



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECO ELECTRONICS, INC.

Network television pilot farms grow bumper crop. p27
Rating council considers checking market studies. p50
TV shows move from the air to the funny pages. p68
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NEWSPAPER

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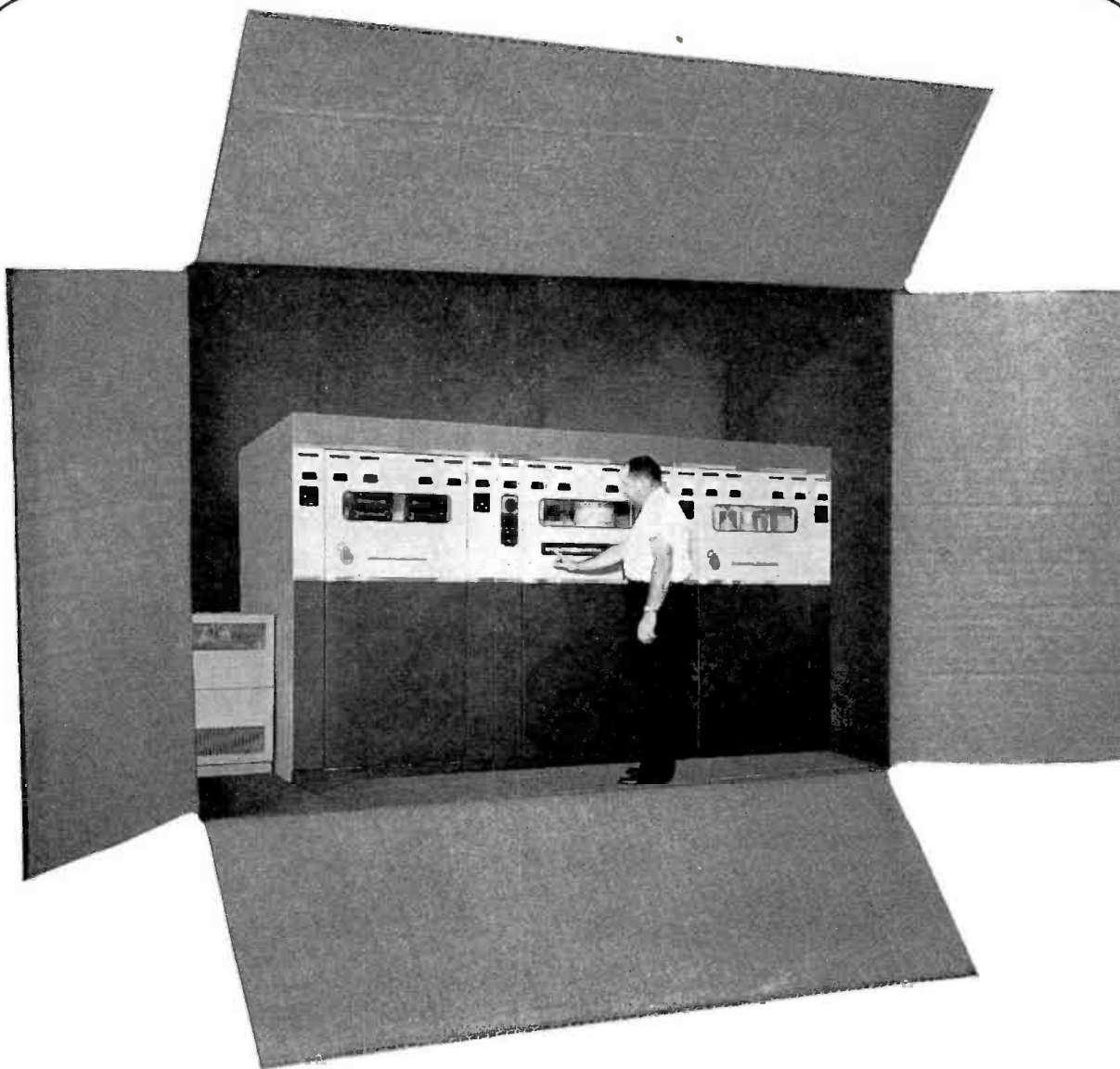
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LTV *Continental Electronics*
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That eye on ABC

Norton Simon, millionaire financier who is thought to control at least 10% of ABC's stock through Hunt Foods & Industries, McCall Corp. and possibly more on his own account, is apparently still interested in acquiring more ABC shares. Wall Street report says Mr. Simon recently dickered unsuccessfully for institutional stock interests in ABC which could have pushed his effective control up to 15%. By going after large institutional holding he would prevent price run-up attendant on piece-meal acquisition of stock on open market.

It's felt Mr. Simon, who has asked for board representation in ABC in past (he was decisively denied it through stockholder-approved revision of voting method), is still interested in gaining voice in company and that his bargaining position may be improving. This view is based on ABC-TV's third-place position in network ratings and fall of its stock from high 60's in September to around 53 last week.

Petry additions

Cox Broadcasting Corp. will shift national sales representation of WHIO-AM-FM-TV Dayton and WIOD-AM-FM Miami from George H. Hollingbery Co., to Edward Petry & Co. Miami change is effective next April 1, Dayton next May 1.

Political season

Fairness doctrine and equal-time law are destined for heavy going-over in both Senate and House. Senate Communications Subcommittee has hired special staff lawyer to organize investigation of political broadcasting. He's Bob Lowe, now in private practice at Texarkana, Ark., onetime assistant to Senator J. William Fulbright (D-Ark.). Mr. Lowe is described by one former associate as "hard nosed" operator who takes "no-nonsense attitude on any job."

Meanwhile, Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, is preparing to look into fairness doctrine and equal time. He said Friday his subcommittee would begin investigation "early in the next year."

Hyping: still discouraged

Stations that use special promotion (hypos) to entice tune-in during rating periods will get no solace from

CLOSED CIRCUIT*

FCC, FTC or Congress, according to canvass prompted by broadcaster's inquiry. Broadcaster wondered why it's considered "reprehensible practice" to promote one's station at certain times (i.e., ratings periods) when it's proper for advertisers to bolster lagging sales through special promotions and for politicians to hypo their images by employing blitz tactics just before elections.

FCC official answered there's no comparison, since hypoed ratings don't provide true picture of station's audience. Merchant is simply trying to sell more of items advertised, and politician wants to get elected and says so. FTC official said station rating is supposed to reflect normal day-in, day-out audience whereas hypo inflates audience only for extent of rating period. If station used regular rather than intermittent audience promotion, there would be no problem. Congressional sources used apples and oranges analogy, insisting that queries are "argumentative" or "unanswerable."

Lost voice

There's more than meets eye in re-organization of International Telecommunications Union this month at Montreaux, Switzerland. For first time in generation there's no U. S. national holding office on governing board of world-wide allocations and control agency. Irony is that this occurs at time when revolutionary changes are upcoming through U. S. development of space satellites for both television and FM relays, including possible transmission direct to homes (see page 77).

While developments were not wholly unexpected by experienced observers, one informed report states Afro-Asian bloc, with Soviet and French support, took control on critical issues. New secretary-general, who succeeds former FCC engineer Gerald C. Gross, retiring after five-year term, is Dr. Manohar B. Sarwate, of India. New deputy secretary general is Mohamed E. Mili, of Tunisia. U. S. also lost representation on International Frequency Registration Board which was cut from 11 to five members (U. S. wanted only one). Losing out was John H. Gayer, of Nebraska, consulting engineer. New five-man board comprises members

from Soviet Union, Japan, Morocco, France and Argentina, U. S. expects representation on new International Radio Consultative Committee (CCIR).

Money in sight

Fourth force in network television that Sylvester L. (Pat) Weaver Jr. and Oliver Treyz are trying to put into operation is said to have attracted "substantial" advertising support. Messrs. Weaver (former president and chairman of NBC) and Treyz (former president of ABC-TV) have now set next July 10 as starting date for Prime Network, to program Sundays 7:30-10:30 p.m. on some 15 stations in major markets (BROADCASTING, Oct. 18). At present time organizers are not willing to identify advertisers who've made commitments. However, they say cigarettes, drugs and cosmetics are included among backers.

Network in the sky

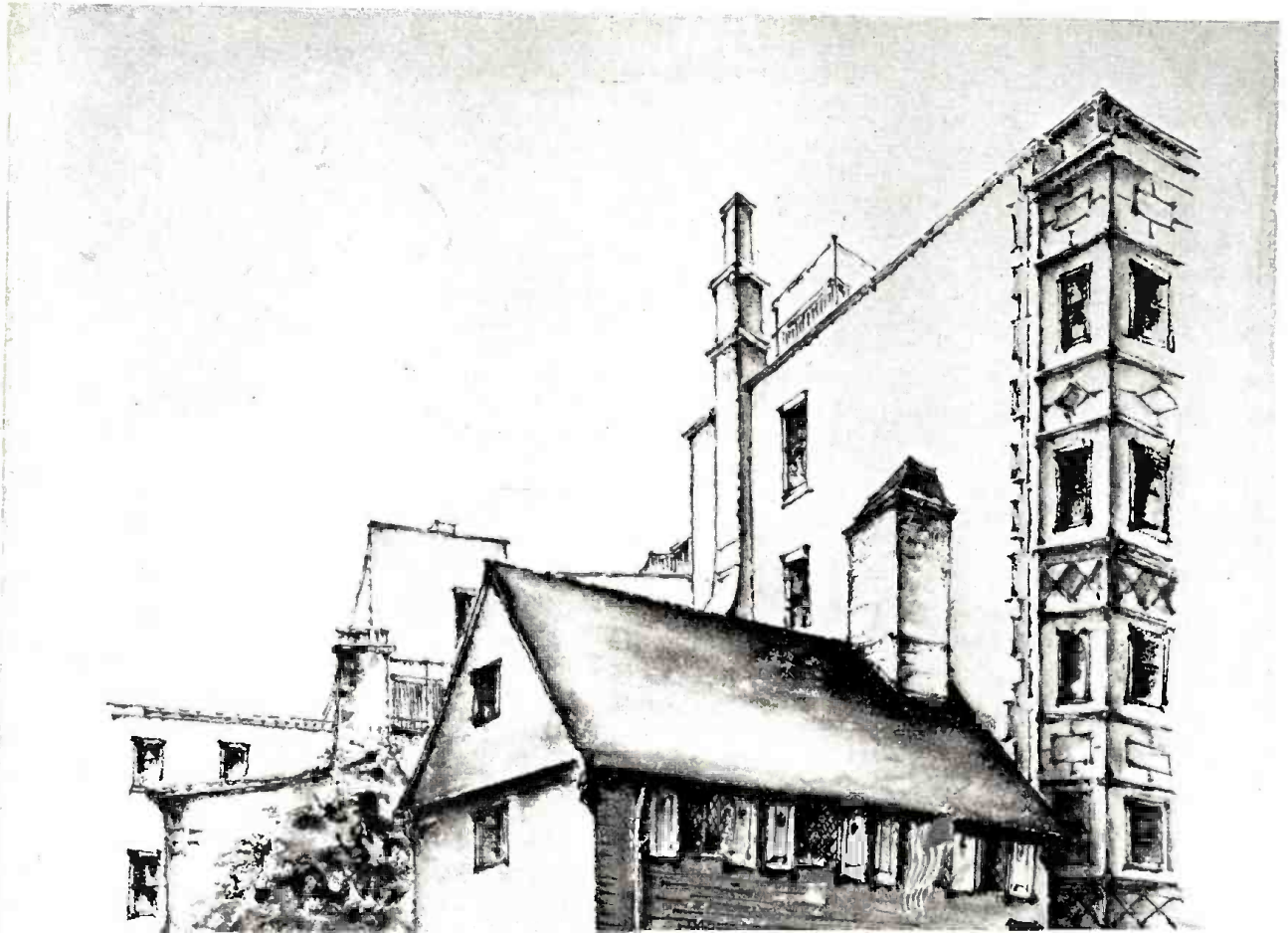
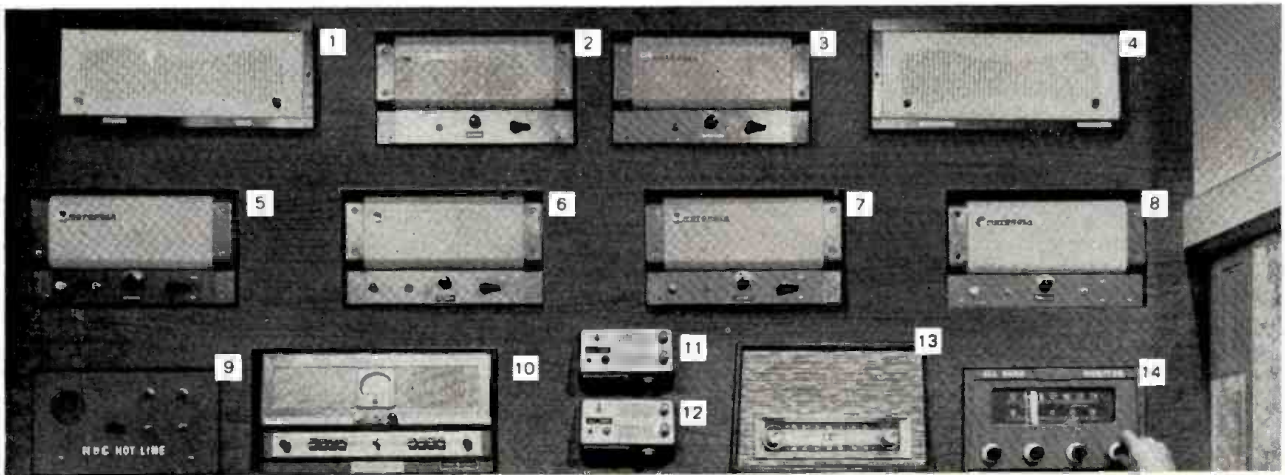
ABC's application for satellite of its own to relay programs to affiliates has raised many legal and policy questions that FCC is having trouble resolving. Accordingly, commission soon is expected to ask views of interested parties—broadcasters, common carriers, Communications Satellite Corp.—before taking procedural step of accepting or rejecting unprecedented application. Among questions: If ABC can have own satellite, why not CBS and NBC? Isn't Comsat supposed to be sole instrument to provide communications by satellite? If not, what effect would competing satellites have on Comsat?

Radio for Ford

Ford cars, already one of top spot radio users, is said to be considering further campaign that would start around first of January. New approach is expected to stress appeal of auto sports models to youth market. J. Walter Thompson Co., New York, has reportedly recommended campaign to client Ford Division of Ford Motor Co. In first six months of this year more than \$4.4 million was placed in spot radio on behalf of Ford cars alone. Parent Ford Motor, by spending estimated \$7.6 million in spot radio, is second only to Chrysler Corp., which is number one by virtue of \$7.7 million investment (BROADCASTING, Nov. 22).

Talk about communications

With this "Buck Rogers" Board, WAPI News Director Clancy Lake is in instant contact with local law enforcement and fire departments . . . with the Alabama State Troopers and with NBC for national and international "Hot Lines." With this equipment he can direct any member of the seven-man news staff to fast-breaking stories by two-way car radios or by mobile transmitters. Conversely, stories from any source may be put directly on the air and/or taped for any of WAPI's many daily newscasts. The "Buck Rogers" Board is another reason why "Alabama's best informed people listen to WAPI News."



Simmons gives CBS top half-hour viewers

In two-week period, Oct. 10-23, CBS-TV had largest average audience for half-hour segments of regularly scheduled prime-time shows, according to study made by W. R. Simmons & Associates, New York.

"Early Bird" TV Audience Reports, part of Simmons' 1966 study of "Selective and Mass Markets and the Media Reaching Them," has been released prior to data on other media contained in study.

Simmons report is based on 1,250 diaries for two-week period and shows CBS average half-hour audience as 19,524,000; ABC with 18,338,000, and NBC with 18,247,000.

In terms of top 40 half-hour segments, based on audience size, CBS had 23, NBC 10 and ABC 7. Of NBC's 10 half-hours, all were segments of one-hour or longer shows. Only five new shows made top 40 half-hours, CBS had four of them: *Hogan's Heroes*, *Lost in Space* (both segments), *Green Acres* and *Wild, Wild West* (first half-hour). ABC landed *F Troop* in list.

For nights of week, Saturday had largest overall average audience, based on top 40 segments, placing 10 half-hours. Sunday, Wednesday and Thursday recorded six half-hours each; there were five half-hours on Friday; four on Thursday, and two on Monday. CBS was only network to place in every night.

Report shows CBS having largest average male and female audiences of 18 years and older, and ABC had largest child audience (ages 10-17).

Breakdowns of average audiences for half-hour segments are: CBS—7,650,000 men; 8,317,000 women; 3,557,000 children. ABC—6,536,000 men; 8,010,000 women; 3,792,000 children. NBC—6,922,000 men; 7,727,000 women; 3,598,000 children.

Top 40 half-hour segments, ranked by size of audience (times denote half-hour segments for hour or longer periods):

- 1 Bonanza (NBC) 9 p.m.
- 2 Bonanza (NBC) 9:30 p.m.
- 3 Ed Sullivan (CBS) 8 p.m.
- 4 Beverly Hillbillies (CBS)
- 5 Ed Sullivan (CBS) 8:30 p.m.
- 6 Red Skelton (CBS) 8:30 p.m.
- 7 Andy Griffith (CBS)
- 8 Sat. Night Movie (NBC) 9 p.m.
- 9 Sat. Night Movie (NBC) 9:30 p.m.
- 10 Red Skelton (CBS) 9 p.m.
- 11 Gomer Pyle (CBS) 9 p.m.
- 12 Man from U.N.C.L.E. (NBC) 10 p.m.

- 13 Sat. Night Movie (NBC) 10 p.m.
- 14 My Favorite Martian (CBS)
- 15 Bewitched (ABC)
- 16 Man from U.N.C.L.E. (NBC) 10:30 p.m.
- 17 Lawrence Welk (ABC) 8:30 p.m.
- 18 Lassie (CBS)
- 19 Sat. Night Movie (NBC) 10:30 p.m.
- 20 Fugitive (ABC) 10 p.m.
- 21 Fugitive (ABC) 10:30 p.m.
- 22 Lucy Show (CBS)
- 23 Dick Van Dyke (CBS)
- 24 Hogan's Heroes (CBS)
- 25 Jackie Gleason (CBS) 7:30 p.m.
- 26 Bob Hope/Chrysler (NBC) 9 p.m.
- 27 Gunsmoke (CBS) 10:30 p.m.
- 28 Peyton Place I (ABC)
- 29 Gunsmoke (CBS) 10 p.m.
- 30 Gilligan's Island (CBS)
- 31 Lawrence Welk (ABC) 9 p.m.
- 32 Lost in Space (CBS) 7:30 p.m.
- 33 Munsters (CBS)
- 34 Jackie Gleason (CBS) 8 p.m.
- 35 Lost in Space (CBS) 8 p.m.
- 36 Daniel Boone (NBC) 8 p.m.
- 37 F Troop (ABC)
- 38 Hazel (CBS)
- 39 Green Acres (CBS)
- 40 Wild, Wild West (CBS) 7:30 p.m.

Blight cast on seats of two NAB directors

Qualifications of two board members of National Association of Broadcasters—one on TV board, one on radio board—are being questioned. Under study is whether Gordon Gray, former president of WKTV(TV) Utica, N. Y., and Cecil Woodland, general manager of WEJL Scranton, Pa., meet bylaws provision that board member must devote his time "principally to the broadcasting business."

