Principals: Olvie E. Sisk, Ivous T. Sisk, H. D. Thompson and Minnie Thompson (each 25%). Mr. Sisk is chief engineer at WCRI Scottsboro, Ala.; Mrs. Sisk is extension home agent with Auburn University; Mr. Thompson is construction superintendent, and Mrs. Thompson is housewife. All applicants own 25% each in Lamar County Broadcasting Co., applicant for new AM in Vernon, Ala. Ann. Sept. 13.

Langdon, N. D.—Arnold F. Petrich. 1080 kc, 1 kw, D. P.O. address 528 Princeton St., Grand Forks, N. D. Estimated construction cost \$14,000; first year operating cost \$25,000; revenue \$40,000. Principal: Arnold F. Petrich. Mr. Petrich is consulting engineer and chief engineer at KNOX Grand Forks, N. D. Ann. Sept. 13.

Madras, Ore.—William E. Richardson Sr. 1450 kc, 250 w, D. 250 w N. P.O. address

1935 S. W. Moss St., Portland, Ore. Estimated construction cost \$23,355; first year operating cost \$30,000; revenue \$36,000. Principals: William E. Richardson Sr. Mr. Richardson is president and director of Portland Electronics College, Portland, electronics engineering and vocational school. Ann. Sept. 13.

#### Existing AM stations

##### APPLICATIONS

KOAD Lemoore, Calif.—Elbert H. Dean and B. L. Golden. Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Sept. 9.

WKEN Dover, Del.—Capitol Broadcasting Corp. Seeks CP to change hours of operation from D. to unl., using power of 1 kw, 500 w-LS, install directional ant. system N. change ant.-trans. location and install new trans. Ann. Sept. 14.

KANN Ogden, Utah—Darrell J. Iverson. Seeks CP to change frequency from 1250 kc to 1090 kc. Ann. Sept. 14.

#### New FM stations

##### ACTIONS BY FCC

\* Redlands, Calif.—University of Redlands. Granted CP for new FM on 89.1 mc, channel 206. 681 w. Ant. height above average terrain minus 509 ft. P.O. address 1200 East Colton Avenue, Redlands. Estimated construction cost \$5,675.50; first year operating cost \$1,900. Principal: Board of trustees. Action Sept. 14.

Urbana, Ill.—The Illini Publishing Co. Granted CP for new FM on 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 78 ft. P.O. address c/o Paul McMichael, 620 East John Street, Champaign, Ill. Estimated construction cost \$11,320; first year operating cost \$13,330; revenue \$12,000. Applicant owns WGPU Urbana. Action Sept. 15.

Dubuque, Iowa—Telegraph-Herald. Grant-

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ed CP for new FM on 105.3 mc. channel 287. 75.6 kw. Ant. height above average terrain 340 ft. P.O. address c/o F. Robert Woodward Jr., 8th and Bluff Streets, Dubuque. Estimated construction cost \$71,588; first year operating cost \$27,000; revenue \$12,000. Applicant is licensee of KDTH Dubuque. Action Sept. 15.

Larned, Kan.—Don H. Hoagland. Granted CP for new FM on 98.7 mc. channel 244A. 910 w. Ant. height above average terrain 288.32 ft. P.O. address 414 Broadway. Larned. Estimated construction cost \$8,688; first year operating cost \$14,440; revenue \$14,400. Mr. Hoagland owns KANS Larned. Action Sept. 14.

Anoka, Minn.—Northwest Broadcasting Co. Granted CP for new FM on 107.9 mc. channel 300, 100 kw. Ant. height above average terrain 331 ft. P.O. address 1 Radio Drive, Anoka. Estimated construction cost \$36,054; first year operating cost \$12,000; revenue \$12,000. Principals: Richard J. Novak, Richard B. Ahern and Frank R. Hunt (each 33 1/3%). Mr. Hunt is salesman for TV Times magazine. Northwest Broadcasting owns KANO Anoka. Action Sept. 3.

Two Rivers, Wis.—Lakeshore Radio Inc. Granted CP for new FM on 102.3 mc. channel 272A, 3 kw. Ant. height above average terrain 220 ft. P.O. address 1817 Washington Street. Two Rivers. Estimated construction cost \$17,160; first year operating cost \$18,000; revenue \$25,000. Principals: WTRW Inc. (100%), owned by Kenneth A. Daum (70%), Raymond Kessenich (8.9%), Derry Wagner (8.9%), and others. WTRW Inc., through Lakeshore Radio is licensee of WTRW Two Rivers. Action Sept. 3.

#### APPLICATIONS

Corozal, P. R.—Jose Arturo Fernandez, 92.5 mc. channel 223. 30.2 kw. Ant. height above average terrain 1022 ft. P.O. address Ponce de Leon 400, Box 5124, Puerta de Tierra, P. R. Estimated construction cost \$24,731; first year operating cost \$15,592; revenue \$21,000. Principal: Jose Arturo Fernandez. Mr. Fernandez is technical consultant to WKAQ-AM-FM San Juan, P. R., and factory representative and distributor of radio components and broadcast equipment. Ann. Sept. 10.

#### Existing FM stations

##### ACTIONS BY FCC

Following is list of FM broadcast stations which have notified commission as required by Section 73.297 of rules, that they are conducting FM stereophonic operation. This supplements previous listings. KARL-FM Carlsbad, Calif.; WFMB Springfield, Ill.; KELO-FM Sioux Falls, S. D.; WFMZ-FM Allentown, Pa.; KWLV-FM San Angelo, Tex.; WFSU-FM Tallahassee, Fla.; KXYZ-FM Houston; WLS-FM Chicago; WAOV-FM Vincennes, Ind.; WMUK Kalamazoo, Mich.; WBGH-FM Tallahassee, Fla.; WNEC-FM New Haven, Conn.; WBLK-FM Buffalo, N. Y.; WTAS Chicago Heights, Ill.; WFBC-FM Altoona, Pa.; WTMB-FM Tomah, Wis.; WFIL-FM Philadelphia.

#### Ownership changes

##### ACTIONS BY FCC

KXIV Phoenix, Ariz.—Granted transfer of control of licensee corporation, Camelback Broadcasting Inc., from Edward J. Churchill (91.594% before, none after), to KXIV Inc., owned by Lotus Productions Inc. (80% after), Ira Lavin (4.2% before, 10% after) and James Spero (4.2% before, 10% after). Consideration \$399,999. Lotus Productions is owned by Richard W. Van Dyke (87 1/2%) and Byron Paul (12 1/2%). Action Sept. 10.

WIVY Jacksonville, Fla.—Granted assignment of CP from WIVY Inc., owned by Edward J. Oberle (100%) to Edward J. Oberle. Consideration none. Action Sept. 13.

KFMG(TV) Des Moines—Granted transfer of control of licensee corporation, Iowa Fine Music Broadcasting Corp., from Herbert Burton (70% before, none after) through sale of stock to William N. Plymat (30% before, 50% after) and Ruth C. Plymat (none before, 50% after). Consideration \$10,000. Mr. Plymat has interest in West Des Moines State Bank. West Des Moines. Action Sept. 10.

KMAQ Maquoketa, Iowa—Granted assignment of license from Nathan L. Goetz, Robert Goetz and Merin J. Meythaler, d/b as Jackson County Broadcasting Co., to Dennis W. Voy. Consideration \$150,000. Mr. Voy is general manager of KMAQ. Action Sept. 13.

WCEM Cambridge, Md.—Granted assignment of license from Shore Broadcasting Co., owned by G. P. Richard (100%), to WCEM Inc., owned by Samuel M. Cannon Jr., Philip G. D'Adamo, Charles E. Edmondson, Alice M. Foxwell, Dr. Lawrence Maryanov, Jon B. Richardson, Dr. Russell P. Smith Jr., Russell Tyler, F. P. Williamson, Edmund W. Woolfolk (each 10%). Consideration \$250,000. Messrs. Cannon, D'Adamo,

Foxwell and Richards have been connected with operation of WCEM, others have non-broadcast business interests in Cambridge and vicinity. Action Sept. 13.

KLRS Mountain Grove, Mo.—Granted involuntary transfer of negative control of Kickapoo Prairie Broadcasting Co. (parent company of licensee, KLRS Broadcasting Co.) from Lester F. Strauss (7% before, none after) to Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss (50% before, 50.7% after). Kickapoo Prairie Broadcasting Inc. will own 98.6% of KLRS. Kickapoo is owned by Mrs. Strauss and Taylor Sales Co. (each 50%). Consideration: none. Action Sept. 9.

KICK Springfield, Mo.—Granted involuntary transfer of negative control of licensee corporation, Kickapoo Prairie Broadcasting Inc., from Lester F. Strauss (50% before, none after) and Taylor Sales Co. (50%) to Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss (50% after). Consideration: none. Action Sept. 9.

WFLR Dundee, N. Y.—Granted assignment of license from Henry Valent tr/as Finger Lakes Broadcasting Co., to Finger Lakes Broadcasting Inc., owned by Mr. Valent. No financial consideration; transaction of incorporation. Action Sept. 13.

WEEE Rensselaer, N. Y.—Granted assignment of license from Fairview Broadcasters Co., owned by Harry L. Gordon (40%), Homer G. Davis (10%), Leonard Briskman (12.5%), Leonard Weiss (12%) and others, to Mercury Media Inc., owned by Gerald T. Arthur, Wilson B. Stringer and Jules J. E. Hessen (each 33 1/3%). Mr. Arthur has 37.5% interest in WBIC Islip, N.Y., and has 37.5% interest in Sunrise Press Inc., publisher of weekly newspaper in Long Island, N. Y. Mr. Stringer is general manager and has 37.5% interest in WBIC. Mr. Hessen is attorney. Action Sept. 15.

WGAS South Gastonia, N. C.—Rescinded transfer of control of licensee corporation, MGM Broadcasting Corp., from A. Clay Groves (25.5% before, none after), Earl O. Mace (23.14% before, none after) and Glenn F. Mace (20.59% before, none after) to Boyce J. Hanna [none before, 25.5% after as his own and the voting trust of Messrs. Mace (43.73%)]. Consideration \$10,000. Mr. Hanna has 66 2/3% interest in WADA Shelby and 66 2/3% interest in Greensboro Publishing Inc., newspaper publishing firm in Greensboro, both North Carolina. Action Sept. 9 reverses action of Sept. 7.

WMSR-AM-FM Manchester, Tenn.—Granted 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. Action Sept. 1.

KTEG San Angelo, Tex.—Granted acquisition of negative control of licensee corporation, Western Radio Corp., from Scott Stiles (10% before, none after) to Texas Capital Corp. (50% before and after) and Jack R. Crosby (40% before, 50% after). Action Sept. 13.

WOAI-AM-FM San Antonio, Tex.—Granted assignment of license from Southland Industries Inc. to Crosley Broadcasting Co. for \$12 million. Southland is owned by Hugh Half Jr., Catherine M. McAshan, and Leroy G. Denham Jr. and Mrs. McAshan as trustees of Hugh Half Estate Trust. Crosley is subsidiary of Avco Corp. and owns WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio and WLWI(TV) Indianapolis. Crosley recently purchased WWDC-AM-FM Washington. Avco is publicly held corporation. Action Sept. 15.

KRRV Sherman, Tex.—Granted assignment of license from William W. Phelps, to McDunn Inc., owned by W. Glenn and Valle R. Duncan (55%) and Jerry E. and Reta F. McGovern (45%). Consideration \$220,000. Mr. Duncan was employed at KLIF Dallas while Mr. McGovern was employed at KUMV-TV Williston, N. D. Action Sept. 13.

#### APPLICATIONS

KPGE Page, Ariz.—Seeks assignment of license from Harold J. Arnoldus, to Lake Powell Enterprises Inc., owned by Royce K. Knight, Ivan W. Kasan, M.D., J. B. Washburn, M.D., and Richard H. Harrison (each 25%). Consideration \$12,000. Mr. Knight is owner of aviation rental and lease agency; Mr. Harrison is in advertising; Dr. Kasan and Dr. Washburn are partners of Page medical clinic. Ann. Sept. 9.

KNJO(FM) Thousand Oaks, Calif.—Seeks transfer of control of licensee corporation, Thousand Oaks Broadcasting Co., from Sanford Koufax (10% before, none after) Nicol Agler (10% before, none after) Seymour Yack (20% before, none after) and Albert R. Linnick (60% before, none after), to Irving Schaffner, M.D. (none before, 100% after). Consideration \$100 plus \$35,900 previously advanced by Dr. Schaffner with option to purchase all stock. Dr. Schaffner is

physician and surgeon in Thousand Oaks. Ann. Sept. 10.

WGHP-TV High Point, N. C.—Seeks assignment of license from Southern Broadcasters Inc., owned by Winston-Salem Broadcasting Co. (58.4%); John W. English (8.2%); George J. Mead, Lydia McBrier McCain, James R. McBrier, James B. Donovan and estate of John J. Boland Jr. (each 4.6%), and others, to Winston-Salem Broadcasting Co., owned by James W. Coan (12.7%); John G. Johnson (11.28%); Jonas S. Rice (8.08%); Earl F. Slick (22.21%); Kevin Collins (9.82%); Albert L. Butler (11.95%), and others. Consideration \$1,203,310. Winston-Salem Broadcasting is licensee of WTOB Winston-Salem, N. C., KTHH Houston, WSGN Birmingham, Ala., and owns 33 1/3% of Birmingham Television Corp., licensee of WBMG(TV) Birmingham Ann. Sept. 9.

#### Hearing cases

##### ACTIONS

By memorandum opinion and order, commission (1) granted application of Seaway Broadcasting Co., for license to cover CP for WMPP Chicago Heights, Ill. and (2) denied petition by Midwest Television Inc., Peoria, Ill., to designate license application for hearing and revoke program test authority. Action Sept. 15.

By memorandum opinion and order, commission denied petition by Kentuckiana Broadcasting Inc., New Albany, Ind., for reconsideration of May 19 action which granted application by M. R. Lankford Broadcasting Co. for new daytime AM to operate on 1290 kc, 500 w, DA, in New Albany. Action Sept. 15.

Commission denied request by Harry D. and Robert E. Stephenson for waiver of sec. 1.569 of rules and returned as unacceptable for filing their application for new daytime AM to operate on 1140 kc, 1 kw, DA, in Lexington, N. C. Action Sept. 15.

Commission granted request by North Shore Broadcasting Co., for waiver of sec. 73.37 and 1.571 of rules and accepted for filing its application to install 100 w auxiliary trans. for nondirectional operation of WEAW Evanston Ill. Action Sept. 15.

Granted application by WKIP Poughkeepsie, N. Y., to change ant. site and specify operation with DA-D; conditions. Action Sept. 15.

Designated for hearing application by KRBA Lufkin, Tex., to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KOLE Port Arthur, and KTXJ Jasper, both Tex., parties to the proceeding. Action Sept. 15.

By memorandum opinion and order, commission denied petition by Kewanee Broadcasting Co. for reconsideration of June 11 action which returned as unacceptable its application to increase daytime power of WKEL Kewanee, Ill., on 1450 kc from 500 w to 1 kw, continued nighttime operation with 250 w; and again returned resubmitted application. Commissioner Cox abstained from voting. Action Sept. 15.

By memorandum opinion and order, commission granted petition by Charles River Civic Television Inc. and supporting statement by Boston Broadcasters Inc., for reconsideration of June 29 unconditional grant of application of WHDH Inc., Boston, for licenses for STL KCG-36, and covering installation of alternate main trans. and ant., and modified June 29 action to make grant without prejudice to outcome of proceedings in Doc. 15024 et al. Commissioner Loevinger not participating. Action Sept. 15.

By memorandum opinion and order, commission denied petition by W. Gordon Allen to revoke license of Salem Broadcasting Co., Salem, Ore. Allen submitted no new facts to support his 9-year old allegations of premature transfers of control and advanced no adequate reasons nor new conditions which would warrant commission institution of revocation proceeding. Commissioner Loevinger not participating. Action Sept. 8.

Granted renewal of licenses for following stations, without prejudice to whatever action commission may deem warranted as result of revocation hearing in Doc. 15139 et al.: WNNR-AM-FM New Orleans; WORA-AM-TV Mayaguez, P. R. and WRIK-TV Ponce, P. R. Action Sept. 8.

By memorandum opinion and order, commission denied petition by Burton H. Syverson, Aurora, Ill., that frequency band 54-60 mc on which channel 2 is assigned be reallocated to unspecified service which utilizes some form of narrow band frequency modulation. Action Sept. 8.

Commission granted waiver of sec. 73.652(a) of rules to permit identification of WLOX-TV Biloxi, Miss., as a Biloxi-Gulfport-Pascagoula station. Action Sept. 8.

Commission invited comments on peti-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 15

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,041		44	67	488
FM	1,345		19	252	326
TV	552 <sup>1</sup>		47	114	219

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 15

	VHF	UHF	TV
Commercial	510 <sup>2</sup>	167	677
Noncommercial	59	56	115

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

	AM	FM	TV
Licensed (all on air)	3,999	1,317	559
CP's on air (new stations)	26	26	30
CP's not on air (new stations)	72	222	95
Total authorized stations	4,097	1,565	684
Applications for new stations (not in hearing)	242	174	70
Applications for new stations (in hearing)	78	58	52
Total applications for new stations	320	232	122
Applications for major changes (not in hearing)	204	47	23
Applications for major changes (in hearing)	39	3	10
Total applications for major changes	243	50	33
Licenses deleted	1	1	0
CP's deleted	0	1	0

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

tion by Southern Nevada Radio and Television Co. for rulemaking to substitute channel 3 for channel 2 in Las Vegas, Nev. KORK-TV seeks change because proposed relocation of its transmitter on channel 2 to site on Potosi Mountain would not meet co-channel separation requirements. Proposal would require substitution of channel 5 for channel 4 at Boulder City and channel 2 for channel 5 at Goldfield, Nev., also channel 4 for channel 5 at Cedar City, Utah. Action Sept. 8.

■ By order, commission amended parts 73 and 74 of its rules to incorporate its present policy of making each broadcast permittee or licensee using common antenna structure responsible for latter's obstruction marking in interests of air navigation safety. Where broadcast users share towers with users in other radio services, each permittee or licensee in affected services is responsible. Action Sept. 8.

■ Commission invited comments on following proposals to change table of FM channel assignments in Iowa in order to eliminate second harmonic interference to TV signals: Oskaloosa, substitute 285A for 292A; Ottumwa, substitute 224A and 249A for 257A and 285A; Perry, substitute 285A for 292A; Knoxville, substitute 257A for 221A; Carroll, delete 286; Marshalltown, substitute 221A for 296A; or (alternative proposal) Waterloo, substitute 300 for 266; Oelwein, substitute 222 for 300; and, Charles City, substitute 265A for 224A. Commissioner Cox dissented. Action Sept. 8.

■ By memorandum opinion and order, commission (1) granted petition by Connecticut Radio Foundation Inc., New Haven, Conn., and Connecticut Television Inc., New Britain-West Hartford, Conn., for reconsideration of June 16 action which denied WELI-TV's application for additional time to complete construction, and (2) extended construction permit for WELI-TV for six months following commission action on pending application for assignment of permit to Connecticut Television Inc., Commissioner Bartley dissented and issued statement. Action Sept. 8.

■ By memorandum opinion and order, commission granted petition by Connecticut-New York Broadcasting Inc., to extent that its renewal application for WICC-TV, Bridgeport, Conn., be held in abeyance for six months, provided licensee within 60 days advises commission that it will resume broadcasting within six months. Should licensee fail to do so, June 17, 1965, order denying renewal would become effective 61 days after release of this order.

Commissioner Bartley concurred in part and dissented in part and issued a statement. Action Sept. 8.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ Board Members Slone and Pincock, with Member Kessler dissenting and issuing "statement of case" adopted decision denying six AM applications for interim operation on 1380 kc, to be vacated by KWK St. Louis, and one seeking 1390 kc with 500 w, D, in Louisiana, Mo. St. Louis applicants are Great River Broadcasting Inc., Missouri Broadcasting Co., Radio Thirteen-Eighty Inc., Thirteen-Eighty Radio Corp., Clermont Broadcasting Co., and Victory Broadcasting Co., and Louisiana applicant is Pike-Mo Broadcasting Co. Five of applicants for interim authority are also applicants for regular authority. Board found no immediate and compelling need which might override prejudicial effect resulting from grant of interim authorization. Action Sept. 14.

■ In Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et al., granted petition by Broadcast Bureau to enlarge issues to determine, should it be determined in proceeding for new AM in Southington, Conn. (Fitzgerald C. Smith, d/b Southington Broadcasting, Doc. 15871) that Smith does not possess requisite character qualifications to be licensee of commission, whether Cedar Broadcasters, in which Smith is 40% stockholder, possesses requisite qualifications to be licensee of commission. Member Nelson not participating. Action Sept. 14.

■ In Carson City-Las Vegas-Reno, Nev., Idaho Falls, Idaho, AM proceeding granted motion by The Benay Corp., Idaho Falls, to extend time to Sept. 28 to file oppositions to motion by WGN Inc., to modify and enlarge issues. Action Sept. 14.

■ Certified to commission petition by El Mundo Inc., to enlarge and modify issues and pleadings filed in connection therewith, in proceeding on application of American Colonial Broadcasting Corp. to increase power of WKBM-TV Caguas, P. R. Action Sept. 14.

■ By memorandum opinion and order denied motion by Emerald Broadcasting Corp., Eugene, to accept late-filed petition and petition to enlarge engineering issues as to Pendleton Broadcasting Co., Pendleton, both Ore., in proceeding on their AM ap-

plications and that of Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Action Sept. 13.

■ Granted joint request by Vaughn-Hanssen Co. and Cape Canaveral Broadcasting Inc. to extend time to Sept. 22 to submit additional information requested Aug. 9 concerning proposed merger agreement in proceeding on their applications for new AM's in Melbourne and Eau Gallie, Fla., respectively. Action Sept. 8.

■ Scheduled oral argument for Oct. 12 in proceeding on FM applications of Nelson Broadcasting Co. and WBNR Inc., Newburgh, N. Y. Action Sept. 8.

### ACTIONS ON MOTIONS

Commission granted motion by Council for Television Development to extend time from Oct. 1 to April 1, 1966, to file comments and from Nov. 1 to May 2, 1966, for replies in matter of amendment of sec. 73.636(a) of rules relating to multiple ownership of TV's. Action Sept. 15.