NAB executive committee was told at Chicago meeting last week that association of both men with organizations—notably community antenna television—other than those they represented when elected has raised question.

Mr. Gray resigned from WKTV earlier in year, retaining minority interest. He has since become CATV consultant. His second two-year board term expires in 1966. Any interim successor would be appointed by NAB President Vincent Wasilewski and have to be approved by TV board. Mr. Woodland is now acting head of Semit Cable TV Co., which like WEJL is owned by Scranton Times. However, CATV franchise hasn't been granted in Scranton yet.

He says if Semit wins franchise, he'll ask management to take him off CATV operation and let him remain with radio. He is now serving second two-year term expiring in 1967. Any interim successor would have to be chosen by mail ballot—normal procedure for radio board members.

Sets three-judge court in 'fairness' complaint

Federal judge has signed order convening three-judge court to hear suit of WGCB-AM-FM Red Lion, Pa., against FCC on fairness doctrine (BROADCASTING, Nov. 1, Sept. 27).

Red Lion station, headed by Reverend John M. Norris, asked U. S. District Court in Washington to enjoin FCC from enforcing its fairness doctrine. It also asked for \$5 million damages from Democratic National Committee, and for three-judge court.

Station had been target of complaint by Democratic committee during 1964 election campaign because it carried such controversial programs as *Twentieth Century Reformation Hour*, *Life Line*, *Dan Smoot Reports* which allegedly gave one-sided interpretations of Johnson administration activities.

Commission called station's attention to complaints, dropped proceedings when station replied it had offered to sell time to Democratic National Committee, just as it did to sponsors of challenged programs, but that no word was ever received from Democrats.

Order by U. S. District Judge Spottswood Robinson apparently means that government's motion to dismiss complaint for lack of "cause of action" was denied, although up to Friday (Nov. 26) none of parties had received official word.

New York FM outlet sold to Mormon group

Sale of WRFM(FM) New York by William H. Reuman to Mormon Church for over \$800,000 was reported last week. FM outlet, formerly WWRL-FM,

Doctor Dille

John F. Dille Jr., chairman of joint boards of National Association of Broadcasters and president of Communicana Group of Indiana, will receive honorary degree of Doctor of Letters (Litt. D.) from Tri-State College, Angola, Ind., on Dec. 11, and will deliver commencement address. Mr. Dille holds two degrees from University of Chicago; bachelor's (A. B.) in 1935, and master's in arts of communications (M. A.), 1956.

WEEK'S HEADLINERS



Mr. Bleier

Edward Bleier, VP in charge of daytime planning and sales of ABC-TV, named to new post of VP in charge of PR and planning. ABC Broadcasting Division. Mr. Bleier will be in charge of all PR and planning activities of ABC's broadcast operations and will report to **Thomas W. Moore**, ABC-TV president. **Donald Foley**, VP in charge of advertising and promotion, **Michael J. Foster**, VP in charge of press infor-

mation, and **Jerome Zucker**, director of sales development, will continue to direct respective operations. Mr. Bleier will direct integration of activities of those departments. In addition to his planning and sales responsibilities with ABC-TV, Mr. Bleier last year was in charge of daytime programing. He previously was VP and general sales manager of ABC-TV.

Howard M. Wilson, general corporate executive in charge of creative services, Geyer, Morey, Ballard, New York, elected to new post of vice chairman. Mr. Wilson joined agency in 1962 and same year was elected member of board and executive committee.

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

was sold to Bonneville International Corp., broadcasting arm of Church of Jesus Christ of Latter Day Saints, which owns shortwave outlet WRUL with transmitter at Scituate, Mass., as well as KSL-AM-FM-TV Salt Lake City and KIRO-AM-FM-TV Seattle. It also has interests in KID-AM-FM-TV Idaho Falls and in KBOI-AM-FM-TV Boise, both Idaho.

Mr. Reuman sold AM radio WWRL to Egmont Sonderling group in 1963 for \$1.8 million. WRFM, founded in 1953, operates on 105.1 mc with 20 kw.

Prepares for special stockholders meeting

Proxy statements for special Storer Broadcasting Co. stockholders meeting Dec. 14 (BROADCASTING, Nov. 22), were scheduled to go into mails Friday (Nov. 26).

Meeting, which will be held at company's headquarters in Miami, is for purpose of voting on two-for-one stock split, increase of authorized common stock from 3.6 million shares to 8 million shares, and conferring of conversion rights on proposed issue of convertible, subordinated debentures in connection with Storer's plan to establish organization to lease airplanes to Northeast Airlines which Storer controls (BROADCASTING, Nov. 15).

On debentures, company advised stockholders that principal amount of debentures would be not more than \$35 million, not \$45 million as previously reported. It also stated that holders of company's common and

Class B common would be offered first rights to subscribe for debentures on basis of \$100 principal amount of debentures for each 12 shares of outstanding Storer stock after stock split. Subscription rights, evidenced by transferable warrants, would continue for 14 days. After then, company said, unsubscribed debentures would be sold to underwriting group headed by Reynolds & Co.

Stock split, if approved by shareholders, will be effective Dec. 15, company said.

Krolik advising Voice

Richard Krolik, general executive at Time-Life Broadcast, New York, will become part-time consultant to John Chancellor, head of Voice of America, beginning Jan. 1. Mr. Krolik will spend half his time at Voice, advising on programing, and other half at his regular job. His services will be contributed, it's reported, by Time-Life organization.

Pacifica on FCC carpet; faces short-term renewal

Pacifica Foundation, whose four noncommercial FM stations carry cultural programing that sometimes shocks listeners, is posing another problem for FCC.

Two years ago commission, in what civil libertarians hailed as landmark decision in support of free speech, granted renewal applications involving four stations (BROADCASTING, Jan. 27, 1964). Subsequently, however, commission received additional complaints that Pacifica programing was offensive and in-

decent. As result, commission is considering what action to take on renewal applications for three California stations whose licenses are expiring Dec. 1 (KPFK[FM] Los Angeles and KPFA-FM and KPFB[FM] both Berkeley). Fourth station is WBAI-FM New York.

Commission staff, citing 1964 decision, recommends full renewal. Also, Justice Department is said to have found no basis for action under anti-obscenity statute. But some commissioners are leaning toward sanction of one-year renewal. Programing, as such, wouldn't be issue—rather, alleged failure of Pacifica to live up to representations to provide for closer supervision over material that is broadcast in terms of content and time broadcast.

Farm directors future no longer farm-oriented

Problem of how to mix consumer-oriented information into farm broadcasts to lure city listeners and still keep dwindling rural populations highlighted annual meeting of National Association of Television & Radio Farm Directors in Chicago Friday (Nov. 26).

Tim Blaney, MacManus, John & Adams, Bloomfield Hills, Mich., cited difficulties in selling prospective farm radio clients without "numbers." Mr. Blaney claimed half of stations don't answer when agency seeks specific audience information.

W. O. Wiseman, wow Omaha, cited his station's success in giving up block farm shows and using five-minute inserts over schedule instead. This keeps city listener and rural too, he noted, pointing out how farm broadcaster today is "hard news" reporter rather than former "how to" expert on everything.

Three speakers criticized increasing "political propaganda" for administration in tapes from U. S. Agriculture Department. They were Bob Miller, WLW Cincinnati; Jim Hill, wcco Minneapolis and Evan Slack, KLZ Denver.

Willard Cobb dies

Willard L. Cobb, 51, general manager of KALB-TV Alexandria, La., died 1 a.m. Friday (Nov. 26) in Medical Center hospital, Tyler, Tex., from injuries suffered in one-car accident Tuesday (Nov. 23).

Accident occurred while Mr. Cobb was returning to Alexandria after visiting agencies and station rep in Dallas.

He had been general manager of station since 1954 and before that had been general manager of KALB radio from 1946-54. He is survived by his wife Mary, and daughter, Mary Thames.

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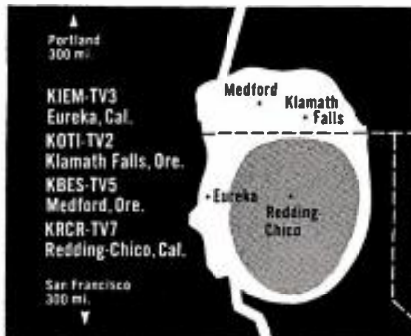


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■ Indicates first or revised listing.

NOVEMBER

Nov. 29—FCC deadline for filing reply 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 of proposed new rules deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals "leap-frogging" (3) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

Nov. 30—Deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 29.

■ Nov. 30—Executive committee meeting, National Community Television Association, Hay-Adams hotel, Washington.

Nov. 30—Annual stockholders meeting of Screen Gems Inc. New York.

Nov. 30—Annual stockholders meeting of Allied Artists Pictures Corp. Hollywood.

DECEMBER

■ Dec. 1—TAME Inc. v. FCC. Appeal from commission order denying request that FCC consider all community antenna systems as common carriers. U. S. Court of Appeals, Washington.

Dec. 1—Association of National Advertisers' sales promotion committee workshop on "The Effective use of Premium Promotions." Speakers include William Prout, director of promotion services, Lever Bros. Co.; Austin Johnson, vice president-director of merchandising and promotion, Benton & Bowles; Harry Fleming, president, Price-Adams Associates; Robert Mueller, publisher. Hotel Pierre, New York.

Dec. 3—Southern California Broadcasters Association Christmas party honoring the retirement of BROADCASTING Magazine's West Coast senior editor, Bruce Robertson. Beverly Hills hotel, Beverly Hills, Calif.

■ Dec. 3—United Church of Christ v. FCC. Appeal from commission decision renewing license of WLBT(TV) Jackson, Miss., for one year. U. S. Court of Appeals, Washington.

Dec. 3—Deadline for comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Nov. 1.

Dec. 3—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.

Dec. 3—Annual winter meeting and election of officers of Arizona Broadcasters Association. Arizona Biltmore hotel, Phoenix.

Dec. 3—Deadline for entries in the 1964-65 annual awards competition of Writers Guild of America, West, TV-radio branch. Awards are made in seven categories for scripts initially broadcast between Sept. 1, 1964, and Aug. 31, 1965.

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonographs, tape recorders and their components. Room 532, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

Dec. 8-10—American Management Association seminar, "Marketing through Distributors." Chairman is Ralph Bautz, regional manager Slant/Fin Corp. AMA headquarters, New York.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

■ Dec. 14—Special stockholders meeting, Storer Broadcasting Co., to authorize conversion rights for \$45 million in convertible subordinated debentures to be issued, and to increase authorized common stock from 3.8 million to 8 million. Miami Beach, Fla.

Dec. 14—Meeting of National Academy of Television Arts and Sciences, Hollywood chapter, to debate, "Is TV as a Mass Medium Doomed to Mediocrity?" Hollywood Palladium.

■ Dec. 15—Deadline for nominations for Western States Advertising Agencies Association's "Man of the Year" award. Nominations should be sent to Carl Falkenhainre, 435 S. La Cienega Blvd., Los Angeles.

Dec. 15—Deadline for comments on 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 new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

■ Dec. 16—Annual meeting of shareholders of Filmways Inc., held for the election of directors and for stock option matters. Biltmore hotel, New York.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board. Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

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

■ Dec. 31—New deadline for reply comments on FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

Dec. 31—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Dec. 3.

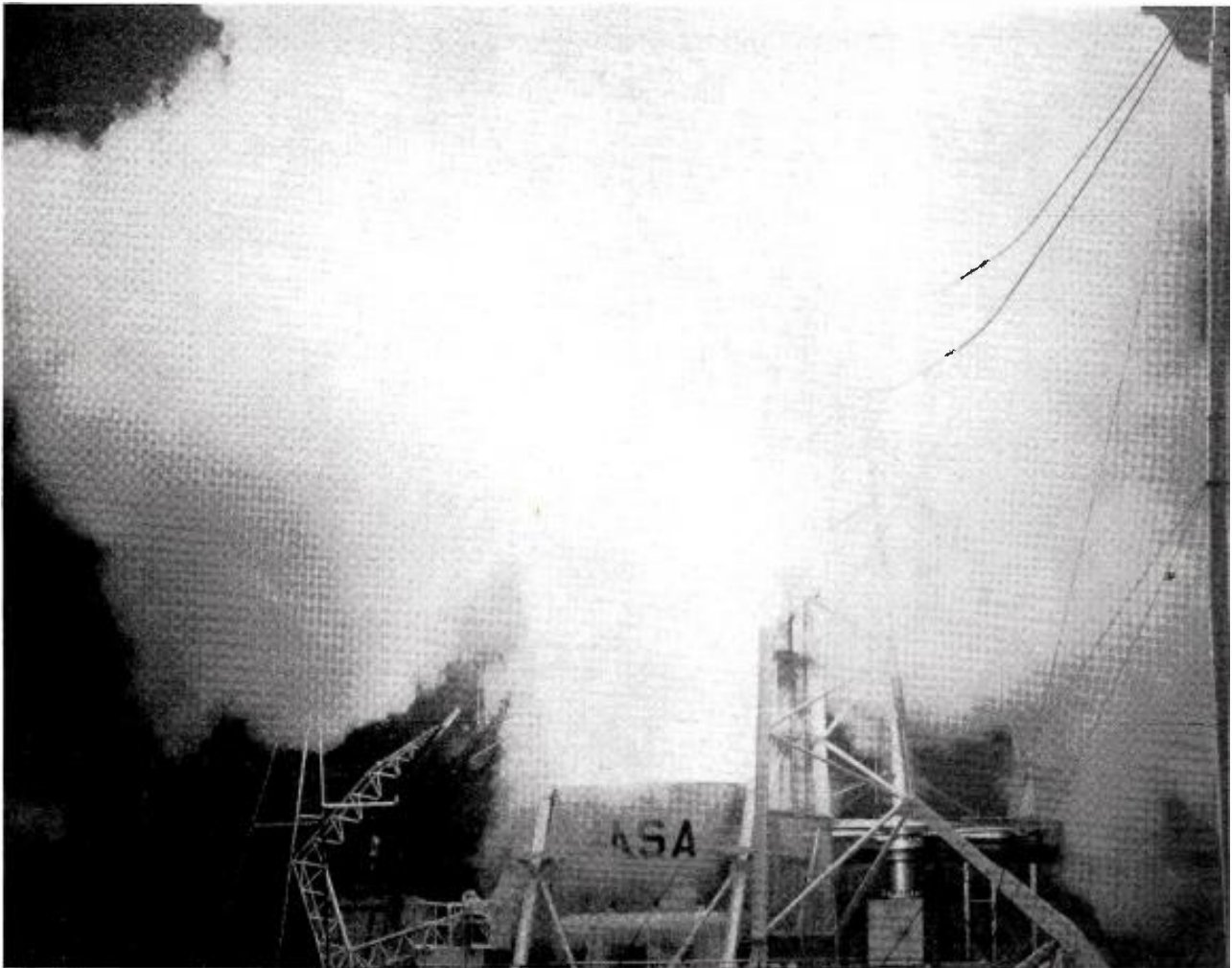
JANUARY

Jan. 5—New deadline for reply comments on 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 new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.



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The present motor has only to be made longer to provide more power. Eventual thrust anticipated for this type of booster is 7.5 million pounds. This same steel can be used without change to build larger and larger

rocket motors of the future, and may prove to have important applications in other fields.

Republic Steel research and production capabilities continue to pioneer the long reach of steel into new and unknown uses, anticipating needs of the future. However, the expenditures on facilities for modern research and new products can only be made when adequate profits are available. Unfortunately, in the steel industry profits are far below those of most other industries. Our ability to continue to serve the nation in the future as we have in the past will depend, in a large degree, on the adequacy of our profits.

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Why ads for no ads?

EDITOR: Sometimes, I get to wondering whether radio station operators ever listen to the commercials they run . . .

I refer to a series of Ford commercials for the '66 cars that feature a dashboard cartridge tape machine "that will give the driver up to 75 minutes of uninterrupted music."

What happens to the other sponsors that are using the radio station while the driver is listening to that "75 minutes of uninterrupted music?"

Have you ever heard of a TV station accepting a spot for that gadget that automatically turns off the sound during a commercial? —*Cy Newman, Fresno, Calif.*

To the point

EDITOR: I am writing to request permission to reprint pages 74 and 75 of the Oct. 25 issue.

Your news staff did such an excellent editing job in boiling down to a five-paragraph story the four-page report on the business news survey *Steel* magazine conducted that I would like to send your story as a follow-up to news directors taking part in the survey. I believe they would also like to see your thorough coverage of the annual convention of the Radio Television News Directors Association, beginning on page 75. The findings of our survey, incidentally, were distributed there.

BROADCASTING's ability to publish news almost as quickly as it happens in the broadcasting industry amazes me. . . —*Eileen Cortes, assistant editor, 'Steel' magazine, Cleveland.* (Permission to reprint granted.)

Hidden cameras

EDITOR: Thanks for the picture story on our demonstration before a meeting of the District of Columbia Bar Association of unobtrusive television coverage [BROADCASTING, Nov. 15].

I'd like to pay tribute to the WRC-TV Washington operational and technical departments who set it up. The WRC engineers, incidentally, used a most effective device I had never heard of before: They covered the square openings in the booth as shown in your picture with wire screen. This prevented any glimpse of the cameras from showing through, made it look as if the openings were for ventilation and, to my surprise, didn't noticeably affect the sharpness of the picture. The wire

screen, being so close to the camera lens, was out of focus and couldn't be seen on screen.—*William B. Monroe Jr., director, NBC News, Washington.*

Hix hits home

EDITOR: The Sid Hix cartoon in the Nov. 1 issue hits home to more than just broadcasters.

For many years now my father has been president of Interstate Music Co., Boston, and has been operating sound trucks in and around the greater Boston area. And more than once various offi-



Drawn for BROADCASTING by Sid Hix
"Congressman, we're getting complaints about your loud commercials!"

cial groups in many towns had complaints about our "loud commercials."

The above rather long prologue serves to give me a reason to request that the original of that particular Sid Hix cartoon be sent to my father for display in his office.—*David H. Jacobs, Jackson Heights, N. Y.* [It's on the way.]

Thanks from BPA

EDITOR: I cannot let another day go by without expressing to you our profound thanks for your superb support of our Washington convention. What you did for Broadcasters Promotion Association in Washington [BROADCASTING, Nov. 15] cannot be measured by usual standards. There is no question in my mind that BROADCASTING's total participation and coverage of our convention put our organization "on the map." [Your] cocktail party with Vice President Humphrey, combined with your superb coverage of our daily meetings, was most beneficial to our organization.

On behalf of all the officers and board of directors of the Broadcasters Promotion Association our most sincere thanks.—*H. Taylor Vaden (WFIL Philadelphia), president, Broadcasters Promotion Association.*

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Russian comment

EDITOR: I thought BROADCASTING might find amusing . . . the cover of the September issue of *Crocodile*, the Soviet humor magazine, which is, of course,



government controlled.

Evidently they have some unhappy TV viewers.—A. A. Schechter, A. A. Schechter Associates Inc., New York. (With a discarded TV program list on the roof, the cartoon's comment is "disappointed.")

BOOK NOTE

"*Filming TV News and Documentaries*," by Jim Atkins Jr. and Leo Willette. Amphoto, New York. 158 pp., illus. \$5.95.

Designed primarily for the student of the art and written so that old hands at the business can glean some tips. Messrs. Atkins and Willette, former TV news directors, discuss the who, what, where, when, and how of TV newsfilm.

They cover the equipment needed, types of shooting, where the stories are, freelancing, editing, documentary work and they look at what lies ahead in the field.

The authors are critical of some of today's sound-on-film coverage, noting that "simply using sound is not always an improvement on silent coverage." They call the FCC "an unintentional enemy of the first-class documentary" by placing "undue emphasis on bulk public service programing—not on quality."

They look for a return to "greater reality and portability" in TV newsfilm and they anticipate more activity in the area of "investigative reporting." They also foresee more and more stations going from the traditional 16 mm film to 8 mm units with its "improved developers and sound recording techniques" and because it's cheaper and easier to handle than 16 mm.

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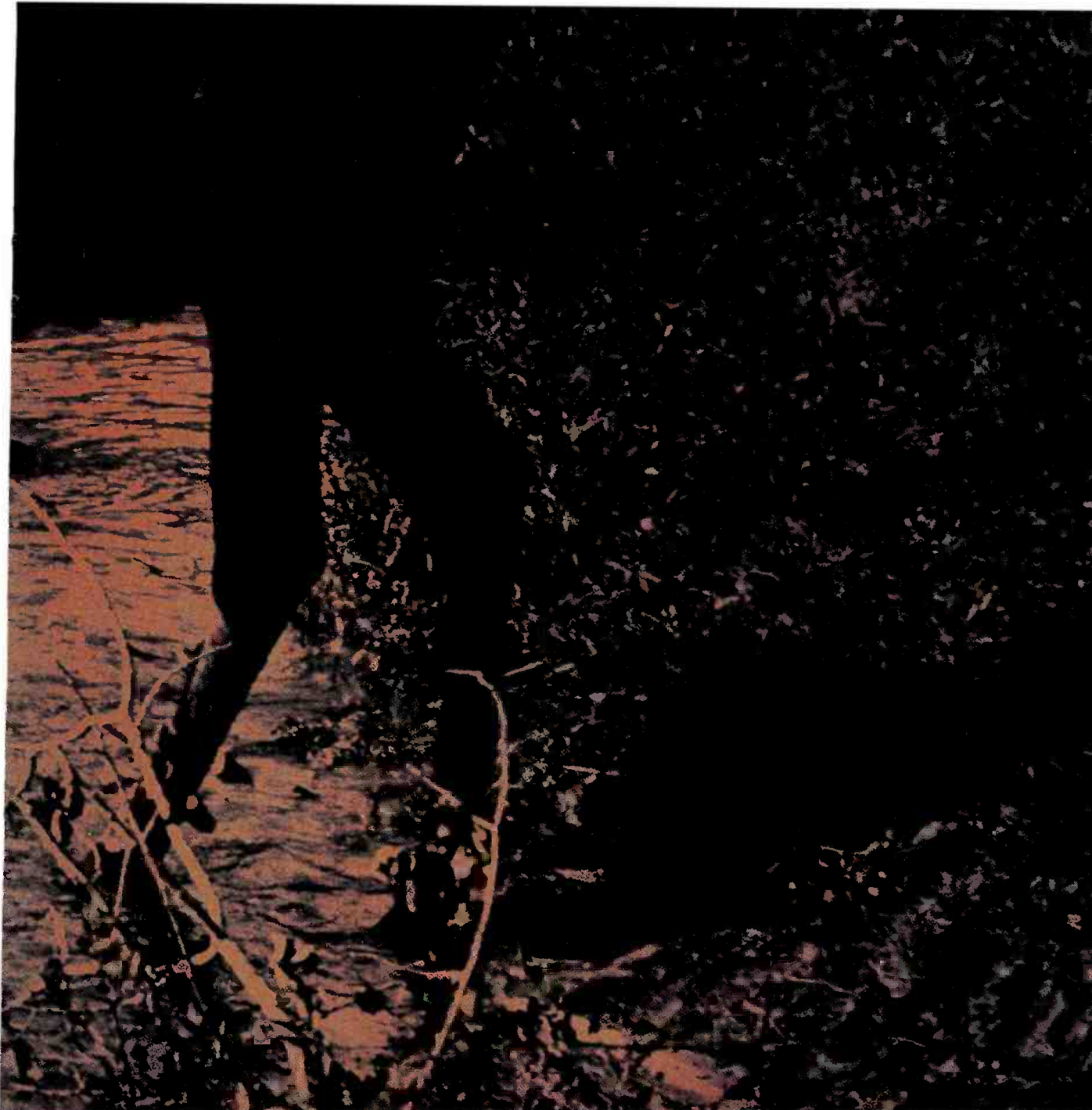
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ALL-FAMILY SPONSOR ATTRACTION

clients utilizing this type of family appeal show include Campbell Soup with LASSIE, Procter and Gamble with FLIPPER, Eastman Kodak with WONDERFUL WORLD OF COLOR, Mutual of Omaha with WILD KINGDOM — just a few examples of who watches and who buys

If you see smoke rising from any of these markets you'll know why:

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Finding the perfect media mixture to sell meats

Weimer Packing Co., the largest meat packer in West Virginia, has shown an increasing growth each year for the past five years, and has tripled its business in the past 10 years. During the period we have handled this account we have developed what we feel is an exceptional combination of advertising features to give us a "balance mix" formula of the proper proportion.

Most of our budget is divided between two media: television and outdoor. We don't use newspapers at all because we don't feel newspapers give us the broad coverage we require for the maximum effectiveness of our campaigns. Our "balance mix," when applied to television, includes not just spot TV, which we feel is a tremendous asset to our overall campaign, but a constant investment in TV programs as well.

For instance, in the local Wheeling area, we have sponsored a local program on an area station since it first went on the air. And the results from this constant exposure have been exceptionally gratifying. The signal of the local Wheeling station follows the lines of much of our dealership in that part of West Virginia, and consequently has maintained and even increased our distribution in that area when distribution was not one of our targets.

Prestige Through Sponsorship ■ The sponsorship of a weekly program, we feel, gives us prestige that puts us on a par with national brands advertised on national programs. The consistency of our effort along these lines and the reaction as reflected in sales, bear out our contention.

To sustain the proper "balance mix" for our television campaigns based on our projections, we maintain a flexibility of budget that enables us to highlight our regular campaigns with special spot saturation, or put inserts into the type of program we feel will give us the audience we're looking for.

Since many people in our projected audiences are action people in various communities, we highlight much of our spot buys around news and sports. In some cases, our advertising approach is institutional. But generally we use commercials that will fit into the pattern of the programing content itself.

Our concept of advertising in all of our campaigns is along tongue-in-cheek lines. We have had great success in these areas, particularly in our outdoor advertising.

Gimmick Happy ■ One of the things I deplore about a great deal of advertising today is what I call "trend-ism." This usually shows up as a way-out gimmick which is quickly copied by various other product advertisers. Suddenly there is a flood of this specific type of commercial, and it becomes difficult not only to find out what the product is, but also what it does. For a while nearly every product that was aimed at the teens and young adults featured the Twist, the Frug, the Watusi, and what have you. Then came the trend toward fantasy: knights galloping through the community on horseback, beds—complete with occupants—rolling down the main street, people flying through the air, etc.

In many cases I feel that gimmickry has displaced creativity and the basic theme of advertising. Proper presentation and sales impact of the client's product has been lost in a barrage of unbelievable visual tricks.

One of the most effective holiday commercials we have used was a stop-action visual showing the complete decoration of a Christmas tree. Starting with a bare tree we used the entire 55-seconds via the stop action to completely decorate the tree. The final five seconds was a simple but effective shot of a Weimer toasted ham being placed at the foot of the tree. This comparatively simple visual presentation caused more comment for our product than anything we had ever done.

Anti-Gimmick ■ As soon as we note a trend starting, no matter what it is, we try and develop an anti-trend concept for our campaigns. We feel that the slightly off-beat, slightly humorous, slightly tongue-in-cheek approach to advertising has far greater effect for

projecting the image of our client and his products.

We have found our program buys have given our Weimer products prestige and a reputation that have been invaluable in the highly competitive meat products industry throughout the region we consider our trading area. Strangely enough, one of the bonuses that accrued to our client, thanks to a single spot we used during a news program one time, was an extension of distribution that we had not looked for. Dealers from one of the West Virginia areas covered by the Wheeling station called us to ask us if they could carry our products. Before we knew it we had signed up more than 90% of the dealers in the area. That's the kind of prestige advertising that really pays dividends for your client.

Handling a great deal of regional accounts as we do, our major concern is in a broad coverage pattern for our advertising campaigns for Weimer. Television, both spot and programs, largely half-hour syndicated shows, gives us this type of broad coverage, and when we supplement it with outdoor advertising, we feel we have completely saturated the area for a maximum number of impressions at a minimal cost-per-thousand.

Our budget flexibility allows us to take advantage of the varying specials that occur throughout our trading area. We find the formula of regular programing, plus institutional spot saturation, plus high impact specials, gives us a broad coverage of TV that can't be duplicated by any other combination of media buys.



D. Milton Gutman Jr. is president of the Gutman Advertising Agency in Wheeling, W. Va. He became president of the agency in 1962. Before that time he had been vice president and creative director of the firm that had been founded 40 years ago by his father. Mr. Gutman was born in Wheeling on Feb. 21, 1933, and attended school there. He is now active in civic affairs and organizations in the Wheeling area.

Bumper crop of network pilots

90 new programs already in the works for 1966-67;
everything is in color, with half-hour comedy
programs representing about one-third of total

The television networks are on the biggest program development spree in their history and present indicators suggest it'll result in fantasy and larger-than-life comedy as prime new entries in the 1966-67 schedules.

The three networks have commitments to some 90 pilot projects—approximately 30 each—and about 30 others are in the works, some with advertiser backing and some, independent projects, that will seek network or sponsor support after completion.

Stronger positions in program development stand out in comparison to last year: CBS has doubled the number of pilots to be made, compared to last year; NBC reports itself "well ahead" and ABC says it's "significantly ahead."

Every project in sight is in color. Each network appears to be backing about twice as many half-hour shows as hours.

A BROADCASTING analysis of program forms getting most attention shows that half-hour situation comedies are king among the newcomers—approximately one-third of all shows being developed by the networks are of this variety—and they are tending to far-out comic gimmickry, from superman pills to split-personality behavior.

At ABC-TV a batch of two-part serials is under consideration.

World War II adventure is on the upswing, and big-city police stories have at least one representative among each network's hopefuls. These police shows could lead to production in Chicago and San Francisco as well as Los Angeles.

New York production plans are set for at least four pilot projects, two for ABC and two for CBS.

The Comedy Trend ■ Agency programming executives, when asked for their forecasts of program types most likely to find their way into next year's network schedules, also pointed chiefly to the half-hour situation comedy.

Frank Kemp, senior vice president and director of media and programming

for Compton Advertising, detected a trend away from serial programming and medical series and a build-up in spy spoofs and war series (both serious and comic).

Robert J. (Bud) Stefan, vice president of BBDO's radio-TV department, said on the basis of program summaries he's seen there'll be a "broadening" of the comedy base in 1966-67.

Charles (Bud) Barry, executive vice president and director of the TV-radio department at Young & Rubicam, said his impression is that networks will be

going with more spy spoofs such as NBC-TV's *Get Smart*, and that westerns with an off-beat approach will also be getting a good look.

It was pointed out by others that program forms seemingly in vogue in November may have fallen from favor by next September and that rating trends for show formats this season are still developing and will undoubtedly change some views before next season's final decisions are made.

Officials of all three networks said they doubted that government pressure



Mr. Scherick

Mr. Dann

Mr. Werner

All-out search for new network programs

It's the biggest year yet for new program ideas the three network program chiefs agreed.

Edgar Scherick, program vice president for ABC-TV, pointed out that the network's expenditure for new-season programming is the largest in the company's history with some 30 pilots already completed.

At CBS-TV Michael Dann, programming vice president, declared that the new shows, which total almost

double the number considered last year, lean even further into fantasy in both comedy and drama forms.

A larger budget for programs was allocated at NBC-TV, according to Mort Werner, programming vice president, who added that the network regards new program work a year-round effort. He said that pilot preparedness for 1966-67 is ahead of that for last season.

BUMPER CROP OF NETWORK PILOTS continued

for diversification of program control through the FCC's so-called 50-50 proposal has had any effect on this year's piloting commitments as compared to last year's.

Many Pilots ■ ABC-TV's expenditure on new-season programming is the largest in the company's history, according to program Vice President Edgar Scherick. The budget is up considerably in this area, he said, and so is the number of pilots to be completed—approximately 30. These break out roughly to 20 half-hours and 10 hours.

Mr. Scherick saw "far out" comedy as getting stronger and realistic drama on the wane. There will be some straight drama made, but the new wave

one episode shot and some of which already do.

From Here to Eternity ■ Serial of two half-hours weekly in color. Characters taken from the James Jones novel but updated to modern day army life at Hawaiian base. Screen Gems is production company with Matt Rapf the producer. It stars Darren McGavern and Sally Kellerman.

Men Against Evil ■ A serial with two half-hours weekly in color. Howard Duff, Ben Alexander and Jeanne Crain star in a continuing story of the public and private lives of cops and detectives on the Los Angeles police force.

Them Monroes ■ Serial of two half-hours weekly in color. A drama from

man, Joan Blondell and a dog, Ace, who has many strange quirks. He has a bagfull of tricks but never performs them at the right time. It's from Four Star.

Sedgewick Hart-Styles: Prince of Danger ■ Half hour in color. Stars Paul Lynde as the world's second greatest detective. "Any connection with Sherlock Holmes is intentional," says ABC. A detective has incompetent doctor friend as his foil. It's from Ashmont Productions in association with 20th Century-Fox with Bill Asher the producer-director.

That Girl ■ Half hour in color. New York is the back drop for Marlo Thomas, who plays a small town girl coming to the city with ambitions as an actress. It is from Laurel Hill Productions. Bill Persky and Sam Denoff are producer-writer team.

Silver Springs ■ Half hour in color. A light adventure show for early evening presentation. It concerns a game warden in Silver Springs, Fla., whose son finds a mermaid.

Locate, Pursue and Destroy ■ Hour in color. Adventures in submarine service during World War II. Van Williams stars in this pilot from Four Star.

The Pruitts of South Hampton ■ Half hour in color. Based on the Patrick Dennis book, "House Party." A family of South Hampton socialites loses its fortune and must cope without money. ABC is in negotiations with Bea Lillie to star. It's a Filmways project.

Long Hunt of April Savage ■ Half-hour in color. A western "period piece" in which a gun fighter goes around the world after eight men responsible for the death of his relative. Every six to eight episodes he catches up with one of them. It's from Desilu with Robert Lansing starring.

The Invaders ■ Half-hour in color. This project at Quinn Martin is seen as a possible two-parter. The network was reluctant to discuss its theme.

The Clumbsys ■ Half-hour in color. A comedy being developed by Universal TV. It will star Joan Staley and Jonathan Daly. Pilot script was written by Ed Haas, who is co-producing it with Norm Liebmann. Allen Rifkin is director with Frank Rosenberg, executive producer. This one is about a family of incredibly inept people; mother, father, boy and dog.

Assault ■ Hour in color. A war drama from Selmur Productions about a marine unit in the Pacific during World War II. It stars Gary Conway and Warren Oates.

The Happeners ■ Hour in color. Another New York production. Three young folk and rock entertainers sing in the streets and around the city. Herbert Brodtkin is the producer and David Green the director. The cast has not

A look at commercial program plans by ETV

Educational television will take a look at what commercial TV is planning for the next season—for 1966-67—while assessing the programming being offered this season in the nighttime schedules of the networks.

National Educational Television spokesmen said last week that a February documentary, an episode in its *At Issue* series, would study programming from the point of view of category (spy, western, situation comedy, etc.) as well as documentary and cultural programs of both commercial TV and ETV. TV critics, stars, producers, advertisers, program executives and viewers will be asked to take part in the show.

Among those now scheduled to appear are writer Rod Serling; critic Terence O'Flaherty (*San Francisco*

Chronicle); Harry Skornia, radio and TV professor at the University of Illinois and author of the book "Television and Society," which is critical of commercial TV, and Mike Dann, CBS-TV vice president in charge of programing. NET, whose affiliated ETV outlets total 102, said the episode also would "reveal" pilot films now in production for next season. Asked last week which programs these might be, network producer Alvin H. Perlmutter said he could not list them but that it was hoped that scenes from about six representative pilots would be shown. Only pilot identified by Mr. Perlmutter was *Li'l Abner*, which had been under development a year ago for NBC-TV and then described as a comedy about people in a Dogpatch setting (BROADCASTING, Nov. 30, 1964).

in series may be found in the batch of big-city police stories under consideration.

Serialization and multiweekly presentations have been reported on the decline after the slight sag in ratings of ABC's three-time-a-week *Peyton Place* (collectively it averaged 19.5 in the latest national Nielsen report), but this form is still very much alive in pilot considerations at ABC. *From Here to Eternity*, *Men Against Evil* and *Them Monroes* (see below) are all half-hour two-parters.

ABC-TV

The list which follows includes pilots under active consideration by ABC, all of which are expected to have at least

20th Century-Fox with Michael Anderson Jr. starring. A family of five children must fend for themselves after parents are killed on the way west.

Hawk ■ Hour in color. From Screen Gems but shot in the streets of New York, this one is called a contemporary realistic drama of New York after dark. It's about a detective who is an Iroquois Indian. Hubbel Robinson is the executive producer. It's set to start shooting next week.

Little Leatherneck ■ Half-hour in color. A comedy starring Scott Brady as a marine sergeant and his nine-year-old daughter, Donna Butterworth, who behaves like a tomboy. It's out of Paramount.

Ace of the Mounties ■ Half hour in color. A comedy starring Ron Huss-

been announced but shooting is reported under way.

ABC-TV's Doug Cramer, vice president in charge of program development, says at least 10 other pilots are under consideration.

Double at CBS ■ The current CBS new-show effort approximately doubles last year's in terms of the number of pilots to be made and the production pace is well ahead of last year as well. No pilots were completed at this time last year, according to CBS officials.

Michael Dann, CBS-TV's programing vice president, saw 1966-67 television moving still further into the realm of fantasy—and leaning away from reality, in both the comedy and drama forms.

"The trend in comedy started by *Beverly Hillbillies* and *My Favorite Martian* is definitely continuing with the great percentage of pilot projects treating larger-than-life subject matter," he said.

CBS piloting spans 30 projects: 10 hours and 20 half-hours. The network is also working closely with Procter & Gamble and General Foods on additional half-hour shows.

Eight of CBS-TV's 30 pilots were reported to be in finished form; 11 are in various stages of shooting and the remaining 11 still scripting or awaiting availability of production facilities. Hollywood is up to its teeth with the annual pilot diet. There isn't a single studio or set available through December, according to Mr. Dann.

He estimated the network's 1966-67 lineup might take between five and nine replacements out of all pilots under consideration.

The CBS program head said he expects no further trend to shorter program forms and pointed out that CBS is not making a single half-hour "story form" this year as differentiated from comedy, variety or panel formats.

Mr. Dann indicated the following pilots were still "live" projects:

CBS-TV

Joey Jekyll ■ Half-hour in color. A situation comedy in which Joey has a split personality and is alternately a swinger and a square. It's in the scripting stage at 20th Century Fox.