Commission granted motion by Midwest Program on Airborne Television Instructions Inc., to extend time from Sept. 10 to Sept. 24 to file replies to comments, filed by Association of Maximum Service Telecasters Inc., and National Association of Educational Broadcasters, opposing MPATTI's petition for reconsideration of July 2 report and order which denied latter's petition to amend rules so as to permit regular operation of airborne television system. Action Sept. 13.

■ Commission granted request by American Television Co. to extend time to Oct. 4 to file responses to petition by KWHN Broadcasting Co., for partial reconsideration of July 28 action which deleted commercial channel 9 from Hot Springs and assigned it for noncommercial educational use at Arkadelphia, Ark., and extended time to Oct. 15 for replies. Action Sept. 13.

By Chief Hearing Examiner  
James D. Cunningham

■ Continued hearing scheduled for Sept. 30 in Washington, to Nov. 15, and granted request by Broadcast Bureau to change place of hearing to Richmond, Ky., in matter of revocation of license of Tinker Inc., for WEKY Richmond. Action Sept. 14.

■ Continued Sept. 24 hearing to Sept. 27 in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio. Action Sept. 10.

■ Deferred ruling on request by Tinker Inc., for continuance or stay of Sept. 30 hearing in matter of revocation of license of AM WEKY Richmond, Ky., pending discussion of merits of request during a Sept. 14 prehearing conference. Action Sept. 9.

By Hearing Examiner Thomas H. Donahue

■ Continued Sept. 16 hearing to Oct. 1 in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky. Action Sept. 15.

By Hearing Examiner Charles J. Frederick

■ By separate actions in proceeding on AM applications of Charlottesville Broadcasting Corp., Charlottesville, and WBXM Broadcasting Co., Springfield, Va., in Doc. 15861-2 (1) granted request by O. K. Broadcasting Corp., Fairfax, Va., to extend time to Sept. 17 to file opposition to applicants' joint petition for leave to amend; and (2) granted motion by WBXM Broadcasting to postpone indefinitely date for submission of its exhibits; and, on own motion, scheduled further prehearing conference for Sept. 15. Actions Sept. 8 and 9.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at Sept. 13 further prehearing conference in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV's to operate on channel 29 in St. Paul scheduled hearing for Sept. 29. Action Sept. 13.

By Hearing Examiner Walther W. Guenther

■ Scheduled hearing for Oct. 6 in proceeding on applications of Triad Stations Inc., and Marshall Broadcasting Co. for new FM's in Marshall, Mich. Action Sept. 13.

■ Pursuant to ruling made at Sept. 9 further prehearing conference in proceeding on AM applications of Emerald Broadcasting Corp., Eugene, and Pendleton Broadcasting Co., Pendleton, Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif., in Doc. 15998-16000, continued Sept. 14 date for commencement of hearing to Sept. 29, solely for admissibility of evidence, Sept. 14 date for notification of witnesses, if any, desired for cross-examination to Oct. 6, and scheduled further hearing for Oct. 18. Action Sept. 9.

By Hearing Examiner Isadore A. Honig

■ In proceeding on application of Continental Broadcasting Inc. for renewal of li-



cense of WNJR Newark, N. J., granted applicant's motion to clarify issues to extent of ruling that existing issues be construed to authorize alternative sanction of short-term renewal; but denied its request for further ruling that issues also authorize imposition of alternative sanction of monetary forfeiture and also its request to certify matter of forfeiture penalty to review board for modification of issues. By separate action, pursuant to agreements reached at Sept. 10 further prehearing conference, advanced Oct. 11 hearing to Oct. 8, with subsequent hearing to be held in Newark on Nov. 30. Action Sept. 10.

■ Granted petition by Broadcast Bureau to continue Sept. 15 further hearing to Oct. 20 in proceeding on applications of Midwest Television Inc., for new TV to operate on channel 49 in Springfield, Ill. Action Sept. 10.

By Hearing Examiner H. Gifford Irion

■ Granted request by Broadcast Bureau to extend time from Sept. 20 to Oct. 4 for final filing of proposed findings and conclusions in proceeding on AM applications of Flathead Valley Broadcasters, Kalispell and Garden City Broadcasting Inc., Missoula, Mont. Action Sept. 10.

By Hearing Examiner David I. Kraushaar

■ By separate actions in proceeding on domestic public point-to-point microwave radio service applications of Alabama Microwave Inc. for additional facilities at KJ57 at Capshaw Mountain, and for new station near Rogersville, Ala., in Doc. 16107-8, (1) pursuant to agreements at Sept. 9 prehearing conference, scheduled certain procedural dates and rescheduled hearing for Nov. 1; and (2) on own motion, ordered that applicant need not publish notice of hearing in this proceeding and afforded any party disagreeing with this ruling five days to file objections. Action Sept. 9.

By Hearing Examiner Jay A. Kyle

■ Continued without date hearing now scheduled for Sept. 21 in Beaumont, Tex., in proceeding on applications of Television Broadcasters Inc. to move trans. of KBMT (TV), channel 12, Beaumont, increase ant. height, decrease vis. power and make other changes and for renewal of licenses of KBMT and Texas Goldcoast Television Inc., channel 4, Port Arthur, Tex. Action Sept. 14.

By Hearing Examiner Forest L. McClenning

■ By separate actions in Costa Mesa-Newport Beach, Calif., proceeding in Doc. 15752 et al., (1) granted petition by Voice of Pasadena Inc., to dismiss with prejudice application of Radio Southern Calif. Inc., Pasadena, Calif. Action Sept. 8; (2) granted petition by Crown City Broadcasting Co., Pasadena, for leave to amend its application to reflect additional broadcast interests of members of company. Action Sept. 8, and (3) granted petition by Voice of Pasadena Inc., to extent of changing corporate name to Voice In Pasadena Inc. Action Sept. 10.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to agreements reached and rulings made at Sept. 14 hearing conference in proceeding on applications of KXYZ Television Inc., and Crest Broadcasting Co. for new TV's to operate on channel 28 in Houston, set Oct. 6 and Oct. 11 as dates for certain filings, and scheduled further hearing on Oct. 18. Action Sept. 14.

By Hearing Examiner Sol Schildhouse  
September 10:

■ Continued Oct. 18 hearing to Oct. 20 in proceeding on application of United Broadcasting Co., for renewal of license of WOOK Washington, and Bowie Broadcasting Corp., for new AM in Bowie, Md., in Doc. 15795, 16119, with hearing to be on issues 1 through 4 directed to United and specified certain procedural dates with respect to applicant United Broadcasting. Action Sept. 10.

By Hearing Examiner Herbert Sharfman

■ In Anniston Ala., channel 70 proceeding, in Doc. 15856-7, granted petition by Anniston Broadcasting Co. for leave to amend its application to reflect transfer of stock and other information relating to Aug. 11 transfer of control. Action Sept. 13.

■ Pursuant to agreement reached at September 8 prehearing conference, in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc., for FM's in Frankfort, Ky., rescheduled September 9 hearing for October 8, without prejudice to setting of complete procedural schedule should negotiations for settlement of this controversy not be successful. Action Sept. 8.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Smiles of Virginia Inc., and Petersburg Broadcasting Co. for new FM's in Petersburg, Va., granted motion by Smiles of Virginia to continue prehearing conference from September 17 to October 29. Action Sept. 8.

By office of opinions and review

■ Granted motion by Broadcast Bureau to extend time to Sept. 24 to file replies to petitions for reconsideration, rehearing and to open record, filed by Harry Wallerstein, receiver, TV Co. of America Inc., and by Robert W. Hughes and Alex Gold, in proceeding for renewal of license of KSHO-TV Las Vegas, assignment of license and transfer of control. Action Sept. 14.

■ Granted joint motion by Flower City Television Corp., Community Broadcasting Inc. and Genesee Valley Television Co., in Rochester, N. Y., channel 13 proceeding, to extend time to September 15 to file responses to pending pleadings, and to September 30 to file amendments up-dating applications. Action Sept. 8.

#### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of Sept. 14

KVBR Brainerd, Minn.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

WROW-FM Albany, N. Y.—Granted mod. of CP to increase facilities on channel 238 from ERP 20 kw, ant. height 280 ft. to ERP 9.4 kw, ant. height 950 ft.; waived sec. 73.210 of rules to permit main studio to be located beyond corporate limits of Albany at North Greenbush; change trans. site.

WTAS(FM) Crete, Ill.—Granted SCA on sub-carrier frequencies of 41 and 87 kc.

WCCB-TV Charlotte, N. C.—Granted CP to change from channel 38, with ERP 200 kw vis. and 110 kw aur., and ant. height 460 ft. to channel 18, with ERP 214 kw vis. and 42.7 kw aur., and ant. height 470 ft., and make changes in ant. system.

WBOB-FM Galax, Va.—Granted CP to change ant.-trans. location, install new ant., increase ERP to 6.8 kw, and ant. height to 590 ft.; remote control permitted.

KBIG-FM Los Angeles—Granted mod. of SCA to change programing (use background music interspersed with Japanese language program materials); condition.

■ Following stations were granted extensions of completion dates as shown: WROW-FM Albany, N. Y., March 24, 1966; KFLY-TV Corvallis, Ore., to Feb. 1, 1966; WSPB-FM Sarasota, Fla., to December 31.

Actions of Sept. 13

KTIV(TV) Sioux City, Iowa—Granted mod. of CP to reduce aur. ERP to 20 kw.

KVUE(TV) Salem, Ore.—Granted mod. of CP to specify main studio location.

\*KBVU-TV Provo, Utah—Granted mod. of CP to change ERP to 49 kw vis., and 9.8 kw aur., change from DA to non-directional, and make other changes in ant. system.

Nebraska Educational Television Commission, Omaha—Approved engineering technical data submitted, pursuant to commission's June 4 fourth report and order in Doc. 14229, effective July 15, to modify CP of noncommercial station and specify operation on channel \*26, in lieu of channel \*18; with ERP 33.9 kw (DA) vis., and 6.76 kw (DA) aur.; ant. height 430 ft.; change type ant., and modify ant. structure; condition.

WCFT-TV Tuscaloosa, Ala.—Approved engineering technical data submitted, pursuant to commission's July 7 supplement #4 to fourth report and order in Doc. 14229, to modify CP of WCFT-TV and specify operation on channel 33, in lieu of channel 51; with ERP 15.1 kw vis., and 3.02 kw aur.; ant. height 560 ft.; change type ant. and modify ant. structure.

WKNX-TV Saginaw, Mich.—Approved engineering technical data submitted, pursuant to commission's May 12 supplement #3 to the third report and order in Doc. 14229, effective June 28, for modification of license of WKNX-TV and specify operation on channel 25, in lieu of channel 57; with ERP 114 kw vis., and 28.8 kw aur.; ant. height 450 ft., and make other related changes.

■ Granted CPs to install auxiliary trans. for following stations: WILK Wilkes-Barre, Pa.; remote control permitted; WRCH New Britain, Conn.

■ Following were granted extensions of completion dates as shown: KTIV(TV) Sioux City, Iowa, to December 15; KVUE(TV) Salem, Ore., to March 13, 1966.