Mr. Terrific ■ Half-hour in color. Zany comedy in which a meek shoe clerk is tapped by the government as the only one able to take a wonder pill which gives him six-hour stints as a superman. It's out of Universal with Ed Montagne as producer but no script yet.

Penelope Beware ■ Half-hour in color. An innocent girl and her sister are willed an estate and move into a house full of creepy servants where they must live for five years to retain the inheritance. Talent Associates will pro-

duce; casting is in progress.

Run, Buddy, Run ■ Half-hour in color. A comedy in which the principal is always on the run from underworld thugs. Being produced by Talent Associates. Stanley Proager is producer-director and Jack Sheldon is starred.

Sidekicks ■ Half-hour in color. A



A hip monster for TV

Shrimpenstein, the world's smallest monster, is waiting in the wings for his TV debut. Pilot production has been scheduled for January by Fred Rice Productions from a script by Mike Dormer and Lee Teacher.

With his friends, Screama, Witch Hazel, Ugly Bugly and those singing, swinging Beattle-topped Bat Finks, Twick and Tweak, the three-inch high puppet Shrimpenstein will star in a series that his creator, Fred Rice, calls "a cross between *Soupy Sales* and *Shindig*," as well as a spoof of the current monster TV series. The idea stemmed from the RCA album produced by Mr. Rice, "Dracula's Greatest Hits." In addition to their TV appearances, the hip monster and his pals will have their own record album and will also be featured in a comic book to be distributed by Kable News.

comic western out of Screen Gems. Director is Peter Tewksbury; producer, Bill Sackheim and writer, Richard Alan Simons. Pilot shooting completed.

The Recruiters ■ Half-hour in color.

Comedy-adventure about a recruit sergeant. Stars are Dick Patterson, Bruce Hyde and Elliott Reid. Desilu is producing with Sid Miller directing. Now shooting.

Off We Go ■ Half-hour in comedy about teen-age boy rising quickly in the Army Air Corps during World War II. It's an Official Films project in association with CBS. The producer is Robert Bles and the writers, Bob Kaufman and William Fox.

My Family, Right or Wrong ■ Half-hour in color. A comedy in which the hero, a successful mining engineer has his life altered when a young orphaned relative comes to live with him. To be produced by Don Fedderson Productions. Writer is Edmund Hartman.

It's About Time ■ Half-hour comedy. An astronaut is "time-slipped" into caveman era. Shooting in December by Sherwood-Schwartz in association with United Artists. Director is Dick Donner.

The Help ■ Half-hour in color. Phil Silvers stars in a comedy about a chauffeur who bosses a household around. Shooting to start in December with Sherwood Schwartz as the producer for United Artists.

Green for Danger ■ Half-hour in color. Situation comedy in which Larry Blyden stars as inept hero who succeeds as insurance agent in spite of himself. Jack Ellison is producer of pilot for United Artists. Director is Richard Whorf.

Daphne ■ Half-hour in color. A situation comedy dealing with a madcap widow who deserts the jet set to lead a more conventional life in suburbs. Produced and directed by Morton da Costa for his Belgrave Enterprises Corp., in association with CBS-TV. Pilot has been filmed in New York.

The First Years ■ Half-hour in color. A comedy created by Joe Connelly and Bob Mosher. To be produced by Kayro-Vue productions in association with Universal TV. Mr. Connelly is executive producer.

Pistols 'n' Petticoats ■ Half-hour in color. A comedy being produced by Kayro-Vue Productions in association with Universal TV. Joe Connelly is executive producer. George Tibbles wrote the pilot script. It's in the genre of *Petticoat Junction*.

Kelly's Kingdom ■ Half-hour comedy in color in production by Universal TV. Harry Morgan and Shecky Greene are co-stars of story dealing with some Missouri real estate contested by a local butcher and the U. S. government. Edward Montagne is executive producer; script is by Sam Locke and Joel Rapp.

The Mouse that Roared ■ Half-hour in color. It will be based on the Columbia Pictures film of the same title

BUMPER CROP OF NETWORK PILOTS continued

with Screen Gems producing in association with Highroad Productions, CBS and Jack Arnold Productions. Sid Caesar will play three leading roles. Jack Arnold will direct and produce the pilot.

Separate Lives ■ Half-hour romance in color being produced by MGM-TV and Arena Productions. It stars Shelley Fabares and Kazimer Garas. Norman Felton is executive producer.

The Insider ■ Hour in color. High drama about an undercover agent for a government agency. Expected to be produced in New York by United Artists with CBS. This and *Daphne* are only current CBS pilots to be made in New York.

Pursuit ■ Hour in color. A former reporter is hired by a lawyer to catch an anti-social character. A twist of *The Fugitive* theme; instead of protagonist chased but never caught, in this one he chases but never catches. Producer is Roy Huggins; writer, Frank Fenton. Now scripting.

San Francisco ■ Hour in color. Serious detective drama with private eye using modern techniques. Produced by Bert Leonard. Walter Bernstein is writer, and director is Irving Kreschner. Pilot to be completed in January.

Nightwatch ■ Hour in color. A standard detective drama to be shot in Chicago. The city after dark. Wagner Altman Co. with producers Robert Altman and Ray Wagner. Writers: Brian McKay and Mr. Altman. Mr. Altman directs. Stars Andrew Duggan, Carroll O'Connor and Mike Murphy. Pilot to be completed in December. Chicago production is a new departure for the network.

The Trouble with Freddy ■ Hour in color. About a "swinging" James Bond-type bachelor; a melodrama with capers. Blake Edwards is producer-writer. Stars Robert Wagner. Shooting in January.

Journey to the Center of the Earth ■ Hour in color. Science fiction adventure; a *Lost in Space* gone the other way. Professionals of various talents on a trip into the earth. It's from Irwin Allen Productions. Writers are Jackson Gillis and William Welsh. Script completed.

Operation Razzle-Dazzle ■ Hour in color. Comedy adventure about soldiers behind enemy lines from Screen Gems. Producer-writer is Danny Arnold. Robert Reed stars. Shooting this month.

The Iron Men ■ Hour in color. A western in "classic tradition" out of Jack Chertok Productions in association with CBS. Starts shooting in December starring Mike Witney.

Jericho ■ Hour in color. A com-

mando-espionage melodrama of World War II period. Principal photography is completed on this pilot out of MGM. It stars Don Franck, Marino Mase and John Leyton. Norman Felton is executive producer.

Mission Impossible ■ Hour in color. Theme not disclosed for this vehicle out of Desilu to be produced and written by Bruce Geller. Director is Bernard Kowalski. It stars Steven Hill, Wally Cox and Martin Landau. Shooting is expected to start in December.

The Plainsman ■ Feature length (two-hours) in color. This western out of Universal is going on network as one-shot (Feb. 10) and could spin off into hour series next year. Producer is Richard Lyons; writer, Michael Blankfort; director, David Lowell Rich. Stars Don Murray, Brad Dillman, Henry Silva, Guy Stockwell, Abby Dalton,

Goldwyn films to ABC

Three Samuel Goldwyn theatrical motion pictures never before shown on television have been leased to ABC-TV, which obtained the right to broadcast each film twice in an 18-month period for \$3 million, according to Mr. Goldwyn. The pictures are: "Guys and Dolls," "Hans Christian Andersen" and "Porgy and Bess." ABC-TV will broadcast them as specials in color.

Walter Burke, Ed Binns and Emily Banks.

Ahead of 1965 at NBC ■ Mort Werner, programming vice president at NBC-TV, said "quite a number" of his network's new projects are ready for screening and that many others have principal photography completed and are in rough-cut form.

Mr. Werner indicated that a larger budget had been allocated to piloting this year, while stressing that NBC no longer considers new-program work a seasonal project, but regards it a year-round effort.

He said NBC-TV's pilot preparedness for 1966-67 was ahead of last year's pace, and that was a year in which NBC claimed to be well ahead of the field in new program development.

NBC-TV told affiliates two weeks ago that it had 32 programs under development but indications last week were that there might be still other projects coming under consideration as possible new-season replacements.

Mr. Werner said drama forms of

various kinds appear to be getting increasing attention from networks, but he declined to specify just what programs or themes are in strongest contention as next year's newcomers on NBC-TV.

NBC has quite a few programs under consideration which would be live-on-tape productions including variety and situation comedy formats, he said.

Mr. Werner confirmed the following projects to be under consideration by NBC:

NBC-TV

Run, Jack, Run ■ Half-hour in color. A comedy being developed by Universal TV. It stars David Astor and Adam Keefe as young men who work at odd jobs around the country and become involved in various misadventures. Executive director is Edward Montagne.

My Fifteen Blocks ■ Half-hour in color. Comedy about a cop on the beat in New York from Desilu. Stars Dean Jones.

The Monkeys ■ Half-hour in color. A comedy from Screen Gems. No further information available.

The Cops ■ Half-hour in color. Reported to be Universal TV project. No further information available.

Jonathan Winters Show ■ Half-hour in color. A comedy starring comedian Jonathan Winters with Bob Finkle producing.

The Sheriff ■ Half-hour in color. A drama adventure starring Gilbert Roland and co-starring James Stacey. The setting is a rural California community; It's being produced by Arcola Pictures at 20th Century-Fox. Pilot was based on a story by Paul King. Aaron Rosenberg is executive producer.

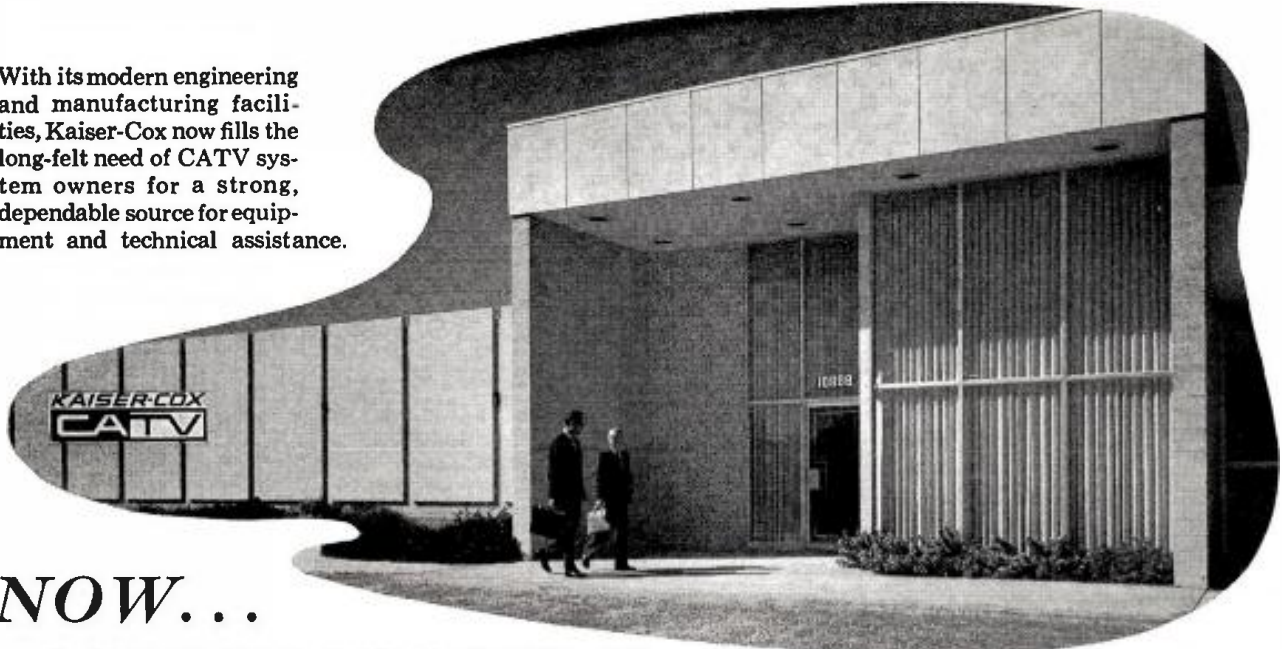
Police Story ■ Half-hour in color. Action drama from Desilu. Gene Roddenberry is the producer and writer. Director is Vincent McEveety. Starring Steve Ihnat, Gary Clarke, Malachi Throne, Ann Atman, Les Brown Jr.

Journey into Fear ■ Half-hour in color. Greenway Productions has this pilot in production in association with 20th Century-Fox. Jeff Hunter stars in suspense-adventure series created by Eric Ambler. William Dozier is executive producer.

The Best Years ■ Half hour in color. A drama starring Sidney Blackmer and Mart Julswit, to be produced by Arena Productions in association with MGM-TV. Story line follows the career of a small town doctor in this spinoff from *Dr. Kildare*. Norman Felton is executive producer; pilot to be directed by John Brahm and produced by Douglas Benton.

Girl from U.N.C.L.E. ■ Hour in color. In genre of *Man From U.N.C.L.E.* Arena Productions in association with MGM. Norman Felton

With its modern engineering and manufacturing facilities, Kaiser-Cox now fills the long-felt need of CATV system owners for a strong, dependable source for equipment and technical assistance.



NOW...

A NAME YOU CAN DEPEND ON... KAISER-COX



Here Are 6 FACTS About Kaiser-Cox to Remember in Planning and Building Your Complete CATV System. 6 Good Reasons Why You Can Depend on Kaiser-Cox for the Finest in CATV System Design — Financing — Engineering — Construction — Equipment — Service.

HERE'S WHAT KAISER-COX CATV MEANS TO YOU

THE KAISER NAME . . . internationally known and internationally respected for *quality control* and *quantity production*. Two "pluses" that have long made Kaiser a formidable giant in the industrial world.

THE COX NAME . . . A leader in broadcasting . . . the broadcaster who has taken the lead in CATV. The company that knows both fields. The company that will market *the ultimate* in CATV equipment.

THE KAISER-COX NAME . . . The combination that will not settle for "second best." The combination that will bring *a new way of business* in the big, bold, booming CATV industry.

THE SOLID PEOPLE . . . An excess of 25,000 man-hours . . . brain-power tapped from the aerospace world of close tolerances and rigid specifications . . . researched and developed this equipment.

THE SOLID PRODUCT . . . Unmatched engineering. Unrelenting purchasing standards. Unyielding quality control. All add up to an unequalled line of superior solid state CATV equipment.

THE SOLID SERVICE . . . Site surveys. System layout. Financing. Turn-key construction. Sales/Service Wagons for parts and technical assistance. Sales offices and warehouses throughout the nation.



Your Inquiries Are Invited. Write, phone or visit . . .

**KAISER-COX
CORPORATION**

P. O. BOX 9728 PHOENIX, ARIZONA 85020 PH. (602) 944-4411

DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW

BUMPER CROP OF NETWORK PILOTS continued

executive producer, David Victor supervising producer, Mort Abrahams producer.

The Saint ■ Hour in color. Mystery series based on the character created by Leslie Charteris. It's being produced in color by Associated Television in London. Roger Moore is starred as Simon Templar, an adventure-seeking world traveler.

The Road West ■ Hour in color. A western "period piece" with unresolved episodes reportedly spinning off from *Virginian*. From Universal.

Stranded ■ Hour in color. Adventure series reported under consideration at Universal.

Star Trek ■ Hour in color. Science fiction project at Desilu. Drama, created, written and produced by Gene Roddenberry. Stars William Shatner. Co-star Leonard Nimoy. Director James Goldstone.

Tarzan ■ Hour in color. Mike Henry, ex-football player, is cast in the title role in this project at Banner Productions. Sy Weintraub is executive producer.

The Roger Miller Show ■ Hour in color. A variety show starring singer Roger Miller. Dwight Hemion director-producer. Packaged by General Artists Corp.

Kay Stevens Show ■ Variety show from Screen Gems. No further information available.

The Savage Years ■ One-hour color family domestic situation drama centered around family named Savage. John McIntire, father; maid, Janette Nolan; son, Robert Pickering; daughter, Dina Muldaur; teen-ager, Nicolas Surovy; daughter's husband, James Karen; their two children, Marc Winters, Robin Mattson. Collier Young, producer; Alex Singer, director. Initial episode written by Betty Andrews. Four Star.

3 for Danger ■ One-hour color action adventure series. Created by Ivan Goff and Ben Roberts. Producer is Warren Duff; director, Billy Graham. Filming, Acapulco, also off coast of Mexico and Baja, Calif. Stars Larry Pennell, Alejandro Rey, and Charles Carlson, three men who own a Boat for Hire. Four Star.

Woody ■ Will Hutchins stars and Sandy Barron (male) co-stars in half-hour comedy directed by Sheldon Leonard for writer-producer Jerry Belson and Garry Marshall. Miresh-Rich.

The Unpardonables (previously *Plotkin Prison, We Love You and Stone Walls Do Not* stars Don Rickles and Billy DeWolfe)—Half-hour comedy series in color. Produced by Barry Shear. Story on jailbirds who enjoy their stay in prison. Dum-Dum Produc-

tions, shooting at Paramount.

Pilot Projects ■ The following are advertiser-backed pilot projects with no announced network affiliation as yet:

Three Coins in the Fountain ■ Half-hour in color. Now being shot in Rome, this series stars Joanna Moore, Cynthia Pepper, Yvonne Craig and Anthony Alda, following their adventures in Italy. It's being produced by 20th Century Fox for General Foods. Hal Kanter is producer-director.

The Tammy Grimes Show ■ Half-hour in color. Tammy Grimes stars with Dick Sargent as her twin brother. It's being developed by Greenway Productions in association with 20th Century-Fox for General Foods. William Dozier is executive producer.

Mother's Word Is Law ■ Half-hour in color. A comedy series starring Jean Arthur, being developed by Universal TV for General Foods. Richard Quine will be executive producer of the series and will also direct the pilot.

The Man Who Never Was ■ Half-hour in color. Suspense-adventure series based on an actual espionage scheme of World War II. It's being developed by 20th Century-Fox TV for Philip Morris. The pilot is to be filmed in Munich and Berlin with John Newland producing and directing.

Here is a roundup of additional pilots said to be under consideration, but with no reported network or sponsor backing. For some of them, only titles and production companies are available.

Dalton, My Partner, a half-hour comedy in color from an original story by Stanley Niss. It's at Warner Bros.

Joshua, half-hour in color; the adventures of a 10-year-old boy in the year 1871. Has yet to be cast. Pilot script is by Alvin Sargent. William Sackheim will produce.

The Sweet Life, a half-hour in color. It takes place on the French Riviera with Bobby Darin starring and Eve Arden, a guest star in the pilot. Roy Huggins is the producer of this Universal project.

Fantastic Franklins, His and Hers, Lazarus, Little Old Lady from Pasadena and Marriage is for the Byrds are all reported to be Screen Gems possibilities but the production company declined to describe them.

How to Murder Your Wife, United Artists.

The Jan and Dean Show, this half-hour in color stars the young singers as themselves on various locations around the country. It's being produced by Ashmont Productions in association with 20th Century-Fox TV.

Hey, Genius. This half-hour in color is a comedy series created and written

by Ernest Kinoy and has been acquired by Herschel Bernardi Productions as a starring vehicle for Mr. Bernardi.

Number One, Mt. Olympus Drive. A half-hour in color. Situation comedy based on an idea by Lou Shaw. It will be produced by Harbour Productions with George Tibbles writing the pilot.

Manhattan House. Hour in color. A drama based on novel to be published by David Rintels. It's being developed by Official Films.

Meet the Mooses. Half hour in color. A comedy with professional football setting. Created by Henry Garsson and Edmund Beloin, it has been acquired by Official Films.