Actions of Sept. 10

■ Granted renewal of licenses of follow-

ing main stations and co-pending auxiliaries: KBRR Leadville, Colo.; KGMV Missoula, Mont.; KHFT Austin, Texas.; KOPY Alice, Texas; WCGO Chicago Heights, Ill.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KMVT(TV) Twin Falls, Idaho; KOAT-TV Albuquerque, N. M.; KORK-TV Las Vegas; KPHO-TV Phoenix; KVOA-TV Tucson, Ariz.; KOLD-TV Tucson, Ariz.; KOLO-TV Reno; conditioned to such action as may be taken under Doc. 15415 and 15971 or any proceeding which may be instituted thereunder; KGUN-TV Tucson, Ariz.; KLAS-TV Las Vegas; KCRL(TV) Reno; KARS Belen, N. M.; KAYT Rupert, Idaho; KBET Reno; KCBN Reno; KFVN Las Vegas, N. M.; KHFH Sierra Vista, Ariz.; KLO Ogden, Utah; KLBV-TV Salt Lake City; KMIN Grants, N. M.; KPFO Phoenix; KSVP Artesia, N. M.; KTNM Tucuman, N. M.; KTUC-TV Tucson, Ariz.; KUPD-AM-FM Tempe, Ariz.; KWIK Pocatello, Idaho; KWYO Sheridan, Wyo.; KKIV Phoenix; KFMM(FM) and SCA Tucson, Ariz.; KNIX (FM) and SCA Phoenix; KTQM-FM, Clovis, N. M., and KBIM-FM Roswell, N. M.

■ Following stations were granted extensions of completion dates as shown: WOLA(FM) San Juan, P. R., to Nov. 30; WBMD Baltimore, to Oct. 30; WFIF Milford, Conn., to Nov. 15; KODE Joplin, Mo., to Oct. 18; KDAY Santa Monica, Calif., to Feb. 13, 1966; KBVU-TV Provo, Utah, to March 10, 1966; WINW Canton, Ohio, to March 15, 1966; WWSL Monticello, Fla., to March 8, 1966; KLEA-FM Lovington, N. M., to April 2, 1966; and WLBI-FM New York, to March 18, 1966.

WTIO(FM) Charleston, W. Va.—Granted mod. of CP to change type ant. and ant. system; remote control permitted.

KKXC-FM Iowa City, Iowa—Granted mod. of CP to change type trans. type ant., increase ERP to 26.5 kw, and ant. height to 265 ft.

WFBG-FM Altoona, Pa.—Granted mod. of CP to change type ant.

WMBN-FM Petoskey, Mich.—Granted mod. of CP to change ant.-trans. location; ERP 2.20 kw; ant. height 210 ft.; condition.

KBGO Waco, Tex.—Granted CP to make change in daytime and nighttime direction-

(Continued on page 104)

## SUBSCRIBER SERVICE

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TO SUBSCRIBE use this form with your payment. Mark  new subscription or  renew present subscription.

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### BROADCASTING

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## RADIO

### Help Wanted—Management

Experienced sales-manager leading to manager. East metropolitan suburban 5 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

I am tired of men who try to retire on my money. Somewhere, there is an energetic young salesman who is ready for management of my radio station. He is not afraid of work and he will use my salary plus incentive plan to earn a handsome income. This single station market in the southwest will produce for the right man. If you know such a man, send complete details to Box J-201, BROADCASTING.

A man who loves to sell wanted for one man sales-station manager in excellent Pennsylvania medium market. Local radio sales background a must. Family man, aggressive, cost conscious, age 30-40. Pleasant living area. Real opportunity for manager or sales manager small station with 5-10 years experience ready advancement larger market. Salary to \$10M plus strong incentive. Send complete resume, photo, recent earnings to Box J-234, BROADCASTING.

Studio manager, with proven record. Must be conscientious, hard-working, and civic-minded. Send complete resume. Robert Bodden, General Manager, WMIR, Lake Geneva, Wisconsin.

Managers of stations may add as much as \$10,000 a year to present personal income representing Columbia School of Broadcasting—See our ad on page 103.

### Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Bradenton is booming! New industry, new payrolls. Experienced salesman needed by established, adult AM-FM organization. Excellent opportunity. Ideal community. Call Robert Nelson, Mgr., WBRD, Bradenton, Fla. 813-746-2183.

Lake Geneva, Wisconsin seeking experienced salesman. Send complete resume, references, salary requirements. Robert Bodden, WMIR. Wanted: Salesman for quality radio station. This is a good opportunity for capable man. Salary plus commission, auto expense, life and hospitalization insurance. If between ages of 25-35, contact R. M. McKay, Jr., WKRM, Columbia, Tennessee.

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

Not making enough? Need \$6-\$8M more a year? Keep your present position and enroll Columbia School of Broadcasting students evenings and weekends—See our ad on page 103.

### Help Wanted—Announcers

Announcer who would like to learn sales. Top salary for announcing; commission on sales. Established accounts. Will consider announcer with limited experience and good potential. Top small market station in southeast. Send audition tape, resume of training, experience and education. We'll return. This is a good opportunity. Box H-358, BROADCASTING.

Announcer just out of school or with limited experience interested in learning sales. Here's a top opportunity to learn business and get paid well while you do it. Send audition tape and full information. Box J-11, BROADCASTING.

## Announcers—(cont'd)

Opening for better than average top 40 dj with first ticket to handle 7 p.m.—1 a.m. shift on progressive Wisconsin station. Excellent salary and job security for the right man. Box J-15, BROADCASTING.

Announcer with AM experience for quality eastern station. Must have pleasing air personality, good news and commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

Southeastern Negro programed station seeking experienced swinger who can motivate audience. Top salary, excellent working conditions and congenial staff. If you are looking for an excellent opportunity with a progressive station, send tape and resume to Box J-26, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is strong on sports play-by-play. Must know modern and adult music, be able to create friendly, lively sound which holds intensely loyal audience. Broadcast full schedule football, basketball. Excellent starting salary, unsurpassed fringe benefits for top notch performer. Box J-33, BROADCASTING.

Experienced announcer-1st engineer who likes small town life and stability. Good market, good station with new equipment looking for right man to be a part of progressive community and station. Texas. Box J-113, BROADCASTING.

Southeast 24-hour country music station has immediate opening for DJ with first class ticket. No maintenance. Opportunity for sales. Send tape, references, salary requirement. Box J-116, BROADCASTING.

Leading adult station in top Michigan market is seeking experienced announcer-dj—strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Major market-southwest. Top good music station. We need a young, single announcer, with a 1st phone, for midnight 'til 8. We're asking for ability, rather than vast experience. Include resume, references, salary expected, and tape with application. Box J-173, BROADCASTING.

Major midwest NBC affiliate wishes to add a new air personality to its staff. Finest working conditions and fringe benefits. If experience and ability qualify you for this job, send complete resume, air-check tape and photo first letter. Box J-174, BROADCASTING.

First phone, mature sound for morning or midday promotable show. Sales too if you wish. Smoothest sound on Fla's Gold Coast. Permanent position for right man in one of America's most pleasant areas. Future unlimited. Box J-182, BROADCASTING.

North Jersey station requires a qualified announcer. No beginners. Send tape and salary requirements, recent photo and resume to Box J-188, BROADCASTING.

Wanted: Swinging rock-jock, preferably single. Good market. Hours: 6:00 p.m. to midnight. 6 days per week. Inquire Box J-194, BROADCASTING.

Immediate opening for first phone "top 40" announcer. Some news, some production included. Good pay, good opportunities in middle west. Send tape and resume to Box J-197, BROADCASTING.

1st phone top 40 man for top rated station in evening time slot. Here is a chance to join major market station. Tape and salary to Box J-212, BROADCASTING.

## Announcers—(cont'd)

Announcer—5 kw good music, Northeast. Also opening newsmen, minimum 1 years experience or news-music combination. Tape resume & salary to Box J-236, BROADCASTING.

Immediate opening for announcer, sales-announcer, or announcer-newsmen. 3rd class phone required. Located in capital of North Dakota, KBMR Bismarck. Good music station with CBS Network. Call 701-255-1234 or send tapes to Box 1233, Bismarck, N. Dakota.

Announcer with 1st phone for one of Iowa's better good music stations. KCFL, Waterloo-Cedar Falls, Phone 319-266-7567, W. C. Forsow.

Alaska—Great Hunting, Fishing. Top station. All new facilities. Adult music. Mature voice only for air and production. No accents nor affectations. \$800 starting. Air mail voice tape, qualifications, references to: KHAR—Pouch 7-016. Anchorage.

Excellent opportunity for capable & conscientious announcer who wants permanent job in good climate. New 50,900 watt station starting in October. Send full details, tape, snapshot, salary by airmail to: Manager KSWs, Rosewell, New Mexico.

Immediate opening — Young, single announcer with 3rd class license. Non personality. Good housing available. KVWM-AM-FM, Show Low, Arizona.

Announcer, first phone, 5-day, 40-hour week, in progressive, community-minded station with mature music format. \$150.00 wk to start. Background will be checked. Send tape or call Bob Donnelly, Prog. Dir., KXRK, San Jose, Calif. No collect calls.

WATR-Radio, Waterbury, Connecticut has an opening for afternoon announcer. Middle of the road music . . . send tape and starting salary requirements to manager.

Michigan area openings for experienced announcer and newsmen. Adult programming. Send photo, tape and resume to Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape & resume WDDY, Gloucester, Virginia.

Experienced announcer. Age 28-35 for 5 kw station going fulltime and adding 50kw FM. Send complete resume of experience, references, recent photograph, and taped air-check to: Donald E. Knowles, WDEA, Ellsworth, Maine.

WDLR Radio, Delaware, Ohio has immediate opening for announcer with 1st ticket. No maintenance required. Experience not necessary. Call Bob Kincaid, General Manager, 363-1107.

We are looking for a high calibre young man with an ear for quality radio. Must have at least six months experience, able to handle morning shift, and some production. Drifters, and those with credit or drinking problems need not apply. \$90.00 per week. Send tape and complete resume to WDNG, P.O. Box 1290, Anniston, Alabama.

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. LaSalle St., Chicago.

Modern format "better pops" station looking for air personality who wants to move up to a large market. Tight board, production knowhow essential. Send resume, tape, photo, recent earnings to: Skip Knight, WGRD, Grand Rapids, Michigan.

## Announcers—(cont'd)

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

Wanted: Announcer with minimum of 1 year experience, must have 3rd class license. Send tape, references, and resume in first answer to WHNC, P. O. 1041, Henderson, N. C.

Solid Western New York 150,000 market needs bright middle road up-tempo morning man and sales. Security and good earnings in progressive operation for right guy. Open now. WJL Radio, Niagara Falls, N.Y., T. Talbot.

Announcer first phone wanted for growing Northeast Ohio station. Rush tapes and resume to WKNT, Kent, Ohio or contact Bob Dix, Jr. 673-1530.

WKYX, Paducah, Kentucky has immediate opening for first phone top 40 announcers. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

WNCG-WKTM-FM stereo, North Charleston, South Carolina, needs suitable staff announcer for middle of the road AM music operation. Prefer mature, experienced man capable of professional news delivery and commercial presentation. Starting salary \$100 for 40 hour week. Please include all available information in initial reply.

Staff announcer—1st phone—experience middle of road format afternoon shift, some production. Oct. 1st WNRK, Newark, Del. 302-368-2588.

Wanted: Experienced announcer. Preferably 1st ticket but not necessary. Located in small market powerful thousand watt daytime station 540 kc, signal comparable 5 kw. Signal goes into 5 states. New Collins transmitter and console, remote operated. Musical format, variety, 7 other employees. Not looking for an executive, need an experienced announcer or announcer-engineer. Salary \$100 to \$130 weekly. Located in beautiful mountains of Va., boating, fishing, hunting area, if you want security this is it. Send tape, resume, picture, 1st letter. WRIC Radio, Richlands, Virginia. Only experienced, fair quality voice and relaxed delivery type need apply.

Top 40 swinger needs two swingin' jocks! Send tape, resume—WWOW, Conneaut, Ohio.

Top caliber morning man for pop music station in Washington, D. C. market. Call Harry Averill, 703-534-8300.

Announcer-engineer with 1st phone. Emphasis on announcing, 5½ day week. Must work on Sundays. Salary open. Phone 313-664-8555 days, evenings phone 313-664-8293.

## Technical

Chief engineer with DA experience. No air. East metropolitan suburban 5 kw day with FM. Box J-5, BROADCASTING.

Experienced chief for small AM in North central, no air. Free quarters for single man at xmtr. State min. Box J-221, BROADCASTING.

Chief engineer, established metro Los Angeles station. Full responsibility for full time AM-FM operation. soon to increase power. Must have extensive experience in directional antenna, high power, remote control, and construction supervision. Excellent salary for right man, all fringe benefits. Contact Howard Kester, General Manager, KEZY, Disneyland, Hotel, Anaheim, Calif.

1st phone engineer for transmitter shift. Experience not essential. No announcing. Contact: H. Maugo, WAMS, 414 French St., Wilmington, Delaware. 1-302-654-8881, Ext. 206.

Wanted! A rare bird, first class ticket, maintenance, announcing. Join the flock. "Livin' Radio" WEET—Call Foutz, 703-353-6641.

Chief engineer for 50,000 watt FM Stereo Station. Experienced in audio and maintenance. Please state experience and salary desired. WKFM, 188 West Randolph, Chicago 1, Ill.

Permanent immediate opening for experienced board operator. First or third phone. WSBC, 312-MO-6-9060, Chicago.

## Technical—(Cont'd)

WTTM-FM, Trenton, N.J. needs a chief engineer. Some announcing. Station dedicated to religious broadcasting. Contact Chuck Zulker.

Chief engineer—light announcing. Beautiful suburban N.Y.C. area FM Stereo station. Install new xmtr and studio equipment required. Commensurate salary. Resume & personal interview. Write Robert Shehtanian, RFD #1, Box 332, Mt. Kisco, N.Y.

First class engineer for area AM. P.O. Box 8734, Philadelphia, Pa. 19101.

## News

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an opportunity to locate in a growing community. Excellent salary and working conditions. Box J-16, BROADCASTING.

Newsman . . . Midwest 50 kw seeking experienced reporter-writer, preferably some TV background. Send tape, resume and photo to Box J-175, BROADCASTING.

Newsman, experienced in both radio and television, to assume direction of expanding news, sports and public affairs department in radio and television operation at large mid-western University. Must be able to gather, edit and write local and regional news. Degree required. Some teaching necessary. Salary open, Box J-213, BROADCASTING.

Immediate need for news director for an aggressive midwest station in a university town. Good salary and opportunity. Send tape, resume and sample news to Program Director, WKID, Urbana, Illinois.

Need newsman for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Elkhart, Indiana.

The Long Island Network has immediate need for an aggressive, experienced newsman to join its fastpaced news department. Must be a self-starter, strong on writing and production and have a pleasant, enthusiastic delivery. Send air check and complete resume to Tom Lague, News Director, P.O. Box 449, Freeport, New York. Tapes will not be returned.

## Production—Programing, Others

Wanted—program director for western Massachusetts 1,000 watt, full time station. (ABC Network). Applicants from the Northeast preferred. Unusual opportunity for right man. Personal interview required. Man chosen must be sharp production artist and good leader of people, able to work well with the public. Send resume and audition tape to Box J-215, BROADCASTING.

Copywriter with announcing experience for Illinois kilowatt, Box J-230, BROADCASTING.

## RADIO

### Situations Wanted—Management

General manager available at once. Present station sold reason for move. References from past and present employers. Over 10 years experience all phases. Box J-142, BROADCASTING.

Two dogs tailed up and sold in four years. DSS (Dr. of Sick Stations) Available immediately. References. Box J-155, BROADCASTING.

General manager—Excellent record . . . good references . . . presently managing. Prefers Kentucky-Ohio area, will consider any location . . . \$10,000 minimum. Present location not best for raising small family. Box J-184, BROADCASTING.

## Management—(cont'd)

Terrific team does work of five! 2 men make your station go! 20 years combined experience: Management, sales, chief engineering, bookkeeping, programming, production, traffic, copy, news, sports, deejay. No gimmicks just good, honest, hard work from street to transmitter. Wish to return to small market preferably in Rocky Mountain area. Modest salaries plus percentage gets you best 2 man combination available. Box J-209, BROADCASTING.

Experienced general manager looking for same position at right station in right town. Box J-219, BROADCASTING.

## Sales

Sober, intelligent salesman well versed in radio-television promotions is open for position soon. Box J-115, BROADCASTING.

Professional sales manager: for large radio or TV. Will coordinate sales for group or chain. Trained, reliable, steady, sober, family man. Currently gen. mgr., Box J-148, BROADCASTING.

Got a daily 3 hr. time block in the red?—with country music, I'll put it in the black.—N.E. only. Personality c/w jock—aggressive salesman, programmer, entertainer, promoter. 10 yrs present location. Box J-208, BROADCASTING.

Salesman position sought at aggressive quality station by combo-man with first. Mature. Bayview Ave., Sunnyvale, California. Phone 408-736-7056.

Sales leading to management. Over 20 years experience. Also announcing. College grad. Prefer Carolinas, Fla., Ga., Va. Locate anywhere for right opportunity. Bud Ward, Kingston Green Apts., Apt. C-25, Kokomo, Indiana. 453-1934.

## Announcers

Attention Educational Radio-TV stations! Announcer with college degree in Radio Speech, 2 years commercial announcing experience, seeks career opportunity, Box J-114, BROADCASTING.

Professional broadcaster, first ticket, \$800.00. Good music only. Box J-169, BROADCASTING.

Mature announcer-newscaster or dj. Ready to Start. 3rd phone will relocate. Box J-179, BROADCASTING.

Announcer—Iowa. Some experience preferred. Christian. Send details first letter. Box J-181, BROADCASTING.

Experienced, first phone morning deejay. Smooth, mature delivery, tight production, middle of road programing. Have also been chief engineer and program director. No split shifts, please. Box J-183, BROADCASTING.

Authoritative newscaster. Middle of the road dj, experienced, married. Will relocate, tight board. Box J-195, BROADCASTING.

Announcer—3 years part time "good music" experience, limited technical experience. Have 1st phone ticket, will consider work anywhere. Box J-196, BROADCASTING.

Young dj-newsman fortunate to have started early, 20 years old—four years experience, desires position in large market—midwest, east or Florida. Mature voice—third endorsed. Presently working major "fine music". \$115 starting. Box J-198, BROADCASTING.

Announcer with first phone—degree—married—experience, yet young and ambitious—\$125 per week. Box J-203, BROADCASTING.

Negro, dj, announcer, newscaster, third phone, endorsement. Bright delivery, no prima donna, tight board, Box J-204, BROADCASTING.

Rhythm—blues deejay. Friendly sound. Hard working personality. Box J-205, BROADCASTING.

DJ-announcer, newscaster, third phone, endorsement, bright personality, no floater, professional attitude, tight board. Box J-206, 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 J-211, BROADCASTING.

## Announcers—(cont'd)

Contemporary stations only, format jock with ability and experience looking for break into top 50 market. First phone east-south. Like midnite-6. Box J-214, BROADCASTING.

Excellent ratings. Top 40 and middle music background. Bright, mature. Ready for the top. Box J-216. BROADCASTING.

Quality, intelligent, mature announcer wants talk or music spot at adult station, exciting larger city. Box J-217, BROADCASTING.

DJ—wants top 40. Two years middle of road. Prefers northeast. Box J-222, BROADCASTING.

I must be doing something right. Ten years as disc jockey; smooth commercial delivery; good news. Box J-225, BROADCASTING.

Attention stations: Top talk and phone show star available . . . well known NYC and Philadelphia personality. Interviewer of world's leading figures . . . tough controversial. Interested major markets only. Call 212-KI 3-3498 or write Box J-227, BROADCASTING.

Top 40 dj and production man . . . 1st phone . . . experienced . . . college graduate . . . married . . . desires opportunity with progressive broadcaster. Box J-239, BROADCASTING.

Female dj/announcer immediately available . . . experienced . . . news gathering . . . woman's program . . . traffic . . . dependents Write P. O. Box 765, Gloucester, Mass. (Student).

Dynamic, young, personable rock dj, tight board, good production. #1 station in fast paced medium market. Will relocate. D.P., P.O. Box 56, East Lansing, Michigan.

Available Sept. 20; Dependable, married announcer with 6 years experience as dj, sportcaster, and P.D. Desires position in market of 100,000. Salary \$105 per week. Call John Moran at LI 3-4936 or write 140 5th Street, Phillipsburgh, Kansas 67681.

Chicago area—Mature, jazz and contemporary popular dj desires permanent position in or near Chicago. Now working . . . \$5000 starting minimum. News and sports . . . 3rd ticket endorsed . . . 2 years with AFTRS . . . age 25 . . . military completed. Al Swanson, 2008 Sweeney Ave., Las Vegas, Nevada or phone 702-384-0518.

Help! Station bankrupt. M.O.R. announcer-dj needs steady work. C-B grad. 1 year experience. Endorsed 3rd. Married, veteran. Versatile, sober, dependable. Owen Alexander. 916-243-7872.

Six months all around experience. Third, some college. Clark, 2977 Milton Place, Bronx, New York 10465.

Third Phone. Age 22. Married. 3½ years experience. All formats. Joe Humphreys, Box 143, Jackson, Ohio 614-288-4313.

## Technical

First phone operator. Georgia or? Box J-63, BROADCASTING.

Chief engineer—experienced all phases AM & FM, desires permanent position with stable organization. \$650 monthly minimum. Box J-128, BROADCASTING.

Experienced chief, competent and reliable, seeking responsible position in midwest/Rocky Mountain area. Box J-135, BROADCASTING.

Field engineer for well-known consultant is seeking a position as Chief or other that does not require extensive traveling. Box J-190, BROADCASTING.

First class engineer experienced in radio/television/microwave, desires position. Box J-192, BROADCASTING.

Engineer with 50 kw experience, consulting assistant, some TV, desires work-study employment at University or commercial station near University. References. Box J-200, BROADCASTING.

First phone—retired technician wants part time work Columbus, Ohio or vicinity. Box J-202, BROADCASTING.

First phone operator, inexperienced but eager to learn. Northeast preferred. Box J-226, BROADCASTING.

## Technical—(cont'd)

Broadcast first phone technical graduate, commercial, military experience. Military obligation completed. Single. Resume, references available. Harry Beynon 314-531-2195. Mexico, Missouri.

14 years of know how. Chief 5. Age 37. C. L. Sweet, 1234 N.W., 28th, Oklahoma City.