C-P putting heavy emphasis on sports

Colgate-Palmolive Co., New York, has climbed heavily into NBC-TV's sports coverage with its announced commitment for an all-year multi-phased order with the network, which started in the American Football League game of Nov. 14.

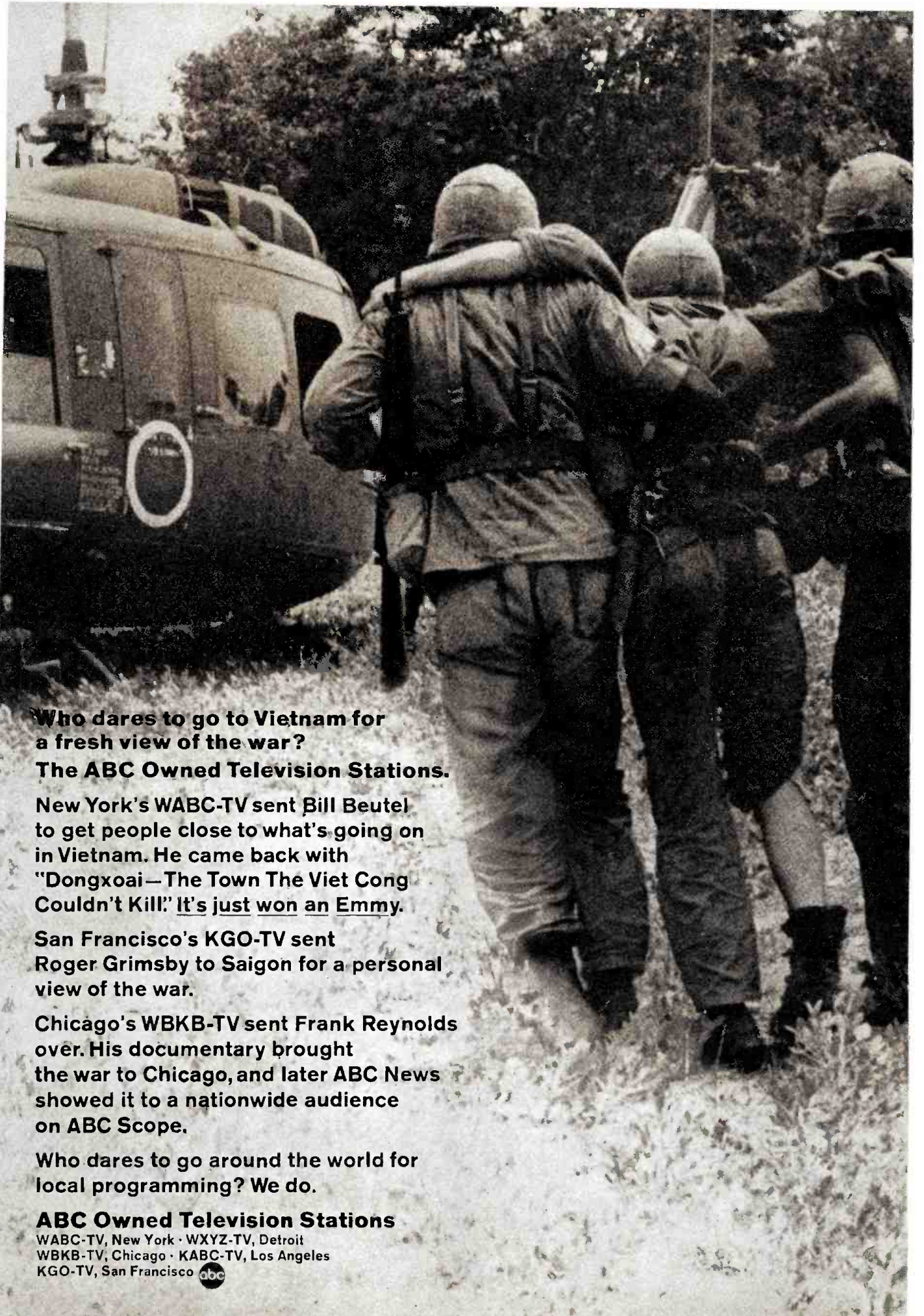
As a major sports advertiser on NBC-TV, Colgate is advertising its men's products: 007 toiletries and Palmolive Rapid Shave. Upcoming participation will include regular AFL games, the AFL championship contest on Dec. 26, the AFL All-Star game on Jan. 15, 1966, the *Sports in Action*-series, and next year's *Big Three Golf* colorcasts in February, March and April. Agency for Colgate is Ted Bates & Co., New York.

NFL huddles again with CBS-TV this week

CBS and the National Football League will resume negotiations this week on a proposed television contract following the halt of talks last Wednesday (Nov. 24) for the Thanksgiving holiday.

Spokesmen for CBS Sports and NFL said financial details of the pact have not yet been discussed in specific terms because the conditions of an agreement have not been defined. The NFL official pointed out that it would be "necessary to know what you're buying before a price can be set." He called "inaccurate" a report that CBS would gain four-year rights for approximately \$75 million, saying it could be lower or higher.

CBS currently carries the NFL schedule and is paying \$14.1 million annually under a two-year contract which expires at the end of this season. It is understood that present discussions have centered around a four-year contract calling for a comfortable increase in rights.



Who dares to go to Vietnam for a fresh view of the war?

The ABC Owned Television Stations.


New York's WABC-TV sent Bill Beutel to get people close to what's going on in Vietnam. He came back with "Dongxoi—The Town The Viet Cong Couldn't Kill!" It's just won an Emmy.

San Francisco's KGO-TV sent Roger Grimsby to Saigon for a personal view of the war.

Chicago's WBKB-TV sent Frank Reynolds over. His documentary brought the war to Chicago, and later ABC News showed it to a nationwide audience on ABC Scope.

Who dares to go around the world for local programming? We do.

ABC Owned Television Stations

WABC-TV, New York · WXYZ-TV, Detroit
WBKB-TV, Chicago · KABC-TV, Los Angeles
KGO-TV, San Francisco 

Radio-TV told 'be a theater'

Adman says stop counting
commercials, records, etc.,
and start entertaining

The name of the selling game is "entertainment. . . whether you like it or not, you're in show business" and you shouldn't spend so much time "counting commercials, records, station breaks or public service announcements."

That's the message delivered to last week's meeting of the Texas Association of Broadcasters in Dallas by Bob Stanford, president of the Stanford Agency, there.

He told the TAB members not to be TV stations or radio stations because "stations are for trains. Please be a theater. . . Excite them, thrill them, move them, warm them. Then take your bow to deserving applause and tomorrow watch them as they come back again and again for more entertainment."

Mr. Stanford, whose agency handles the Southland Corp.'s almost 2,000 7-Eleven Stores in more than 20 states, warned his audience that in the food

field they have too many "half-asked customers." Don't slap clients on the back, buy them a cigar or "make the mistake of getting to know your clients too well," he advised. "The next time you go in there, put away your cigar and your rate card and your survey. Try guaranteeing them entertainment. It's the big crowd pleaser. . ."

To illustrate his point, he showed a slide of a little girl at a Phillips 66 gasoline station and asked what is



Mr. Stanford

Phillips selling—"gasoline at 34 cents for a gallon? Lubrication at \$1.25? A quart of 30-pound grease? Nothing doing, neighbor. They're buying a little piece of your heart by offering a little girl in need—something mighty important."

A Gourmet Meal — For an Eastern Air Lines ad depicting an in-flight dinner, Mr. Stanford rhetorically asked what the pitch was. "A ticket to Tacoma? A round trip to Peoria? No thanks. They are selling the thrill at the dinner table—in the grand manner: luxury, prestige, a gourmet meal."

Don't sell apples at 19 cents a pound as a big bargain, he said. "Who cares? They don't want an apple, they want a memorable eating experience."

Mr. Stanford praised radio because it allows the imagination to work. "A dish of ice cream in print can look mighty good. A dish of ice cream on television can be something special, but ice cream on radio, with your own mind doing the photography, highlighted with sound describing what the eye can't possibly see—sounds that promise the heartwarming [is an] emotional experience."

"But don't give me just another radio signal," he warned. "Give me showmanship, which is another way to say salesmanship. Give me magic. . . that's what we're all looking for."

Also speaking to the TAB was FCC Commissioner Robert Bartley who said rock 'n' roll stations can play an important role in community affairs by using their influence on the problems of high school dropouts and juvenile delinquency. All stations, he said, should take an active role in "communicating community weaknesses to the public and in promoting solutions."

The commissioner also repeated his contention that broadcasters make an annual report to the local public telling whom they have talked with to learn the community needs and what programming was developed to meet these needs.

Radio-TV get 31% of travel firms' budgets

Travel services spent \$106 million in measured media in 1964, with \$33,201,000 (31%) allocated to radio and television, according to the Travel Research International Inc., New York.

TRI's annual report apportionments showed newspapers getting \$50,204,000 (48%), magazines \$22,106,000 (21%), television \$18,439,000 (17%)

TV audio on radio makes stronger impact

Blair Radio is urging agencies to use the audio portions of effective TV commercials on spot radio as a means of reinforcing the advertisers' TV messages and adding impact and frequency.

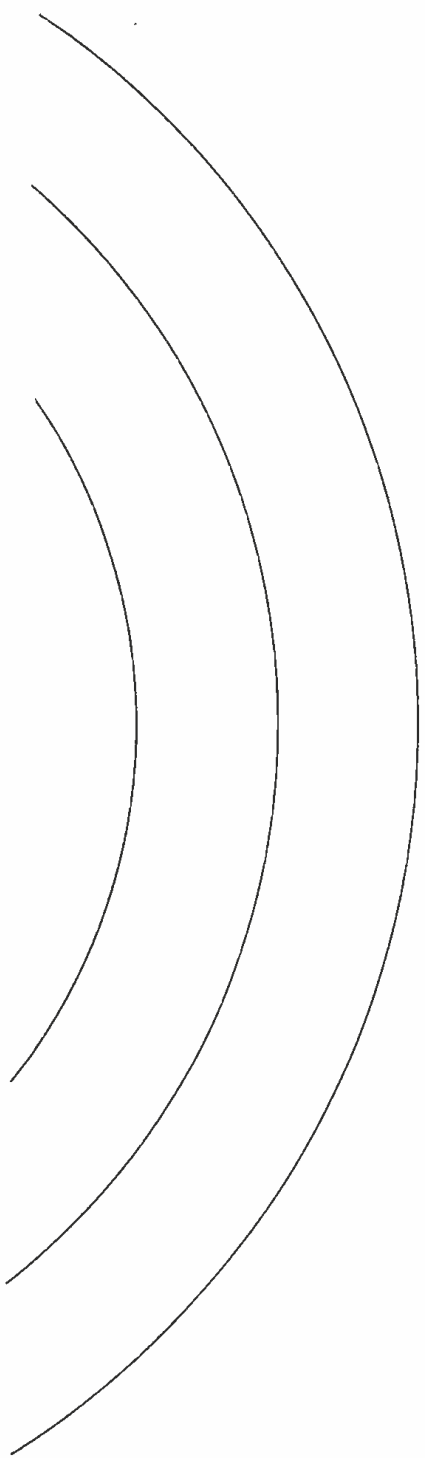
For several weeks, the representative firm has been explaining this approach, called ESP (Extra Selling Power) Radio, to advertisers and agencies in New York and shortly will acquaint agencies in other major cities with its concept.

The ESP Radio presentation points up research, conducted for Blair, showing viewers have a high degree of recall of well-conceived commercials when the audio portions are read to them. Mel Goldberg, vice president of planning and research for John Blair & Co., has been giving the presentation, assisted by Blair

Radio executives.

Blair recommends that in planning an advertising campaign, at least 10% of the budget be allotted to spot radio. Implicit in the presentation is the effectiveness of television but the point is made that for an investment of a comparatively modest sum for spot radio, the TV message achieves considerable reach and frequency.

Mr. Goldberg said initial reaction to the plan from advertisers and agencies has been "excellent." He noted that a few advertisers (beers and cigarettes, particularly) have been using TV audio on radio, but he added that Blair's intent is to broaden this approach to many sponsors and to incorporate it into the media strategy in the planning stages of campaigns.



We aim to please.

And we've got three hits in the Top Five,
six hits in the Top Ten,
ten hits in the Top Fifteen,
twelve hits in the Top Twenty,
and eighteen hits in the Top Thirty.

Not only do we have more hits
than the other two networks combined,
but the CBS Television Network
has the largest nationwide average nighttime
audience for the season to date...
most recently some six hundred thousand
more families than any other network.

Our eyes are on the target.



COMMERCIAL PREVIEW: Seven-Up will be wet and wild

"Wet and wild" will be the central theme for advertising in 1966 by the Seven-Up Co., St. Louis, illustrated by this sequence from among its new television commercials produced in color for the next year through J. Walter Thompson Co., Chicago. Emphasis of the company's messages will be upon product rather than people.

J. M. Thul, vice president and

director of advertising for Seven-Up, said last week the theme will prevail in all media for the major advertiser. Settings against dramatic water backgrounds will symbolize the excitement, coolness and freshness of the beverage, he said.

Seven-Up's total budget based on previous spending is estimated to run well over \$11 million with more than \$4 million going into television spot. Radio gets more than a \$2

million share while magazines get about \$3 million and newspapers less than \$1 million.

Copy line for the 30-second TV-spot version runs: "Chilling, thrilling / crisp and crackling / Seven-Up. / Bold and bracing / Lusty-tasting / Seven-Up. / Wet and wild / Seven-Up is wet and wild. / First against thirst / First to satisfy you. / So wet and wild and cool / Seven-Up."

and radio \$14,762,000 (14%).

The biggest spenders were domestic and international airlines, totaling \$76 million. Of the 62 airlines, more than 50% were radio users, while only 14 chose TV. TRI president Robert A. Peattie said that in past years airlines did not invest in TV and doubted its potential as a sales-maker. But the 1964 report cited one airline's budget at \$3.7 million in TV alone, while a high radio spender exceeded the \$2 million mark. In mentioning other carriers, TRI said that two out of three bus lines had placed nearly half their advertising in TV.

WBAL-TV seminar tells agencies about color

Citing the impact of color as a selling tool and the increased audience for color programs, Brent Gunts, vice president and general manager of WBAL-TV Baltimore, urged guests at the station's color seminar to move into color, but to do so with their eyes open to the pitfalls of color production.

The presentation, "Color Countdown," stressed the technical and physi-

cal or production difficulties and the costs of the switch to color, and hammered home the larger impression made on the color TV audience over the black and white audience. In the end it concluded that the 20% production premium for color commercials is reduced to 1% or less by color's impact on the added audience.

Aiding Mr. Gunts were Otto Claus, chief engineer, who told the guests how color is brought to the home screen; Clifton Harris, resident controller, who talked about the costs of color production; Jay Goldman and Fred Schneeman, operations manager and art director, respectively, who discussed the selection of colors, the staging, lighting and costuming for the color commercial; Willis K. (Bud) Freiart, sales director, who related statistical data from various studies made on color TV, and John Krankfield, program director, who gave the NBC-TV color programming percentages (WBAL-TV is an NBC-TV affiliate), and the local-live color programs of the station.

Injected into the presentation at various times were commercials aired on the station, seen side by side on monitors showing the commercial as seen in

black and white and in color.

Guidelines ■ Agency representatives, about 120 of the total 200 in attendance, were given a set of guidelines for the effective use of color in advertising and they were repeatedly cautioned that "the majority of the audience will still see the commercial in black and white" so be aware of the gray scale.

Highlight of the presentation was the staging of a color commercial, complete with talent, in which the guests were warned of some of the other problems inherent in color: 1) color packaging may not give the identity of the sponsor if the colors used are not far enough apart on the gray scale; 2) a product may not look the same to the camera as it does to the naked eye and therefore products should be tested before the camera before they are used for transmission; 3) texture of the material to be photographed should be considered because coarseness deepens colors, while sheen lightens; 4) small lettering must be handled carefully as it may come out as dots on the color screen; 5) correct lighting effects must be employed for the desired results (front lighting gives flat appearance, back lighting gives depth); 6) background material must be properly selected

"Nothing is impossible to industry."

PERIANDER OF CORINTH
about 585 B.C.

This great Corinthian ruler,
one of the Seven Wise Men of Greece,
set a philosophical precedent
for all those who aspire to
success. Griffin-Leake
applies this philosophy by
continuous **INDUSTRY**
to achieve satisfaction for
audience and advertiser.

GRIFFIN-LEAKE TV, INC.

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



The Bettmann Archive Co.

(green is bad backdrop for people, butter, margarine, meat or beer).

Mr. Gunts told the agency guests that WBAL-TV could produce a color-film commercial overnight, or within the same day if taped or live.

Brother tapes help offset ad loudness

The pioneer efforts of D. P. Brother & Co., Detroit, in using tape for its radio commercials rather than the traditional disk appear to be paying dividends.

In addition to winning better media relations and helping assure more consistent reproduction quality on the air after the stations transfer the spots onto their own tape cartridges, Brother's use

of tape and the addition of a unique sound reference level on each tape appear to have helped provide one practical answer to the so-called "commercial loudness" problem as well.

Brother puts a 1,000-cycle zero db recording reference level on its tape commercials. While a few others since have adopted the idea, it is not yet widely accepted, according to commercial recording sources outside the agency, and some agencies won't allow the reference level on their tapes even though it has been recommended.

Brother was one of the first large agencies to begin using tape for the distribution of its radio commercials and it now turns out all of its radio spots on tape. The switch to an all-tape policy began last year after a survey of stations showed most use cartridge tape playback machines.

By the end of this year Brother will have sent out 25,000 radio tape

commercials in behalf of its well-known radio-active accounts, including Oldsmobile, Guardian Maintenance and Harrison Radiator. Brother is spending over \$4 million in radio this year, most of this in spot.

Calibration Point ■ As one of Brother's commercial recording suppliers explained it, the 1,000-cycle zero level reference gives the stations or local recording firms a best-quality "benchmark" for calibrating their cartridge recorders when making the individual cartridge tapes. The tape Brother supplies usually contains several spots on each reel. Brothers doesn't try to send out cartridges since there are various types and standards vary.

Since the stations' cartridge playback machines are usually set to match the recording volume of the recording unit, it was explained, the station more or less automatically is able to assure correct loudness and guard against excess or too little volume. Either extreme causes distortion, it was noted.

This obviously doesn't prevent a station's control room from pushing up the volume of the commercial arbitrarily, it was explained, but in general practice this is not done anyway as a matter of good overall quality. However it was noted that when a station dubs its cartridges from the commercial disks many agencies still supply, or from tapes lacking a reference level, there is a chance that incorrect volume could be used inadvertently. Many agencies using disks caution stations not to dub them onto tape cartridges but some do it anyway.

While the purpose of the reference level on the tape is primarily intended to guard the quality of the re-recording and playback of the commercial, a broadcast representative of Brother said, the natural effect is to help avoid the loudness problem as well. The key place where loudness begins is in the original recording session by the agency in making the master tape, it was pointed out, but each subsequent point of handling on the way is critical too.

Doyle Dane Bernbach lands Gillette account

The Gillette Safety Razor Co., Boston, last week decided on Doyle Dane Bernbach Inc., New York, for its \$8 million double-edge blade and razor account (BROADCASTING, Nov. 15).