C. E. employed here 3 years, maintenance, wishing to relocate. No board work. Anthony Ostoppoff, P.O. Box 808, Hopewell, Va. 23860. Ph. 458-7083.

Experienced radio & TV transmitter. First phone. Prefer Texas. Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone: 767-0917.

1st phone engineer—AM-FM-TV experience. Good references. Drivers license, without car. R. Downie, 105 S. 21st Street, Philadelphia, Penna. 19103.

## News

Experienced newsmen-announcer presently with NYC station wants west coast. Top news-commercial delivery. Family man. Box J-107, BROADCASTING.

Authoritative newscaster, dj, announcer—Beginner with great potential—hard worker—likable, bright, personality—family man with third class. Some experience—north-eastern market or California. Box J-189, BROADCASTING.

Wanted alive . . . station, looking for a live newsmen. Ten years experience gathering, writing, broadcasting. Currently employed at a good station . . . but . . . Box J-199, BROADCASTING.

Professional broadcast journalist wants challenging outside assignments on regular basis, anywhere. Box J-218, BROADCASTING.

Controversial, professional interviewer. Telephone talk show. Box J-240, BROADCASTING.

Radio or TV—B.S. degree in Communications, with six years solid experience—emphasis on news. Prefer Chicago area. Call Glenn Pyle, 312-476-7815.

## Production—Programing, Others

Professional broadcaster, first ticket, \$800.00. Good music only. Box J-138, BROADCASTING.

Rating problems? C&W programing pro has solution, with proven-successful "Modern country" format—the coming thing! Box J-152, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to news, commercials, better music. Currently employed. Box J-207, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Asst. station manager: ETV station. Send complete details. Please reply Box J-8, BROADCASTING.

A CATV System manager to manage the building and subsequent operation of a potential 12,000 home, all-band, all aluminum cable, all transistorized system. The successful applicant must have prior CATV system management experience or equivalent, be a knowledgeable technical man, and have a creative concept of marketing practice. We are a fast-growing company with CATV systems in six Washington cities. We provide above-average compensation, stock subscription opportunities, as significant challenge to our employees. All replies will be held in confidence. Send resume to: Frank M. Cohee, Vice President, Telecable, Inc., 1616 Norton Building, Seattle, Washington.

### Sales

Creative, professional salesman for station in large New England city, owned by progressive group. Salary plus commission. Call Mr. Hearn, 203-777-3611.

### Announcers

Central Pennsylvania TV station seeking announcer. Radio experience accepted. Submit full details including tape. Permanent position. Reply to Box J-223, BROADCASTING.

## Technical

Chief engineer: UHF-ETV station. Send complete details. Please reply Box J-9, BROADCASTING.

Modern, progressive, full-color station in upper midwest needs experienced studio technicians and/or cameramen. First phone required. Send details to Chief Engineer, KSTP-TV, 3415 University Ave., Minneapolis, Minn. 55414.

New channel 9 station has immediate openings for first phone engineers. Latest GE and RCA equipment. John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Immediate opening for engineer with 1st class license. Contact M. J. Lamb, Chief Engineer, WIMA-TV, Lima, Ohio.

WTOC AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Transmitter engineer with experience on RCA TT50AH needed. Please furnish resume of age, education, experience and salary requirements, to Leon Webb, WTVG TV, Box 1150, Chattanooga, Tennessee.

NYC College. Engineer to install, maintain AV equipment, possible future TV production setup. Rank: Technical Assistant; beginning \$5150-minimum \$6350; fringe benefits. Call, write, Dr. Dave Berkman; Kingsborough Community College, Manhattan Beach, Brooklyn, N.Y., 11235.

## NEWS

Assistant news director for midwest station. Highly competitive 3 station news area. Must be top man able to write & film news and documentaries. Prefer some air experience. Send tape, resume, etc., to: Box J-235, BROADCASTING.

## Production—Programing, Others

Program manager—ETV station. Send complete details. Please reply Box J-10, BROADCASTING.

## SITUATIONS WANTED

### TELEVISION

#### Sales

Small market sales manager seeks major market sales challenge. 7 years with present employer. Community leader, young, creative. Degree. Resume upon request. Box J-40, BROADCASTING.

### Announcers

Canadian announcer anxious to locate in Radio/TV in Los Angeles area. Currently Jr. executive level. Play-by-play sports experience. Available October. Box J-91, BROADCASTING.

First phone, 18 years experience, married, presently employed by network. Box J-176, BROADCASTING.

### Technical

Field engineer for well-known consultant is seeking a position as chief or other that does not require extensive traveling. Box J-191, BROADCASTING.

First class engineer experienced in radio/television/microwave, desires position. Box J-193, BROADCASTING.

Engineer, maintenance orientated, desires supervisory or maintenance position with progressive organization. Eight years studio: Two years Ampex videotape. Box J-220, BROADCASTING.

First phone—desires start in broadcasting, CCTV and color exp. Terry Quinn, 3520 W. 105, Cleveland, Ohio 44111.

## Production—Programing, Others

TV - production - direction - management. 14 years experience major midwest market emphasis News. Available immediately. Box J-185, BROADCASTING.

## Production—Programing & Others—

(cont'd)

Degree plus 12 years diversified production, operations, programming and sales experience. Need opportunity in medium market TV, ETV or agency. 34, married. Excellent references. Box J-224, BROADCASTING.

Assistant promotion manager at television station desires position in larger market. Will consider programing or production. Box J-232, BROADCASTING.

You are cordially invited to take a Hollywood with producer-director knowledgeable in all phases of TV production. Six years in commercial TV. Five years as producer-director. Adequate background in film production. MA. in Broadcasting. Experienced, married and non-floater. Large local production-oriented stations please inquire. Write: Charles C. Hollyday, 212½ Allen Street, Lansing, Michigan. Phone 517-484-0180.

## WANTED TO BUY—Equipment

Wanted: 5 & 10 kw AM transmitters. Write offers: Homero Rios D., Box 1324, Mexico City, Mex.

Wanted—1 UHF transmitter 10 to 12 kilowatt, also studio and film camera chains needed. Box 41108, Los Angeles, California 90041.

Do you have a spare RCA 25 kw hi-band aural amplifier now surplus, following the TV aural power reduction? We need one such amplifier and associated power and control cubicles. Write stating location, price and condition. Box J-144, BROADCASTING.

Used 250 watt FM transmitter. State age, condition and cash price. Box J-233, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind. 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spirolin, 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.

The complete source of used radio-TV broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Gates MCB-20 multiplex exciter and SCA generator . . . \$400.00, Gates RCM-12 Remote control equipment . . . \$395.00, W.E. 1126-C limiting amplifier . . . \$100.00, W.E. 110-A limiting amplifier . . . \$75.00, 210 ft. 1½" Styroflex cable (less than 1 yr. old) . . . \$300.00. Reply to: Barbard DeBella, WRFM, 41-30 58th St., New York, N. Y. 11377.

One color film camera, RCA Type TK 28A, with shading amplifier. Contact John Adams, D.E., KFDX-TV, Box 2040, Phone 692-4530, Wichita Falls, Texas 76307.

Federal 10 kw FM radio transmitter model 193-A. WPIC, Sharon, Pa.

Ampex authorized repair center—Repair and rebuild all Ampex Professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. Accurate Sound Company, 15 North Tyler, San Angelo, Texas. AC 915-949-1904.

Heavy duty 200 foot galvanized tower. Just 5 years old . . . down and stacked ready to go. Guy wires and clamps but no lights. A real buy at \$1,500. Box J-177, BROADCASTING.

RCA 5 kw AM transmitter type BTA-5F. Just removed from service. In storage in Florida. Immediate availability to first cash offer of \$4500.000. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey or call area code 609-456-1716.

3 kw G.E. FM transmitter now in operation. No reasonable offer refused. KBOA-FM, Kennett, Mo.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orbea. Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

"The Weekly Prompter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 class starting October 20/January 5, March 16. 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.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00, Private rooms \$10.00 per week. Classes begin Oct. 12, and Nov. 16. Call or write REI, 1336 Main St., 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.

## INSTRUCTIONS—(Cont'd)

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.

## RADIO—Help Wanted

### Sales

## SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast-equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal-opportunity employer.

Box J-186, BROADCASTING

## BROADCAST SALES FM TRANSMITTERS

A leading Midwest broadcast and communications equipment manufacturer has an outstanding opportunity for a man familiar with FM broadcast transmitters and associated equipment. Currently employed in the FM field, either in broadcasting or manufacturing. Age 28 to 40, B.E. degree or comparable experience required. Opportunity for advancement in growing company. Complete employee benefits. An equal-opportunity employer.

Send complete details and picture to:  
Box J-187, BROADCASTING

## Announcers

## NYC Metro Vicinity

## AIR PERSONALITY EXCELLENT SALARY

Creative program department, middle of the road sound, chain station. Tape, resume, 1st letter.

Box J-172, BROADCASTING

# WANTED:

Technical director for chain AM station. Must be experienced in directional antenna system, remote control, transmitter and studio equipment.

*Send resume of qualifications and experience.*

Box J-237, Broadcasting

## CHIEF ENGINEER

... to take complete charge of engineering department, Connecticut radio station. Must be strong on maintenance, supervision, remote control, directional operation. Creative, cost conscious, management minded. Our engineering staff knows of this ad.

**SALARY, \$9,100**

plus many fringe benefits

Box J-238, Broadcasting

## News

## NEWSMEN'S NEWSMEN

- Are you above the average professional broadcast journalist?
- Do you write dramatic, colorful, accurate and concise stories?
- Can you broadcast news with personality and authority?
- Are you a thorough reporter who can interpret what is happening—find it faster—and tell it better?
- Can you use tape like Rembrandt used a paint brush?

If your answer is YES—YOU are needed by a major 50,000 Watt Radio Center in one of the nation's largest markets.

Send tape, writing samples, resume and photograph to:

Box J-163, BROADCASTING

## Situations Wanted

### Management

#### ATTENTION—GROUP OWNERS

Available for executive and management position. Have had many years in Radio station ownership. Completely familiar with all phases of radio station operation including FCC procedures.

Box J-178, BROADCASTING

## Situations Wanted

### Technical

#### VOA ENGINEER

Responsible supervisor desires return to commercial broadcast: Management oriented, budget conscious. Experienced comprehensive TV, max power AM, stereo, microwave, carriers and other sophisticated systems. Seeking opportunity with quality operation.

Box J-180, BROADCASTING

## TELEVISION—Help Wanted

### Management

## CATV

### GENERAL MANAGER

Are you looking for an opportunity to build a business? Newspaper and broadcast group owner with 3 CATV systems in the Southeast seeks highly motivated young marketing-oriented executive ready to assume top administrative responsibilities as general manager of its CATV division.

Job involves aggressive acquisition of additional properties and guidance of local managers to insure continued vigorous development of existing systems.

Salary open. Incentive plan. Good benefits. Send resume in confidence to:

Box J-210, BROADCASTING

## News

### TELEVISION NEWS EDITOR

KOVR-TV, Sacramento, has opening for editor to head growing news staff; prefer experience in both newspaper and radio-TV field. Writing experience necessary. Permanent position, excellent employee benefits. Apply in person or submit resume to:

Personnel Department  
McCLATCHY BROADCASTING  
21st & Q Streets  
Sacramento, California

# TV SYSTEMS ENGINEERS

The continuing growth of RCA's Broadcast & Communications Products Division has created several excellent openings for experienced TV Systems Engineers.