Now in DDB's hands, Gillette's super stainless steel blade and adjustable razor are considered competitive with the company's cartridge Techmatic razor and razor band, still handled by Clyne Maxon. The Gillette advertising account remaining with Clyne Maxon totals \$6 million.

How Signal Oil's third pump was created

How an agency's basic advertising formula: "Be different; be dramatic; leave a promise?" was used to create the successful "third pump" radio campaign for Signal Oil Co. was related Wednesday (Nov. 24) by a group of executives from Wade Advertising, Los Angeles, speaking at a luncheon meeting of the Southern California Broadcasters Association.

Charles Hutchings, creative director of the agency, said that Signal's "difference" from other gasoline marketers is the third pump at Signal stations offering motorists a mid-Ethyl gas, which, as the radio jingle puts it, is "richer than regular, cheaper than premium" and usable by about 80% of all automobiles. When spot radio was chosen as the way to reach a mass audience with a modest expenditure, the agency's creative people roughed out a number of approaches and finally decided on a musical-comedy format.

"We aren't musical-comedy writers and we didn't want a musical comedy that would sound as if it

had been created in an advertising agency," Mr. Hutchings said. "So we called in Hugh Heller of Heller-Ferguson," creative service for radio-TV. The resulting commercials, several of which were played, all start with the line: "The Signal Oil Road Co. presents 'Two's Company, Three's a Gas'" and proceed to do a one-minute take-off of a familiar musical comedy, each with a boy and girl meeting at a Signal station. The music is gay, but the lyrics are filled solidly with copy about the advantages of the third pump, "that we hope and believe penetrates the consciousness of the audience."

Apparently it has, for "the sales curve is moving in the right direction," Arthur Gudelman, account executive on Signal Oil, reported. The commercials are even bringing the company fan mail, "very unusual in the gasoline business," he said. Brendon Baldwin, media director, said that the campaign, started early in the fall in Los Angeles and San Francisco, will expand to other markets in the six-state area served by Signal, with "radio as the foundation." Snowden Hunt, vice president and account supervisor, reported on research now in progress with preliminary favorable indications. Tom Sholts, Wade executive vice president for West Coast operations, introduced the discussion.



Mr. Hutchings

A Comprehensive Report:

The MNA report (for the week ended Nov. 14) shows NBC with the biggest nighttime average audience—the eighth such victory in nine weeks. Also, according to this report, NBC Television Network won five of the seven nights of the week.

At this very same time, one of our competitors is proclaiming *its* lead, according to one National Nielsen Report. These competitive ads can be confusing.

But they needn't be.

For the season has progressed far enough for television professionals to evaluate network performance on *meaningful information that has emerged over the past two months.*

Season To-Date

Here is what this information shows:

According to the National Nielsen reports for the season to date, NBC has had: the No. 1 new program—"Get Smart;" the No. 1 of all programs—"Bonanza;" the No. 1 news program—"The Huntley-Brinkley Report;" the No. 1 sports program—"The World Series;" over 10,000,000 homes per minute for its average nighttime program; and the biggest audience increase over last season.

The Overall View

Moreover, during the month of October (the last complete month for which figures are available), the average U.S. television home spent more time *day and night* watching commercially sponsored programming on NBC than on any other network.³

The Young Adults

National Nielsen data also indicates that NBC's diversified program schedule makes it the leading network with the audience most valuable to advertisers—young adult men and women (age 18-49).⁴

The Color Picture

The ARB National Report confirms NBC's status as the No. 1 network, and also shows that NBC is far and away the leader in color-set homes, with 89% more such homes than the second network and 105% more than the third. Among color-set homes, also, NBC has all 10 of the 10 most popular programs.⁵

Those are the straight unadorned facts, and they lead to one conclusion: NBC is the nation's No. 1 television network for news, entertainment, sports and color.

NBC TELEVISION NETWORK

THE FULL COLOR NETWORK

Sources: *MNA week ending Nov. 14, time period averages 7:30pm-11pm EST. *NTI Sept. 13 to Nov. 7 Nighttime network average audience estimates, 7:30-11pm ET. *NTI Sept. 27-Oct. 24, all commercial programs. *NAC Sept. 27-Oct. 10, 7:30-11pm EDT. *ARB National Report, Sept. 22-Sept. 28, 1965, 7:30-11pm EDT. All estimates subject to qualifications available on request.

Radio magnetic for teen-agers

Metro Radio Sales findings underscore medium's appeal to that audience

Radio's attraction for the teen-age market—and the growth of that market itself—are documented in agency time-buyer terms in two presentations disclosed last week by Metro Radio Sales, a division of Metromedia Inc.

The sales representative arm of Metromedia said that it now would give its reports general circulation

among advertising agencies after some 20 months of pinpointing almost a dozen agencies with the reports. Data in the reports are updated periodically.

A main point emphasized in the studies: an advertiser using 70 stations can buy nearly 35 million teen-ager impressions a week in the top 50 markets for a weekly cost of a little over \$50,000 at an "average" cost per thousand of \$1.48 and with an "estimated" cost per thousand of \$1.20 (based on transistors adding 20% to total teen impressions).

Metro Radio Sales' executives said the teen-age market was chosen for the in-depth studies because of the opportunity to document and dramatize a more "obvious" facet of radio's power to deliver for the national spot advertiser.

H. D. (Bud) Neuwirth, president of Metro Radio Sales, said the presenta-

tions were part of an effort to reach "the major non-users of spot radio." The presentations, he indicated, have special interest for advertisers who become enmeshed in campaigns that demand a continual addition of dollars to TV markets despite a decided possibility of diminishing returns.

Cite Radio Buying ■ It was noted that the presentations were being disclosed because of various radio campaigns which have come to the fore in recent months, especially in view of reports made public concerning several major soap companies returning to radio (BROADCASTING, Nov. 15).

Metro Radio Sales emphasized that it would not attempt to claim credit for any one of these campaigns but said it believed the study was one of several efforts which culminated in spot radio placement by many advertisers.

The studies have been presented since early spring of 1964, beginning in Chicago with Procter & Gamble and the Toni Co. and later in New York with Colgate-Palmolive Co., Bristol-Myers Co., and Revlon among others. The P & G products included Hidden Magic, Secret and Lilt.

The presentations, created by Elaine Pappas, Metro's director of sales development, are: "selling the teen-age market," which describes its potential, and "the teen-pressure estimator," which shows how advertisers can reach that potential by specifying spot radio proposals covering the top 50 markets.

The first presentation documents, in addition to general data, the activity and listening habits of teen-agers and radio's appeal to this market. Also summarized are ratings, costs and audience composition of various media in relation to the teen-age market, and analyses comparing spot TV and spot radio in the top 50 markets.

Of particular value to the timebuyer, it was stressed, are comparative cost-per-thousand data, presented in several different classifications: listener, viewer and time of day.

Still further detail is made available in "the teen-pressure estimator," which is described as "a media planner's guide to tapping the youth with spot radio in the top 50 markets."

The planning guide encompasses a station-by-station listing—70 stations in the 60 markets—giving costs, teen-age impressions per week and cost-per-thousand listeners. Also included are the representatives for each of the stations.

Though both presentations by design do not promote the Metro Radio Sales' stations, a brief section in the first presentation points up the use of what is called "The Metro Radio Teen Test" that embraces Metromedia stations in Cleveland, Denver and Hartford.

Among the general data provided, the

COMMERCIAL PREVIEW: Chevrolet blows up

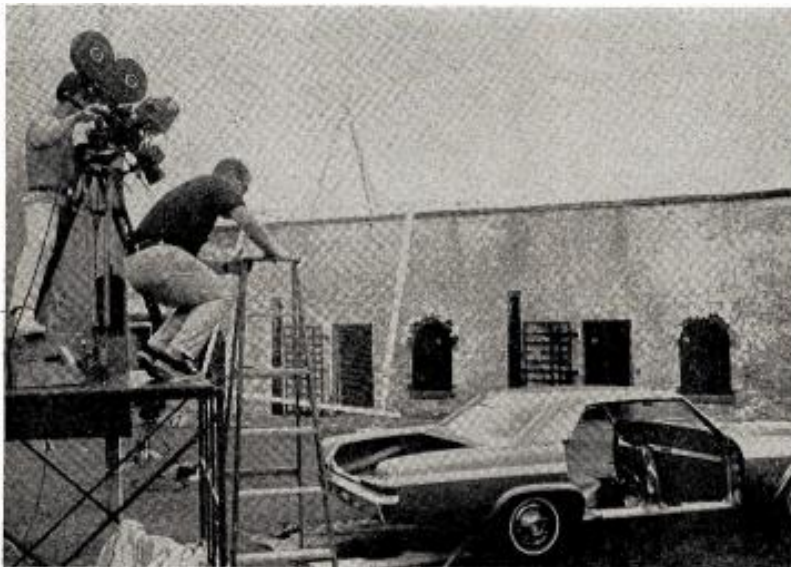
The Chevrolet Division of General Motors Corp., which has at least one audience-stumping color-TV commercial each year, has a two-minute mystifier for the 1965-66 season. To film one part of the spot required blowing up a Chevrolet Impala.

Filmed at Fort Macon, N. C., the spot-Fusion-shows an Impala being constructed without help from man, machine or monkey.

Using shock cord, ordinarily used to stop planes on aircraft carriers, at-

tached to booms and cranes, parts of the car were filmed being pulled from the chassis and as they leaped into the air. These were then spliced and run in reverse sequence showing the car taking shape.

The explosion, created by using 40 sticks of dynamite to explode the Impala shell, was filmed. It, too, runs on-air in reverse showing the scattered parts of the car shooting into the center of a fireball and becoming a whole unit. Agency is Campbell-Ewald, Detroit.



Film crew works on test shot of Chevy 'Fusion' spot. Part of the Impala sport sedan is shown after

doors and hood were already pulled away from the body by invisible shock cord.

presentations note that:

- Of approximately 17.5 million teenagers in the U.S., 43% are accounted for in the top 50 markets, nearly 7.5 million between the ages of 13 and 17.

- Of the 17.5 million teen-agers 96.3% own radios (estimated 5 million own clock radios, 7 million have portables). They spend \$10 billion a year and, it's estimated, \$21 billion by 1970 (by 1969 a total of 19 million teen-agers is estimated for the U. S.).

- Emphasizing carry-over effects in buying habits, statistics show that 50% of all girls are married by 18.

- In terms of listening, teen-agers spend 17 hours 48 minutes with the radio in an average week. (The studies break these figures down in various ways, showing percentage who listen less than one hour on up to 10 hours or more both by weekday and by weekend; percentages by age of teen-age listening in each of 16 markets, total listening of teen-agers by day parts in 27 top markets, listening and viewing by activity, etc.).

Specific attention is given to estimated costs to advertisers buying spot radio and spot TV in the top 50 markets. It's noted that an advertiser buying one-minute announcements in daytime and in fringe nighttime periods on TV would pay on the average an estimated cost-per-thousand of \$2.01 in reaching 9.7 million viewers at gross rates, \$24.20 in reaching 805,800 teen-agers and \$4.30 in obtaining over 4.5 million women who are 18 years or older. Using spots on radio—traffic time in morning and afternoon, and nighttime (7 p.m.-midnight) in that same week—the advertiser would pay on the average an estimated CPM of 94 cents in reaching nearly 3.2 million listeners, \$5.54 to reach 541,080 teen-agers and \$2.09 to reach 1.4 million women 18 and over.

All costs are computed at weekly gross rates, so that for most top advertisers the CPM would be cut as much as half for both TV and radio, it was explained.

Also in advertising . . .

Wingspread ■ Pelican Films, New York, has opened a Detroit field office. Located at 961 South Brys Drive, the office is directed by Edwin B. Henry Jr.

Midwest office ■ Rose-Magwood Productions Inc. has opened a Chicago area office at 2306 Harrison Street, Evanston, Ill. The commercial and industrial film production company has offices in New York, Hollywood and Toronto. Ken Drake, formerly vice president in charge of sales at Hanna-Barbera, Los Angeles, will head the Evanston office.

46 (BROADCAST ADVERTISING)

Focus Presentations plans expansion

Focus Presentations Inc., New York, which has grossed almost \$1 million in the eight months it has operated in the TV film-commercial business, is blueprinting an expansion program.



Mr. Feldman

Eli Feldman, president, reported in an interview last week that Focus intends to set up its own animation department in January and is in the final phase of negotiations for its own sound stages. The company's commercial volume has grown to the extent that it "makes sense" for Focus to operate its own sound facilities, he explained.

The move into animation, Mr. Feldman stated, is based on a belief that this form is going into "a renaissance following several years of relative inactivity. Animation was in vogue four or five years ago and then "went into eclipse," he observed. Its comeback can be attributed to the "cyclical nature" of the business as well as a desire on the part of some advertisers to avoid the rising costs of talent residuals for some of their commercials, he pointed out.

Starting in business last spring, Focus's list of clients has included Marlboro cigarettes, Buick, Excedrin, Lipton soups, Eastern Air Lines, American Tobacco, Armstrong Cork, Westinghouse Electric, Imperial margarine and Vitalis. The bulk of the commercials were produced in color.

"The start of our business coincided with the color boom," he noted, "and I'm sure it helped raise our business beyond our expectations."

Beyond current expansion moves, Focus intends to become active in the production of both TV series and feature films. Partners in Focus Presentations are Mr. Feldman; Chris Ishii and Peter Cooper, vice presidents and film directors; Stanley Bermann, vice president and production manager, and David Wideck, vice president in charge of programing.

Business briefly . . .

National Hospital Association and National Health Assurance Co.'s will sponsor John Salisbury's *Message for Americans* to be heard in 17 markets in Oregon, Washington, Idaho and Montana.

Bardahl Lubricants Inc., Norwood,

Mass., is reported to be accelerating its radio advertising via extensive spot saturation campaign on stations in New England and New York area. The campaign will be humorous and will introduce as company spokesman character called "George E. Gosling." Commercials will feature Bob & Ray comedy team. Agency: Ingalls Associates, Boston.

National Van Lines, Chicago, major moving firm which previously has used broadcast media to pinpoint its prospects, is starting an extensive FM spot campaign through Rundell Advertising, there, its new agency.

The United States Time Corp., for Timex watches, through Warwick & Legler Inc., both New York, again will sponsor *Mr. Magoo's Christmas Carol*, colorcast on NBC-TV, Dec. 17 (7:30-8:30 p.m. EST).

E. I. duPont de Nemours & Co., Wilmington, Del., will increase its use of radio substantially when it begins its largest hosiery advertising campaign this spring for its "Cantrece" nylons. The advertiser will place over 60,000 commercials on ABC, CBS, Mutual and NBC radio networks from Feb. 20 to April 2, 1966, ranging through 500 markets, along with 5,000 spot radio announcements from March 6 to April 2, in 20 key markets. Also planned is participation by the hosiery products in duPont's specials, *This Proud Land*, on ABC-TV. Overall radio-TV penetration is said to be greater than 1965 spring campaign, with radio spots over twice the number then broadcast. Agency is BBDO, New York.

Plymouth Division of Chrysler Corp., Detroit, through N. W. Ayer & Son, Detroit, has bought 26-week sponsorship in NBC Radio's *Monitor's World of Sports* weekend segments, starting Jan. 8, 1966. **Wm. Wrigley Jr. Co.**, Chicago, has bought announcements on NBC Radio's *Emphasis* and *Monitor* programing from Dec. 27 through Nov. 26, 1966. Agency: Arthur Meyerhoff Associates, Chicago.

Armour & Co., Chicago, has placed an order for \$1 million to sponsor 10 NBC News actuality specials on NBC-TV. Armour's sponsorship will begin with *Vietnam: December 1965*, which will be telecast Dec. 20 (10-11 p.m. EST). Agency is Foote, Cone & Belding, Chicago.

Schlitz Brewing Corp., Milwaukee, through Leo Burnett Co., Chicago, and the **Speidel Corp.**, New York, through Marschalk Co., same city, have each purchased participations in five NBC-TV nighttime series. **Brown & Williamson Tobacco Co.**, Louisville, Ky., through Post-Keyes-Gardner, Chicago, and **General Mills Inc.**, Minneapolis,

BROADCASTING, November 29, 1965

BEELINE® COUNTRY...
AWFULLY BIG
IN DAIRY PRODUCTS



... and **BEELINE RADIO KBEE** is a proven way to reach this important market

The Modesto market (Stanislaus County) is the Number Two county in the U.S. in total value of dairy products sold.* Modesto people buy a lot, too — over \$336,500,000 in retail sales.** Get into this big market

effectively... on Beeline Radio KBEE. KBEE is just one of four Beeline stations and the key to California's rich Inland Valley.

*1959 Census of Agriculture
 **Sales Management's 1965 Survey of Buying Power



McCLATCHY BROADCASTING

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KBEE • Modesto

KFBK • Sacramento

KMJ • Fresno

KOH • Reno

through Dancer-Fitzgerald-Sample, New York, each have bought into the network's *Daniel Boone*. Eight advertisers have bought into NBC-TV's new color series, *The Sammy Davis Jr. Show* (Friday, 8:30-9:30 p.m. EST), which begins on Jan. 7, 1966. They are: **Shell Oil Co.**, through Ogilvy, Benson & Mather, both New York; **Chemstrand Co.**, through Doyle Dane Bernbach, both New York; **Bristol-Myers Co.**, through Grey Advertising, both New York; **Block Drug Co.**, Jersey City, N. J., through Daniel & Charles, New York; **S. C. Johnson & Son**, Racine, Wis., through Benton & Bowles, New York; **Peter Paul Inc.**, Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, and **Whirlpool Corp.**, St. Joseph Mich., through Kenyon & Eckhardt, New York.

Bernard Howard forms TV representation firm

Howard Television Inc., New York, officially opens today as a new TV station representation firm. The new company has been formed by Bernard Howard who is president of Bernard Howard & Co., New York, a radio-station rep. Branch offices of the TV firm are being opened in Chicago, Atlanta, San Francisco and Los Angeles.

Mr. Howard said the new rep will begin with four stations: KQTV(TV) Fort Dodge, Iowa; KLOC-TV Modesto, Calif., and a station in Alaska and Arkansas, the call letters to be announced. New York offices will be located in the Union Carbide Building (270 Park Avenue). Phone: OXford 7-3750.

National mover buys heavy spot FM drive

National Van Lines, Chicago, major moving firm which previously has used broadcast media to pinpoint its prospects, is undertaking an extensive FM spot campaign starting immediately through Rundell Advertising there, its new agency. Campaign was placed through FM Group Sales.

The nationwide firm during the next 13 weeks will have a total of 6,604 minute spots on 45 FM stations in 14 top markets. Two to five stations are being used in each area.

Markets on the list are New York, Philadelphia, Washington, Atlanta, Miami, Cleveland, Detroit, Chicago, St. Louis, Kansas City, Dallas-Fort Worth, Los Angeles, San Francisco and Seattle.

E. Ralph Rundell, president of the agency, summarized his reasons for

buying FM: "Through the use of FM radio in these 14 selected market areas we can reach and sell the heart of the market we want, with very little waste circulation. The cream of our market has certain characteristics which correspond almost exactly to the profile of the measured FM listener family."

\$73 million billing for Chicago's TV's

Chicago's five commercial television stations this year will cut up a \$73-million advertising pie, 8% larger than last year, according to a study of the market last week by the *Chicago Daily News* columnist George Lazarus. His survey of Chicago radio reported total estimated billings of \$30 million, also up from 1964.