Your work will include systems planning for TV studios, closed circuit systems, ETV, radio broadcast systems, mobile unit planning, as well as actual supervision of installation and construction of necessary components to complete the system. Some customer contact is involved.

Qualifications include a BSEE degree, or equivalent, and two or more years experience in planning, installation and maintenance of TV facilities (both audio and video).

Salary is commensurate with your education and experience. Relocation assistance is provided.

Send your resume to: Mr. C. F. Zangardi, Empl. Mgr., RCA Broadcast & Communications Products Division, Bldg. 3-2, Camden 2, New Jersey.

Attending the IEEE Broadcast Symposium in Washington, D. C.? Arrange an interview by visiting the RCA Suite September 23 - 25.

An Equal Opportunity Employer.



The Most Trusted Name in Electronics

## Situations Wanted

### Management

#### TV MANAGEMENT

Profit-minded TV executive with 21 years experience, last 15 in administration, available as result of station sale. Proven record in developing market, generating increased sales and winning number one ratings with quality programming. Good cost control.

Hard working, sober, family man, and community leader. Excellent references.

Box J-229, BROADCASTING

## Instructions

EARN MORE!!!!

LEARN MORE

F.C.C. 1st Phone  
(in 8 weeks)

DON MARTIN SCHOOL OF RADIO & TV

1653 N. Cherokee HO 2-3218  
Hollywood, Calif. 90028

**Instructions—(cont'd)**

**EARN  
\$7800—\$15,000  
ANNUALLY**



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Remittance enclosed \$ \_\_\_\_\_

9-20-65

(Continued from page 97)

al ant. pattern and specify type trans.

#### Actions of Sept. 9

Illinois State University, Normal Ill.—Granted CP for new class D noncommercial educational FM to operate on channel 219, with 10 w; remote control permitted.

KWHG(FM) Lincoln, Neb.—Granted change in facilities from operation on channel 292, ERP 3 kw, with ant. height 125 ft. to channel 274, ERP 25 kw, with ant. height 115 ft.; remote control permitted.

WEEK-FM Easton, Pa.—Granted CP to make changes in ant. system, decrease ERP to 13 kw, and increase ant. height to 460 ft.; conditions.

KDAC Fort Bragg, Calif.—Granted mod. of license to change name to Fort Bragg Broadcasting Co.

KOWH-FM, National Review, Inc., Omaha—Granted CP to change ant.-trans. location, install new ant., increase ERP to 100 kw and ant. height to 600 ft.; remote control permitted; conditions.

Following stations were granted extensions of completion dates as shown: WPRW Manassas, Va., to March 1, 1966; WAIR Winston-Salem, N. C., to December 10; KPRC Houston, to November 9; KRON-

FM San Francisco, to March 15, 1966; WDRN(FM) Norwalk, Conn., to March 15, 1966; WBMK-FM West Point, Ga., to December 1; W79AJ, W8IAE Connecticut Television Inc., Willimantic, Conn., to March 9, 1966.

#### Actions of Sept. 8

WMTW-TV Poland Spring, Me.—Granted mod. of license to reduce aur. ERP to 17.4 kw, and change type aur. trans.

KCOP(TV) Los Angeles—Granted mod. of license to reduce aur. ERP to 32.4 kw.

#### Action of Sept. 3

WFOR Hattiesburg, Miss.—Granted assignment of CP to increase daytime power from 250 w to 1 kw to J. W. Furr without prejudice to whatever action commission may deem necessary as a result of its final determination with respect to petition for reconsideration of commission's March 17 action, which granted without hearing CP, the assignment of which is hereby authorized.

#### Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WMEN Tallahassee, Fla.—WMEN Inc.

Requests amendment of rules as follows: In Tallahassee add channel 281. Received Sept. 3.

■ Corbin, Ky.—Corbin Times-Tribune. Requests initiation of rulemaking proceeding looking toward change in table of FM assignments so as to assign channel 228A to Corbin. Received Sept. 2.

■ Quincy, Calif.—Richard G. Anderson, Benjamin L. Bell and R. Murray Mattice, d/b as Wonderland Broadcasting Co. Requests initiation of rulemaking at earliest possible date directed to assignment of channel 240A to Quincy. Received Sept. 3.

#### New call letters requested

■ WGNO(FM) Madison, Ill.—Charles H. Norman. Requests WGNO-FM.

■ KQRO-FM Dallas—KEIR Inc. Requests KEIR-FM.

■ San Antonio, Tex.—D & E Broadcasting Co. Requests KEDA.

■ Baldwin, Kan.—Baker University. Requests KNBU.

■ Menomonee Falls, Wis.—Falls Broadcasting Corp. Requests WZMF.

■ Sumner, Wash.—Puyallup Valley Broadcasting Co. Requests KDFL.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 15. 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.

Antioch, Calif.—Televents of California Inc., Martinez, Calif., a subsidiary of Television Communications Corp., New York, has applied for a franchise. Delta TeleVue Systems Inc., Dublin, Calif., already holds a franchise.

San Mateo county, Calif.—Pacifica Cable Television Inc., represented by Paul M. Hupf, has applied for a countywide franchise under new regulations granting non-exclusive permission to any qualified CATV company. However, county council has established a two-week delay to consider the size of the request while Pacifica has agreed to substitute for the countywide rights the unincorporated area between the Pacifica city limits and Half Moon Bay east of Skyline Blvd. Franchises have already been granted to Guilio Francesconi for Eichler Highlands (near San Mateo) and Emerald Lakes (near Redwood City) regions, and to Electronic Center Inc., San Carlos, for Devonshire Valley (adjacent to the city of Belmont.)

Clewiston, Fla.—Community Television Cable Co. has been granted a 30-year non-exclusive franchise. The city will receive 2% of the annual gross revenue plus \$2.50 rental a year per utility pole.

Glennville, Ga.—Farnell O'Quinn has been granted a franchise to operate a \$100,000 system here. Customer charges will be \$5.95 a month and the city will receive 3½% of annual gross revenue.

Bartonville, Ill.—Peoria Cablevision Inc. (Robert W. Frudeger, president) has applied for a franchise. The firm would provide three local stations and four Chicago stations. Peoria Cablevision has also applied in Peoria and Peoria Heights, both Illinois.

Belleville, Ill.—Belleville Cable TV Inc. (William Clancy, president) has applied for a franchise. The firm would provide five St. Louis stations and stations from Cape Girardeau and Columbia, both Missouri, and from Springfield, Champaign and Carbonale, all Illinois.

Decatur, Ill.—Two new firms have applied: Land of Lincoln Cable Television Inc., Springfield, Ill., and Plains Television Inc., Springfield (WICS[TV] Springfield, WCHU [TV] Champaign and WIDC[TV] Danville, all Illinois). Land of Lincoln has also applied in Springfield (BROADCASTING, Sept. 6).

Rockford, Ill.—Rockford Community Tele-

vision Inc. (owned by WREX-TV Rockford [a Gannett Newspaper station], Central Illinois Electric and Gas Co. and a group of local business and professional men) has applied for a franchise. The firm offers seven channels including WREX-TV and WTVO (TV), both Rockford; WGN-TV, WTTW (TV) and WXXW (TV), all Chicago, a station from Freeport, Ill., and a weather channel. Principals in the firm are John Gordon, chairman of the board of Central Illinois Electric and Gas Co.; Joe Baish, general manager of WREX-TV Rockford, and Vernon Nolte, president of WROK Rockford. A previous applicant is H&B American Corp., Beverly Hills, Calif. (a multiple CATV owner).

Goshen, Ind.—Citcom Inc., a subsidiary of the Citizens Telephone Co., Decatur, Ind. (Charles Ehinger, president) has applied for a 25-year franchise. The firm would provide three South Bend, Ind., channels, two from Chicago, one from Detroit, one from Windsor, Ont., two airborne educational channels and a time-weather channel. Installation would be \$15 and there would be a \$5 monthly fee. The system would include a minimum of five FM channels.

Kendallville, Ind.—Citcom Inc., a subsidiary of the Citizens Telephone Co., Decatur, Ind., has applied for a 25-year exclusive franchise. Subscribers would pay \$5 monthly to receive three Fort Wayne, Ind., channels, two Chicago channels, one Detroit channel, one Windsor, Ont., channel, two MPATI (Midwestern Program and Airborne Television Instruction) stations and a time-weather channel. Citcom would also furnish a minimum of five FM channels. Officers of the firm are Charles D. Ehinger, president; William H. Bell, vice president, and Arthur E. Voglewede, secretary-treasurer. The firm has also applied for franchises in the following places: Berne, Decatur, Goshen, Huntington, North Manchester, Portland and Fort Wayne, all Indiana.

Plainfield, Ind.—Community Teleception Inc., 500 Union Federal Building, Indianapolis, has applied for a franchise. The proposed service would provide nine channels including free service to public and parochial schools, and to police and fire departments. The firm would charge an installation fee of \$14.90 and a monthly fee of \$4.90.

Baton Rouge, La.—J. Harry Henderson, former stockholder in Alpine Cable TV Inc., Alexandria, La., who recently sold out for a reported \$2 million, has approached the city-parish council for permission to file application although the specified application period is over. He would be the sixth applicant, others being: Cablevision Inc., Baton Rouge, represented by Sheriff Bryan Clemmons and attorney John Ward; Metropolitan Communications Inc., represented by Douglas Manship (WBRZ[TV] Baton Rouge) and Tommy Gibbons (WAFB-TV Baton Rouge); Video Corp., represented by Bob Earle (WIBR Baton Rouge) and G. T. Owen; Certified Signals Finance Corp., represented by James H. Gill, and King Community Antenna Systems Inc., Houston.

Three Rivers, Mich.—The city commission has adopted a law requiring that CATV

firms merely obtain a city license to operate. This would insure the city of a flat rate of 5% of annual gross income and greatly simplify the process of establishing a system. The two current applicants, Voice of Three Rivers Inc. (WLKM) and Twin Valley CATV Inc., Hillsdale, Mich., had earlier hoped to use poles of state-licensed General Telephone Co. and thus avoid the need of a franchise.

Pompton Lakes, N. J.—Tele-Mark Communications Inc., Newark, N. J., is applying for a franchise.

Boston, N. Y.—Community Television Antenna Systems, Hamburg, N. Y., has requested a franchise. Boston Valley Cable & TV currently holds a franchise.

Smithtown, N. Y.—Long Island CATV Inc., Greenport, N. Y., has been refused a franchise. Previously the Patchogue Broadcasting Co. (WPAC Patchogue, N. Y.) and Closed Circuit Corp., New York, were rejected.

Elyria, Ohio—Elyria Cable Service Inc. (a subsidiary of Jerrold Electronics Corp., Philadelphia) has applied for a franchise. Previous applicants are Altoona CATV Inc., Altoona, Pa. and Telarama Inc., Cleveland.

Middleport, Ohio—Tower Antennas Inc., 640 Walnut St., Coshocton, Ohio, has been awarded a franchise. The company is associated with the Ohio Valley Publishing Co., which publishes the *Pomeroy-Middleport Daily Sentinel*. The firm was recently granted a franchise in Pomeroy, Ohio (BROADCASTING, August 23).