On the TV side Mr. Lazarus said WBBM-TV continues in the number one position with a gross of \$22.5 million or possibly \$23 million, up from last year's \$22 million. WGN-TV moves up a million to a new high of \$19 million while WMAQ-TV jumps ahead of its \$15.5 million in 1964 to a new gross of \$18.5 million or \$19 million. WBKB-TV is up slightly to \$12.75 million, he indicated, while UHF WCIV(TV) continues at about the \$300,000 level.

Mr. Lazarus reported that the "big three" radio stations, WGN, WIND and WLS, in that order, together accounted for more than half of the market's total radio billings. Three others, WBBM, WMAQ and WCFL, fell off in revenue this year, he claimed. His estimates (1964 figures in parentheses) for the top 11 radio stations there:

WGN \$6.5 million (\$6 million); WIND \$5.4 million (\$4.95 million); WLS \$3.75 million (\$2.9 million); WBBM \$2.5 million to \$2.75 million (\$3 million); WMAQ \$1.8 million to \$2 million (\$2.3 million); WCFL \$1.75 million to \$2 million (\$2 million); WVON \$1.5 million (\$1.3 million); WAIT \$1.2 million (\$1.2 million); WJJD \$1.2 million (\$850,000); WAAF \$900,000 to \$1 million (\$750,000), and WNUS \$820,000 (\$500,000).

Rep appointments . . .

■ Skyline TV Network: H-R Television Inc., New York.

■ KMMT(TV) Austin, Minn., and KWVL-TV Waterloo-Cedar Rapids, Iowa: Wayne Evans & Associates, Minneapolis.

■ KLWW Cedar Rapids and KWVL Waterloo, both Iowa: Wayne Evans & Associates, Minneapolis, as regional rep.

■ WTMT Louisville, Ky.: Adam Young, New York.

More opposition to double-billing rule

The Maryland-D.C.-Delaware Broadcasters Association asked the FCC last week to reconsider its recently adopted rule outlawing double billing. Metro-media Inc. had asked for reconsideration of the rule two weeks ago (BROADCASTING, Nov. 22).

The rule forbids broadcasters to engage in conduct likely to deceive advertisers regarding the amount actually charged for advertising time (BROADCASTING, Oct. 25).

The association said the rule not only represents an unwarranted interference in the private contractual arrangements of broadcasters and their customers, but is also unnecessary.

According to the association, the commission has the ability to discourage double billing under its licensing power. The commission should warn broadcasters that double billing will be considered at license renewal time as a factor bearing on character qualifications, the association said.

It also said that many of the interpretive examples cited by the commission involved cases of "unfair competition" which would be better left to the Federal Trade Commission.

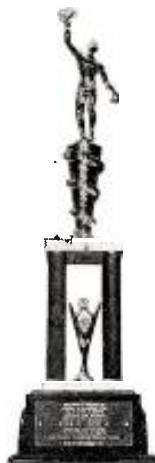
Agency appointments . . .

■ U. S. Rubber Co. has named Papert, Koenig, Lois, New York, effective Nov. 12, to handle its new indoor and outdoor carpet, Royal Vinyl carpet. PKL currently handles the textile and chemical divisions of U. S. Rubber. Media plans have not been announced.

■ Altman, Stoller, Chalk Advertising Inc., New York, last week was appointed to handle White Stag Manufacturing Co., Portland, Ore. The agency is developing advertising and sales promotion plans for the fall season of 1966.

■ General Electric Co.'s laminated products department, Coshocton, Ohio, has named Sudler & Hennessey Inc., New York, to handle its Textrolite plastic laminates. Media plans and budget figures are still being considered.

■ Quaker Oats Co., Chicago, effective March 15, 1966, moves its Life cereal account from Doyle Dane Bernbach to C. J. LaRoche & Co., New York. Life bills over \$3 million. DDB continues to handle Quaker Oats and Mother's Oats and gains one of two new unidentified cereals while other goes to Papert, Koenig, Lois, New York. PKL also handles other Quaker products. Quaker's agency group also includes Compton Advertising and J. Walter Thompson Co., both Chicago. Quaker's total advertising budget exceeds \$18 million of which nearly two-thirds goes into TV.



THREE! 1963. 1964.
 1965. THREE CONSECUTIVE
 AWARDS FOR OUR PROGRAMS
 FOR YOUTH, FROM CIVITAN. IT'S A
 UNIQUE ACCOMPLISHMENT IN FLOR-
 IDA. POSSIBLY IT'S UNIQUE IN THE NA-
 TION, TOO ■ CIVITANS. THEY ARE BUILD-
 ERS OF CITIZENSHIP AMONG YOUTH. OURS
 IS THE DADE COUNTY
 COUNCIL OF CIVITAN.
 SELFLESS AND SUC-
 CESSFUL LEADERS: THE
 KIND OF PEOPLE WHO
 MOTIVATE OUR CHIL-
 DREN. THAT'S WHY
 WLBW-TV GRATEFULLY
 ACKNOWLEDGES THIS
 PARTICULAR HONOR...
 THESE CIVITAN AWARDS
 TOGETHER WITH THE SCORE
 OF ADDITIONAL TRIBUTES EACH
 YEAR ARE A CONSTANT REMINDER
 OF THE TREMENDOUS ROLE THAT
 TELEVISION PLAYS IN THE
 LIVES OF OUR CITIZENS.
 AND WLBW-TV AC-
 CEPT THAT ROLE AS
 WELL AS THE RE-
 SPONSIBILITY THAT
 GOES WITH IT. FOR
 THESE AWARDS MEAN
 PEOPLE ARE CONSCIOUS
 OF US. KEY PEOPLE. AND ALSO ORGAN-
 IZATIONS, LARGE AND SMALL. ALL
 KINDS. ■ WLBW-TV AND
 SOUTH FLORIDA. SOUTH
 FLORIDA AND WLBW-TV
 WE'RE SO CLOSELY
 IDENTIFIED, THE ONE
 WITH THE OTHER...
 AND THREE CONSEC-
 UTIVE CIVITAN AWARDS!



Represented by



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

Rating council audits services, not markets

Ponders establishing complaint department to check individual market studies

The Broadcast Rating Council has been getting complaints from broadcasters who, dissatisfied with some of their local-market ratings reports, want the council to send its auditors in to verify the reports, or, preferably, prove them wrong.

The council is knee-deep in auditing, but not that kind—at least not yet. The time may come when it can take on this chore, however, if the stations involved are willing to pay for it.

This is one of the possibilities being considered, at least tentatively, as the council moves into its second year of auditing broadcast measurement services. The result might be a kind of "complaint department," but council officials emphasize that, while such a possibility should not be ruled out, at this point it is still just a possibility.

The cost of auditing a ratings report for a specific market would have to be paid substantially, if not entirely, by the station or stations involved because the council has no budget for such work. Since the audit would necessarily involve duplicating much of the work that went into the original report, the cost could approach or equal, especially in smaller markets, the cost of the ratings report itself.

Services, Not Markets ■ What the council is currently auditing is specific services, not specific market reports. Thus far, after a year of auditing, it has granted accreditation to six services offered by four different companies. Contrary to apparently widespread belief, no other services, whether offered by these or other companies, have as yet been accredited.

Those accredited, all in the category of syndicated rather than periodic or special-order services, are the American Research Bureau's "Local Television Market Studies" and "U. S. Television Audience"; C. E. Hooper Inc.'s "Hooperatings (local radio reports)"; A. C. Nielsen Co.'s "Nielsen Television Index" and "Nielsen Station Index" and Pulse Inc.'s "RadiPulse Syndicated Local Market Radio" (BROADCASTING, Sept. 27).

The first year's auditing cost \$162,-

500, paid for by the audited services, and council officials hope they can keep the price at about that annual level even though the services already accredited will be kept under continuing audit and other services have been and will be added to the auditing process. The auditors are the nationally known firms of Price Waterhouse & Co. and Ernst & Ernst.

Dr. Kenneth H. Baker, executive director of the council, emphasized that as yet the council does not evaluate the methodologies of the research services that apply for accreditation.

Promise vs. Performance ■ Basically, what accreditation means is that the services bearing the seal follow the procedures they claim to follow, and "do what they claim to do."

"No judgment is being made as to whether the method used by any service is 'right' or 'wrong' or 'good' or 'bad,'" Dr. Baker said. "Depending upon the industry's requirements, this may come later as the regular auditing

operation becomes routinized."

At present, Dr. Baker continued, the audit is in two phases: "(1) an examination and review of the field operations of the services under study, and (2) an audit of the data processing in the production centers of those services." He explained:

"The field-operations audit includes checking the selection and implementation of the sample; the method of substituting for noncooperators; control over field personnel and their training, and a check as to whether an interview was actually conducted, a diary filled out or a meter installed.

"The characteristics of the reported in-tab sample are compared with independent determinations made by the auditors. This field phase of the audit is achieved by personal visits to or correspondence with individual households selected by the auditors in markets also selected by them.

"This confirmation by sampling closely resembles the procedures used by accountants in examining lists of receivables, payables, etc., in fiscal audits. The element of surprise is maintained by having the selection of markets and individuals determined entirely by the auditors, as well as the timing of the examination."

Data Processing Checked ■ "The audit of the data processing includes a review of each service's handling of the raw data as they are received from the field; control procedures; editing and coding; comparisons of input with published results; checking computer pro-

Stanton waiting for his room at the top

Dr. Frank Stanton, president of CBS Inc., has been variously reported in recent months and years as planning to go into government, planning to go into education, planning to retire. Nine days ago he gave an answer to such constantly recurring rumors.

The rumors were put to him by a CBS employe during a party for the CBS 20-year club on Nov. 20 at the New York Hilton.



Dr. Stanton

His answer: "I've worked too long and too hard on the new CBS building to quit before I've had a chance to occupy my new offices."

His reference was to CBS's new headquarters building in New York, now completely occupied but with the 35th floor, which will house top corporate management, still unfinished, undecorated and unfurnished. While the floor is being put into shape, Dr. Stanton, Board Chairman William S. Paley and others destined for the 35th floor are occupying temporary offices on the 34th.

Best estimate last week was that the 35th would be ready for them to occupy "shortly after the first of the year."

grams and calculations, and a review of the descriptive narrative in the published report to ascertain whether it conforms with actual practice. Here, too, the auditors retain the surprise element by deciding when and where to dip into the processing sequence.

"Because a sampling confirmation is used which is spread over a number of markets or a number of steps in the processing, the result does not constitute the audit of a particular market or of a particular report. Too few observations are made in each case to form the basis of an audit for that market or that document.

"Instead, the whole service is being reviewed and the resulting accreditation applies to the service as a unit and not to any particular part of it. Further, the accreditation applies only to that service or, more properly, that report series which has been audited and accredited."

The council, which is headed by Donald H. McGannon of Westinghouse Broadcasting, was formed as a result of the so-called "ratings scandal" uncovered in a far-reaching congressional investigation. It was incorporated in December 1963 and commenced operations officially on Jan. 8, 1964.

Its members, who contribute to a \$70,000 annual budget (apart from auditing expenses paid by the audited services), are the National Association of Broadcasters, the American Association of Advertising Agencies, the Station Representatives Association, the Television Bureau of Advertising, the Radio Advertising Bureau and the ABC, CBS, NBC and Mutual networks. The Association of National Advertisers, although not a member, maintains liaison with the council.

Pilot Study ■ Auditing procedures were developed and pilot audits conducted at the council's expense. Because that expense is out of the way and the auditors themselves presumably have developed operating efficiencies during the first year of operations, council officials hope that the auditing expense can be kept at the current \$162,500 level. These costs, although paid by the services under audit, are generally passed on to the services' subscribers.

Dr. Baker said the accreditations issued in September came after each of the services had been through at least two complete cycles of auditing, which started in October 1964. He offered a broad outline of what these involved, but pointed out that "in addition, variations were developed to make the examination more intensive.

"For example," he said, "if an irregularity or deviation was noted by the auditor, it would usually be reported immediately to the rating company. On other occasions, however, the information would be withheld in order

to ascertain whether the company's own validation procedures would detect it.

"In all, field audits and/or processing audits were conducted in 96 markets scattered throughout the United States. In addition, certain details of the processing of data were checked by simulations and, in the case of national reports, by sampling the returns from the entire country.

"Accreditation by the council presumes that these audits will proceed on a continuing basis. The rating companies have agreed to supply the council with descriptions of whatever modifications they develop so that these may be included in future audits. Otherwise, the accreditation must lapse or be withdrawn since it would apply to an outdated procedure."

Checks Made ■ Here are highlights of Dr. Baker's description of checks and cross-checks made by the auditors on key audience-measurement features:

"Personal and telephone interviews.—the auditors confirmed that the interviews had actually taken place and that the households interviewed had been selected in accordance with instructions from the rating companies' headquarters. Telephone interviews were monitored—usually without the knowledge of the interviewer, although the interviewer was aware that monitoring might occur. Day and time of the interview were confirmed, as well as certain features of the respondents' replies to the interview questions.

"Diaries.—Diary-keeping families were confronted with diaries to ascertain that they had, in fact, returned that diary to the company. Noncooperating families were contacted as well as families who had agreed to cooperate but had returned no diary. Reasons for noncooperation were verified, and published cooperation rates were confirmed.

"Meters.—Since meters are installed in semi-permanent panels, auditors visited selected households to confirm that the meters were in fact installed and operating. Test strips from the meters were run and calibrated. The location and demographics of the household were checked and compared with field reports and headquarter records. Designation of the household as an original or substitute was confirmed.

"Processing.—The company's treatment of data received from the field was checked to ascertain that it was in accordance with stated procedures. Coding and editing were reviewed. The basis for acceptance or rejection of field data (incomplete interviews, diaries, tapes, etc.) was examined and checked with instructions in the company's procedural manuals.

"Calculations.—Computer programs were examined in detail and sample in-

**NBC FILMS
MAKES THINGS
HAPPEN WITH**

**Orson Welles
Jack Hawkins
Vittorio De Sica
Edmund Purdom
Dennis Price**

IN
LAFAYETTE

IN COLOR

*A fiery saga of the
American Revolution*



GET MORE ACTION WITH

NBC FILMS CINEMAGREAT

POST-1960 FIRST-RUN FEATURES

puts were used to compare the computer output with hand tabulations. Documentation of the computer program was reviewed. In selected markets, published reports were traced back through the receipt of data from the field."

Metromedia buys KEWB for \$2.5 million

The sale of KEWB Oakland, Calif., to Metromedia Inc. by Crowell-Collier Broadcasting Corp. was announced last Friday (Nov. 26) by the two companies. The purchase price was said to be \$2.5 million, and the transaction is subject to the usual FCC approval. Metromedia holds an option to buy the now dark KSNB-TV San Francisco (channel 32) for \$1 million (BROADCASTING, Oct. 25).

John W. Kluge, board chairman and president of Metromedia, said that KEWB would become part of the Metropolitan Broadcasting Radio Division of Metromedia. The division consists of WNEW-AM-FM New York; WIP-AM-FM Philadelphia; WCBM-AM-FM Baltimore; WHK-AM-FM Cleveland; KMBC-AM-FM Kansas City, Mo., and KLAB-AM-FM Los Angeles. Acquisition of KEWB, which is on 910 kc with 5 kw fulltime would fill Metromedia's radio portfolio

of seven AM stations, permitted under FCC rules. Metromedia also owns TV stations in New York, Washington, Los Angeles and Kansas City, all VHF stations. Sale of a UHF in Decatur, Ill., is pending FCC approval.

Joseph Drilling, president of Crowell-Collier Broadcasting, and Raymond C. Hagel, chairman of the parent corporation, Crowell-Collier & Macmillan Inc., said they were currently investigating acquisitions in the broadcasting field, understood to be television stations. Crowell-Collier also owns KFVB Los Angeles and KDWB St. Paul, Minn.

The licenses of KEWB and another Crowell-Collier station, KFVB Los Angeles, are under something of a cloud. The commission two weeks ago approved applications for their renewal "without prejudice" to any action it might take as a result of its investigation into the payola allegations of West Coast record distributor Albert Huskey.

Mr. Huskey, in a suit filed in Los Angeles superior court, has accused the Crowell-Collier stations and other broadcast and record companies and executives of violating the antipayola statute. (BROADCASTING, April 27, 1964).

In a separate announcement, Mr. Kluge and Leonard J. Raymond, board

chairman of Dickie-Raymond Inc., disclosed that Metromedia has acquired all the assets of Dickie-Raymond, a direct-mail, advertising and sales-promotion firm. It has offices in Boston and New York. The purchase price was reported as "in excess of \$3 million."

Dickie-Raymond has a staff of more than 250 employees. Mr. Kluge said the acquisition was "a natural extension of Metromedia's aims and growth in the communications industry."

KGNS-TV protest may have backlash

KGNS-TV Laredo, Tex., which contends that the Laredo market cannot economically support a second TV station, is going to have to put its license on the line to prove it.

KGNS-TV had asked the U. S. Court of Appeals to reverse an FCC decision to grant without a hearing the application of K-SIX TV Inc. for KVEK(TV), a new station in Laredo. The station would be a satellite of KZTV(TV) Corpus Christi, Tex., also owned by K-SIX. KGNS-TV argued that Laredo lacks the revenue to support two stations without a net loss of service resulting to the public.

Last month the court sent the case back to the commission for a hearing (BROADCASTING, Oct. 4).

And last week the commission set the grant aside and designated the application of K-SIX for a hearing, but in a consolidated proceeding with the renewal application of KGNS-TV.

The hearing is to determine if advertising revenues in the Laredo area are sufficient to support two stations. The burden of proof, however, will have to be borne by KGNS-TV. If the commission decided revenues are not sufficient it will decide which of the two applicants should be allowed to operate in Laredo.

"If it should be found that this area cannot support another . . . station without a net loss of service to the public, we must determine that the limited broadcast facilities available will be operated by the party who will better serve the public interest," the commission said.

Dissenting Views - The vote to hold a hearing on the economic issue was 6 to 0. But Commissioner Kenneth A. Cox, in a statement in which Commissioner Robert E. Lee joined, dissented on the decision to place KGNS-TV's renewal application on the line.

Commissioner Cox said this action "is a club to discourage broadcasters

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from raising difficult questions of competitive impact." He conceded that claims of economic injury can be fabricated by stations seeking to bar competition. But when a station makes a substantial enough case to require a hearing, as he feels KGNS-TV did, "it should be accorded that hearing without suspending the sword of nonrenewal of its own license over its head," the commissioner wrote.

The K-six application should not be treated as though it would be "just another local station," Commissioner Cox noted, since it would in fact be a satellite. There "are policy issues" involved, he added, where a satellite is proposed for a small market already served by a local station.

"It is hard to sell a service when your local competitor is giving the same thing away free of charge," he said. The key issue in the hearing, Commissioner Cox concluded, should be: Will the operation of a station as proposed by K-six have such an impact that a loss or degradation of KGNS-TV's service would result?

About 40% of radio on during blackout

About 40% of the AM and FM stations in the Northeast were able to stay on the air with auxiliary power during the great power failure that plunged that section of the country into darkness the night of Nov. 9-10.

FCC Defense Commissioner Lee Loevinger made that estimate last week on the basis of preliminary surveys and informal reports from stations and government officials.

But the commissioner, who is assessing the impact of the power failure on the ability of communications media to continue operating in an emergency, said the experience points up the need for more AM and FM stations to have independent sources of power.

The blackout, he said, confirmed the view of government officials that, in an emergency, "radio is what we have to rely on" for communication with the public.