Minerva, Ohio—Imperial Broadcasting Co., Canton, Ohio, has applied for a franchise. A previous applicant is the Neptune Broadcasting Co., Steubenville, Ohio (a subsidiary of Rust Craft Broadcasting [WSTV-AM-FM-TV, Steubenville; WRCE-TV Chattanooga, and WRDW-TV Augusta, Ga.]).

Coal Center, Pa.—Meadville Master Antenna Inc., 870 Market St., Meadville, Pa., has applied for a franchise. Attorney George Barco is president of the firm.

Monroe, Pa.—Jerrold Corp., a multiple CATV owner, has applied for a franchise.

Roaring Springs, Pa.—United Transmission Inc., Westwood, Kan., a subsidiary of United Utilities Inc., has been awarded a 10-year franchise. The firm will pay 3½% of gross receipts and will charge \$10 for installation and \$5 monthly. United Transmission will provide four Pittsburgh channels (KDKA-TV, WTAE[TV], WIIC[TV] and WQED[TV]); three Washington channels (WTTG[TV] WMAL-TV and WTOF-TV); WSTV-TV Steubenville, Ohio; WFBG-TV Altoona, WJAC-TV Johnstown, both Pennsylvania, and a weather and background music channel. In addition, the service will provide FM stations that are available.

Etowah, Tenn.—Athens TV Cable Co., represented by Sessions Judge Jack Johnson, has asked for 30-year franchise. Customer charges would be \$4 monthly with no installation charges; the city would receive 5% of gross revenue plus \$3.50 annually per rented utility pole. A previous applicant is Video Cable Systems Inc., Huntsville, Ala. (BROADCASTING, Aug. 30).



**B**RUCE Merrill is a big man in a lot of ways. He's big physically—6 feet 5 inches in his stocking feet. He comes from a large family—six brothers and sisters. And he's a big man in the community antenna field—he owns 20 CATV systems serving more than 20,000 subscribers, a microwave relay company that serves 26 CATV systems in five states, and a manufacturing company that does almost \$10 million annually in revenues. He's a broadcaster, too.

Mr. Merrill thinks big too. In his diffident manner, he forecasts the day when CATV will be grossing near the \$2 billion yearly which the entire television broadcasting industry took in in 1964.

"All it would take," he says, "is about 30 million customers paying \$60 a year."

The total number of fees-paying CATV customers today is estimated at almost 2 million.

That's about as daring as Mr. Merrill gets. Generally his outlook matches his personality; they're both low key.

As a broadcaster as well as a CATV figure, Mr. Merrill is convinced "there is no basic conflict between the two industries if the two operations are kept in proper perspective."

This is based on his theory that wired television is a requirement if television is ever to grow into its true potential, "which is enormous," he adds.

There's only one factor in the current broadcaster - CATV - FCC relationships that stirs Mr. Merrill out of his normally equable disposition; that's the FCC's proposal to require a 15-day before and after program duplication ban on CATV systems.

"That's completely unacceptable to us," he snaps. "We have made it clear, we'll never voluntarily accept anything more than simultaneous nonduplication."

**Arizona Background** ■ Mr. Merrill has had what can be called a typical southwestern upbringing. He was born in the small mining town of Globe, Ariz., but shortly after his birth his family moved to Safford, Ariz., where Mr. Merrill's father was district director of the Internal Revenue Service and where he also raised cattle and cotton on a modest-sized ranch.

Bruce Merrill intended to be a lawyer. He started his college education at the state university at Tempe with the idea of taking law at the University of Arizona at Tucson. But World War II intervened and it was not until after five years in uniform that he returned and took his bachelor's degree in accounting at Arizona State University.

He established himself as a certified public accountant in Safford in 1947. Like many professional men who have

## Broadcasters and CATV can live together

reached eminence in business, he still considers himself primarily a CPA. Even today outside the sprawling, giant-sized Ameco plant in Phoenix, Mr. Merrill's office is indicated by a simple shingle that reads: "Bruce Merrill, CPA."

**Radio Group** ■ Among Mr. Merrill's early clients was a group of radio station managers, including his brother, Paul Merrill, then general manager of Gila Broadcasting Co. The group had a management contract for Gila Broadcasting which owned radio stations in Safford plus Coolidge, Globe, Winslow and Clifton.

Just about that time, in 1950, the word began drifting westward of the

faint beginnings of CATV in the mountains of Pennsylvania. The group decided to try out this new-fangled idea and its first venture, with a capital of less than \$5,000, was in Globe. Other CATV's followed.

Success of early CATV's was a now-and-then thing, and some of Mr. Merrill's associates became discouraged at the slow rate of progress and lack of profits. They were happy to accept his offer when he invited them to sell out to him.

It was not long after this that he organized Ameco Inc., as the manufacturing arm of his CATV activities. Later, he organized what is now American Television Relay Inc., the microwave service. One of its circuits is the longest in CATV; it brings the four Los Angeles independent TV stations to Silver City, N. M., a distance of 600 miles.

Mr. Merrill became a broadcaster after the 1959-61 battle by anti-CATV broadcasters to force cable operators under the regulatory bridle of the FCC. One of the broadcasters active in this fight was Harry C. Butcher, then owner of KIVA(TV) in Yuma. When the Senate failed to pass the legislation by a single vote in 1961, Mr. Butcher sold his station to Mr. Merrill.

Ameco, which started out with five employes, now has 550; it took in \$9.5 million in the fiscal year ended June 30, three times its revenues the year before, and its \$900,000 net after taxes for the same fiscal period was four times that of the previous fiscal year.

Last July, Mr. Merrill arranged for a \$12.1 million loan from five banks and lending institutions. And early this month, he filed a registration statement with the Securities & Exchange Commission in Washington proposing to sell 400,000 shares of Ameco Inc. common at about \$21 a share.

**Liberal-Conservative** ■ Mr. Merrill calls himself a liberal-conservative. This is based on his philosophy, as he expresses it, that "I realize we live in a changing scene, but I deplore change for the sake of change itself."

Mr. Merrill, a Mormon, is concerned about the moral climate in America: "There are some areas of moral deterioration in the country. I think this is reflected in the business community to a certain extent."

It's a measure of the man that after a year as National Community Television Association chairman, highlighted by intensive, but unsuccessful negotiations with the National Association of Broadcasters in searching for common ground on FCC regulation of CATV, that his final report on this portion of his stewardship concluded with these words: "I have gotten to know very well some wonderful people in the NAB."

## WEEK'S PROFILE



Bruce Merrill—President-owner, Ameco Inc., American Cable Television Inc. American Relay Inc., all Phoenix, and KIVA(TV) Yuma, Ariz.; chairman, National Community Television Assn., 1964-65; b. Dec. 12, 1918, Globe, Ariz.; B.S. (accounting), Arizona State U., 1947; CPA practice, 1947 to present; U. S. Army (Adjutant General's Department), 1942-45, serving mostly in South Pacific; member—American Society of Certified Public Accountants; Chamber of Commerce, Clout Club, both Phoenix; Alumni Assn., Arizona State U.; m.—Virginia Walters, March 22, 1942; three sons—Philip, 18; Walter and Stephen, 16; hobbies—tennis, horseback riding, fishing, hunting.

### Politics in the TV era

**T**HERE can be no doubt that television has profoundly changed political campaigning in this country, and its use as a political instrument is a matter of national concern. Still we have some misgivings about the forthcoming seminar planned by the Fair Campaign Practices Committee in Washington Oct. 13-14 (BROADCASTING, Sept. 13).

As the agenda of the seminar now stands, television will be the primary subject of discussion. Other avenues of communication between candidates and the electorate will be all but ignored. The possibilities of distorting the importance of television are numerous.

We shall be surprised if, for example, some participants do not suggest that an easy way to reduce campaign costs would be to force U.S. television stations and networks to donate blocks of time to campaigners. That idea has been advanced in the past. It was mentioned, though not quite as a recommendation, by a special presidential commission on campaign costs in a report to President Kennedy in April 1962. The chairman of that commission, Dr. Harold E. Alexander, is scheduled to speak to the October seminar on "Trends and Alternatives in Campaign Spending on Broadcast Time."

Not only television but all costs of political campaigning have risen to disturbing proportions. It has become necessary for candidates and parties to seek larger and larger contributions. The political strings attached to big contributions can be pulled to give advantage to the contributors and to limit the independence of action by elected officials. Carried to extremes, this process is undeniably against the public interest.

Yet the cure lies not in the use of television or in an artificial system of enforced conversion of the television system to a free soapbox available for politicians' use. The cure lies in broadening the base of political contributions so that no one puts up enough money to buy special privilege. It is that problem that a seminar on political campaigning ought to attack.

### Sock the fat cats

**E**VER wonder how the FCC decides on the amount a station shall be fined for infractions of its rules?

It seems to work this way: The Complaints and Compliance Division reports a violation, say, for failure to identify sponsorship of teaser announcements. The Broadcast Bureau lawyers scurry to the "confidential files" containing the culprit's financial statement which is required annually. If the statement shows a healthy position (plus possibly a big salary for the owner) chances are the station will be socked hard.

But if the station is small and barely making it, the forfeiture is likely to be modest.

Now everyone has compassion for the small operator. And the staff reasoning might have something to commend it—if it were legal and proper.

But the nub, as we see it, is the fact that the FCC is misusing financial information that has been supplied by stations in the belief that it would be kept confidential and used only for the compilation of overall financial reports for the whole broadcast system.

The staff sees this differently, as do several commissioners who apparently do not know the history or the facts. The staff has always had an unwritten credo of "socking the fat cats" on the radical and fallacious premise that they are making huge profits on something that the government has given them.

The forfeiture technique is just one manifestation of

the staff attitude. It permeates all of the mischief wrought in letter writing and phone calls to lawyers regarding license renewals, wholly aside from the plethora of rule-making crackdowns to tighten the regulatory vise.

The financial form, instituted in 1939, was and is of doubtful validity. The original "survey" was made ostensibly on a one-time basis to obtain information for the radio chain-monopoly investigation. But the then New Deal economists and lawyers cherished the stuff. So it was continued, by default.

A dozen years ago, both the Budget Bureau and the then chairman of the FCC, Rosel H. Hyde, advocated elimination of the annual financial and ownership forms, as a step toward abatement of the questionnaire plague infecting broadcasting. But the bureaucrats wouldn't let go, and broadcasters abetted their cause by yielding to the FCC's demands without challenging its authority.

The result today is that the financial statement, eliciting more and more information, is now standard operating procedure.

Thus, almost any FCC staff lawyer can tell you off-the-cuff what a particular station or group grosses, nets and how much the chief stockholders and officers are paid.

### The dull thud

**W**HATEVER other low points may be reached in programming during the rest of the 1965-66 television season, none can readily equal in sheer tedium the interminable presentation of the Emmy awards on the season's opening night. A program presumably dedicated to the recognition of excellence in television production was itself poorly conceived, poorly produced, poorly directed—and written, if at all, out of the trunks in Milton Berle's attic.

If there is to be another Emmy presentation on a national television network, the television business owes it to itself and to its viewers to put that valuable time to some imaginative use. We mercifully omit comment, at least for the moment, on the new method of selecting Emmy winners. It is enough for now to remind the networks that may consider carrying this show in future seasons that it is supposed to make television look good.

As for the Sept. 12 production, Dick Van Dyke had the sensible approach. He refused to disrupt a short vacation long enough to pick up his Emmy in person.



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