He said television requires too much power, both in transmitting and receiving. "In an emergency," he said, "we would want to conserve power. Therefore, we'd use radio." He noted also the vast popularity of transistor radios, which require no power.

Thus far the commission has received replies from some 400 of the 1,000 radio and television stations quizzed on their experience during the blackout. The commission wants the

information to plan for future emergencies.

The commissioner is coordinating his work in evaluating the blackout's effect on emergency communications with officials of the Federal Power Commission and James D. O'Connell, assistant director of the Office of Emergency Planning and director of telecommunications management.

Blackout survey adds to radio's kudos

A high level of radio listening in the large New York metropolitan area was reached during the Nov. 9 power failure in the Northeast despite the fact that only battery radios could be operated during the blackout.

A special Trendex study released today (Nov. 29) reported that in an 18-county New York metropolitan area during the blackout, 72% of all adults listened to the radio. The study also found that 77% of the adults in the blackout area indicated they could have listened, and of this percentage, 89% did listen.

It also found that in places not

affected by the power failure, though in the general 18-county area, 95% of adults said they could have listened to radio and of this percentage, 93% did listen.

In the overall, it was concluded that even with the blackout which affected most of the New York metropolitan area, 81% of adults could still listen to radio and that 9 out of 10 did.

It was apparent also that more men than women listened to the radio in the blackout area (92% of all men who could listen, did so, as compared to 84% of women). In areas unaffected by the power failure, the percentage of male and female listeners were the same at about 93%.

The information was based on a telephone recall survey made Nov. 12 (Friday following the Tuesday night power failure) among a sampling of adults, 18 years old and over. The study results were made public by WINS New York (an all-news operation).

New CATV group formed

Mid-America CATV Association, covering five states, has been organized encompassing the former Oklahoma-Kansas CATV Association and community antenna TV in three new

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WHNT-TV to stay on CATV system

WHNT-TV (ch. 19) Huntsville, Ala., has apparently won its fight to stay on the cable of a community antenna television system located beyond its grade B contour.

At issue is WHNT-TV's opposition to an application by Alabama Microwave Inc. for microwave facilities to relay the programs of two Nashville stations to Muscle Shoals TV Cable Co. of Florence, Ala., a subsidiary of H&B American.

The CATV, which has been carrying WHNT-TV by off-the-air pick up, intended to drop the station and carry programs of the Nashville stations.

The UHF station protested to the FCC, contending that the cable adds 10,000 subscribing homes to its audience and that the loss of these subscribers would be a serious financial blow (BROADCASTING, Nov. 16, 1964).

The station also alleged a conspiracy existed between WOWL-TV Florence and the CATV to drop WHNT-TV from the

cable. WHNT-TV based the allegation on a letter from WOWL-TV to the cable company offering to provide equipment if the CATV dropped the Huntsville station and did not carry WMSL-TV Decatur, Ala. That station is not on the cable.

Hearing Set — Based on these allegations, the commission set the applications for hearing. The order attracted attention at least in part because the station was concerned about the loss of an audience it would not have had without the CATV. Florence is 55 miles from Huntsville and beyond the station's service range.

But the CATV has withdrawn its order for service from Alabama Microwave and according to papers filed with the commission last week, has agreed to continue carrying the WHNT-TV programs on the cable.

WHNT-TV and the CATV informed the commission last month of their efforts to reach an "amicable resolution" of the issues in the hearing. At the same time Alabama Microwave asked the commission to dismiss without prejudice the applications for the microwave facilities.

The commission's Broadcast Bureau had recommended that in view of the "seriousness of the charges" made by WHNT-TV, the commission withhold action on the microwave company's petition until it examined the agreement.

That document, filed last week, states that TV Cable Co. will continue to carry WHNT-TV on the cable for "at least five years." In return, WHNT-TV

promises not to oppose any applications for microwave service to the CATV that are not "inconsistent with FCC regulations or existing legislation."

In light of the agreement, WHNT-TV said, it views the threat of economic injury "as eliminated."

The station also said that in view of the cancellation of the CATV's order for microwave service from Alabama Microwave, the possibility of "leapfrogging" of the Nashville stations' programs "has also been eliminated."

No reasons were given for the cancellation order. The microwave company said it didn't know the basis for the CATV's decision. WHNT-TV said the decision was based on "business reasons apparently unrelated to this proceeding."

WHNT-TV also indicated it is not prepared to proceed with proof of its allegations concerning a conspiracy between WOWL-TV and the CATV. The station noted that TV Cable had denied the allegation and added, WHNT-TV "has been unable to uncover any additional evidence."

ETV on microwaves serving CATV's asked

The FCC has been asked to amend its rules in the Business Radio Service to permit microwave systems serving the community antenna television systems to also carry program material for educational TV stations.

The request was made by educational station KLRN-TV San Antonio, Tex., which argued that if a microwave system is carrying educational material to a local CATV system, then it should be allowed to carry the same material to the local educational TV station for rebroadcast purposes.

KLRN said that because of the money saved the plan would encourage the development of educational TV in sparsely settled areas. It would also promote the efficient use of frequency spectrum space by allowing the microwave system to perform two functions, the station said.

Dedication ceremonies held for WLKY-TV

WLKY-TV Louisville, Ky., has gone on the air with its new tower, 989 feet above ground and 1,260 feet above average terrain and has increased power to 275 kw visual. The UHF station, on channel 32, had been on 234 kw visual with a tower 336 feet above ground and



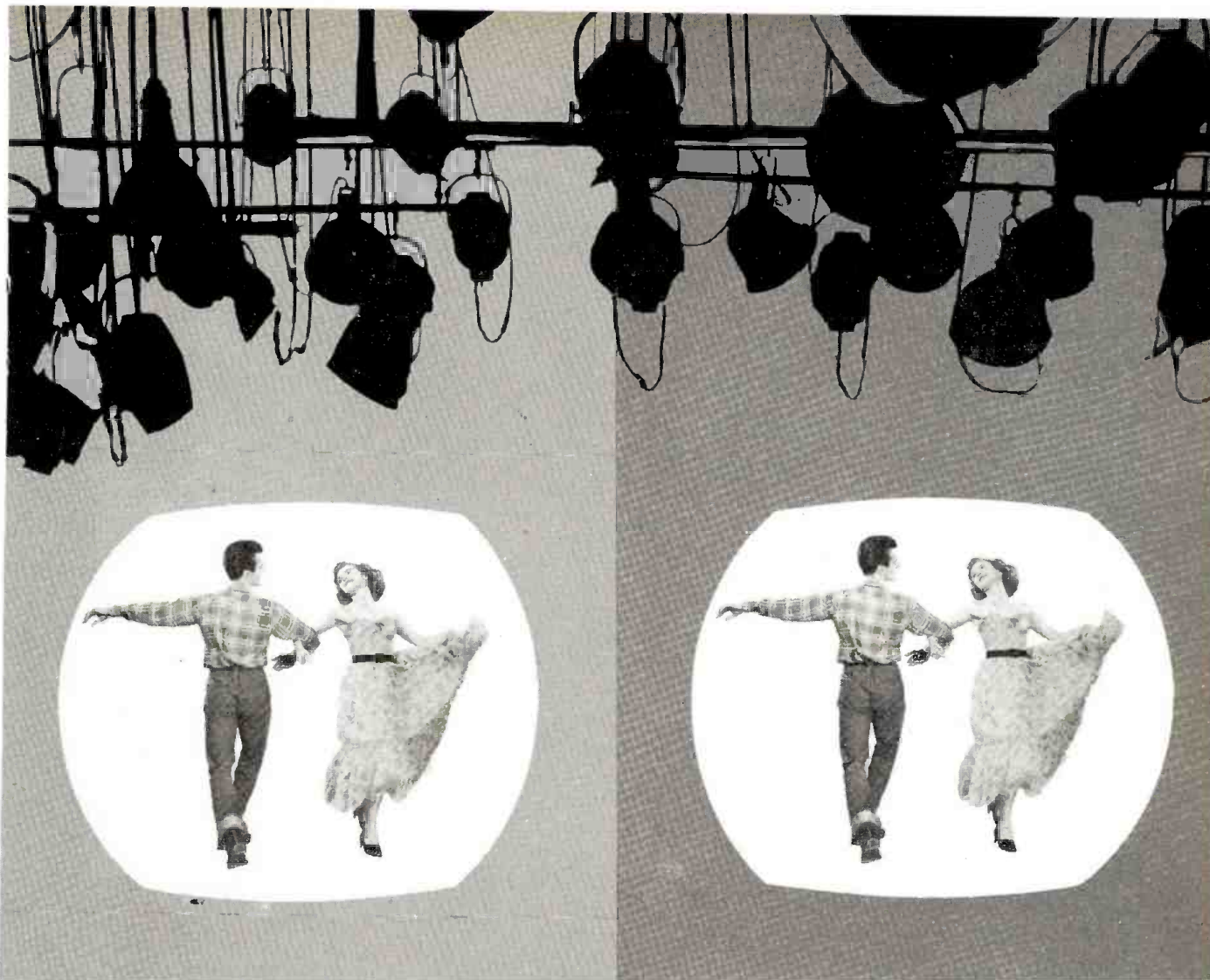
Facelifting at WKNR-AM-FM

Construction has begun on a 4,500-square-foot addition to the studios and offices of WKNR-AM-FM Dearborn, Mich. The old headquarters will be completely renovated providing a total of more than 9,500 square feet of space for the broadcast plant.

The building will have a Spanish motif, with the building surrounding a landscaped, enclosed courtyard.

Features in the new center include two new studios, a conference room, additional space for the news department, an employees' lounge, talent offices and new executive offices.

Completion date for the quarter-million dollar expansion has been set at April 1, 1966, and WKNR spokesmen say that the facility will be the largest radio center in that area.



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We've always been proud of our RCA-7513 since it produces very clean looking colors with the least noise of any tube for three-Image Orthicon cameras... We're also particularly proud of the nice uniform grey scale and the slightly more rounded knee we've built into this tube. But, by the time a broadcast engineer gets the depth of focus he'd like to have, he's usually running 600 to 800 ft. candles of studio illumination, a bit too much for some actors' comfort!

We took another look at this problem, realizing that incandescent light, color filters, and optical systems being what they are, color cameras needed more sensitivity in the blue end of the spectrum. By devising a special photocathode and other innovations, we developed a tube with double the sensitivity in the blue channel.



This tube for the blue channel is called the RCA-4513/S. Now, when you buy a matched set (that's what the "S" stands for) of one 4513/S and two 7513/S tubes for the red and green channels, you'll find that you can turn out about half the lights. This helps in keeping the actors contented and the air conditioning from straining after a long day's session of broadcasting or taping. In addition, when you buy the matched set, you'll find they produce both good color pictures and good tracking over the entire dynamic range.

See your local RCA Broadcast Tube Distributor for further information on RCA Image Orthicons. He'll be glad to hear from you.

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234 feet above terrain. Cost of the new tower and transmitter was \$500,000.

At dedication ceremonies, WLKY-TV was luncheon host to six mayors whose cities will be served by the station's signal for the first time. Also on hand were officials and stars of ABC-TV and the station's representative, Peters, Griffin, Woodward. WLKY-TV, which has been on the air since September 1961, will be transmitting color film before Jan. 1, 1966. It now carries network color.

Hearing asked on KBVU sale to McLendon

The urban-suburban issue was raised last week before the FCC in a petition to deny the sale of KBVU Bellevue, Wash., to Sunshine Broadcasting Corp., owned by the McLendon Corp. The sale price is \$180,000.

KIRO-AM-FM Seattle asked the commission to set for hearing the issue of whether Sunshine intends to serve programming needs of Bellevue or whether it intends to become a Seattle station. KIRO said that Gordon McLendon, president of Sunshine, has publicly stated his intention to identify the station with Seattle if the sale is approved.

KIRO said the commission is investigating the same charge in relation to another McLendon station, KABL Oakland, Calif., which is alleged to be in fact serving San Francisco.

According to KIRO, another ground for suspicion is the fact that Sunshine has said it will request an increase in power to 50 kw. KBVU is now on 1540 kc with 1 kw fulltime.

Estes case now back in Texas district court

The swindling conviction of Billie Sol Estes by a Texas court in 1962 was reversed by the Texas Court of Criminal Appeals last week, following receipt of the mandate by the U. S. Supreme Court holding that Mr. Estes had been denied a fair trial because of television coverage (BROADCASTING, June 14).

Mr. Estes had been sentenced to eight years for swindling farmers in an ammonia fertilizer lease deal. His conviction was upheld by the state criminal appeals court, but was reversed by the U. S. Supreme Court on a 5 to 4 decision which held that he had been denied his rights because of the television coverage of his trial in a Tyler, Tex., court.

The case is now back in the state district court in Tyler. Mr. Estes is serving a 15-year federal conviction for fraud.

Keep hand on tiller, Evans reminds ETV

Educational broadcasters were urged last week to reassess their position by Mark Evans, public affairs vice president for Metromedia Inc. Speaking at the sixth annual conference of the Eastern Educational Network at Pittsburgh, he asked: "Where did you come from? Why are you here? And where are you going?"

Mr. Evans advised educational television to be especially aware of the dizzy advance of science and to also re-

alize it "can no longer drift like a ship without a rudder" but must gain a sense of purpose.

Observing that we are in the midst of an educational revolution, he stated that the growing needs of cold war can only be met by education and ETV is a primary answer to the sheer numerical problem of educating coming generations.

Mr. Evans also stressed the necessity of cooperation between commercial and noncommercial broadcasters. He especially noted that the great boon of federal aid to ETV must not be allowed to make it the information arm of government. The greatest advantage may be derived from television as a source of American education, he said, but it must continue to develop on the same lines as the rest of our educational complex.

Translator rule waived for MPATI in Detroit

The FCC last week waived its translator rules to permit the Midwest Program on Airborne Television Instruction Inc. to rebroadcast the Detroit Board of Education's instructional fixed station on MPATI's two translators in that city.

But the commission made clear it was acting with extreme reluctance and that it felt it had little choice but to make the grant.

In a letter to MPATI the commission noted that the stations required for the proposal have been granted and that the Detroit schools have made plans based on the proposal "in the absence of a commission statement indicating a policy opposed to such use."

The commission said it does not intend to establish a general policy on the question and that it reserves the right to re-examine the issue when MPATI files applications for renewal of the translators licenses.

The translators normally rebroadcast programs beamed from MPATI planes circling over the Midwest. MPATI proposes to provide tapes of the airborne telecasts for later use in the Detroit schools.

ABC-TV gets WJKS-TV

WJKS-TV Jacksonville, Fla., scheduled to begin operations on channel 17 at the end of January 1966, has signed as a primary affiliate with ABC-TV, effective that date. ABC-TV currently has secondary affiliations with WFGA-TV and WJXT(TV), both in Jacksonville. NBC-TV's primary affiliation is with WFGA-TV while CBS-TV's is with WJXT.

NAB building committee's plan endorsed

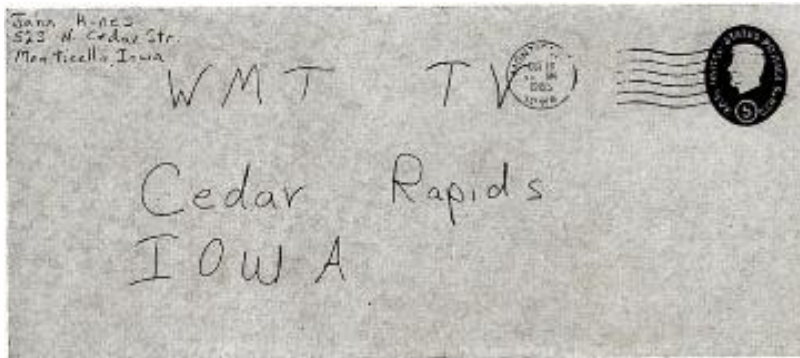
In a brief Chicago meeting Tuesday night (Nov. 23), the executive committee of the National Association of Broadcasters concurred with the NAB building committee's plans looking toward a multistory headquarters building to be erected on the association's two lots in Washington. Still in the formative stage, the concept now goes to the finance committee and will be presented to the joint board at its meeting in Palm Beach Shores, Fla., in January.

The committee also endorsed, in concept, the proposal of Leonard Marks, U. S. Information Agency director, that U. S. broadcasters sponsor foreign radio and TV journalists at their stations for two months. The

proposal was made at the Broadcasters' Promotion Association seminar earlier in the month (BROADCASTING, Nov. 15). Before NAB takes an active role in such an operation, however, the committee wants Mr. Marks to clarify just what he means by "at your expense."

The American Values project—to put broadcasters in the forefront of an attack on social and moral decay—was also discussed, but further action is being withheld pending a report from the American Values committee.

The executive committee also said it would recommend to the board that next June's board meeting be held in Washington.



Jann Hines of Monticello, Iowa, wrote us a dandy letter concerning two programs she enjoyed watching on WMT-TV: *Journey to the Center of the Earth* and our *Sherlock Holmes* movies. She wanted to know if we would repeat the first, and broadcast the second at a time more compatible with her father's work schedule.

You can see from the envelope that she meant US, all right, and yet there wasn't anything we could do to oblige her, because neither program is on our station—or ever has been. Somewhat ruefully we forwarded Jann's letter. We also thanked her for turning to us (almost instinctively, it seems) whenever she thinks of programs she likes.

Research people call this a "halo effect" and we confess, immodestly, that we love it. If you'd like to know more about "halo effects" talk to one of the researchers at Katz. Keep insisting, however, that they relate the phenomenon to WMT-TV.

WMT-TV

CBS Television for Eastern Iowa
Cedar Rapids—Waterloo

National Representatives:
The Katz Agency
Affiliated with WMT-AM; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth

Is FCC authority real or implied?

Henry and Rogers delve into structure of regulatory

agencies, discuss their restrictions and responsibilities

The not-always-so-fine line separating implied authority from specified authority was discussed last week by the chairman of the FCC and the chairman of the House Commerce Committee's Communications Subcommittee before 206 broadcasters in Phoenix.

FCC Chairman E. William Henry and Representative Walter Rogers (D-Tex.) were the speakers at the eighth and final meeting of the National Association of Broadcasters' fall conferences. The eight meetings drew a record attendance of 2,403 radio-TV delegates.

The Texas congressman, a proponent of administrative agencies going only as far as their expressed congressional authority allows, said the FCC's 1963 attempt to limit commercials produced a basic issue of "whether the FCC has the right to write, set up and enforce a law that was tantamount to a legislative statute." If the FCC had been allowed to do this, he added, it "would have changed the basic law insofar as the regulatory agencies are concerned because it would have been used as a precedent for other administrative agencies. . . . If administrative agencies that have come into being as creatures

of Congress can take away the rights of Congress, there isn't any use in our going any further."

Mr. Rogers said the Federal Trade Commission's proposed rule calling for the identification of cigarettes, in commercials, as possible health hazards "could have been used to destroy a business. If tobacco is bad, don't stop



Mr. Henry

Mr. Rogers

the advertising of it, stop the sale of it." But, he emphasized, if this is to be done, "the group to make this decision is Congress and not an administrative agency."

Henry on Inaction - However, congressional inaction was taken by the head of the FCC to mean that the

commission should move into the problem of community antenna television. Mr. Henry noted that Congress can speak on CATV, but "they have not spoken. So it is incumbent on us to do something because of our responsibility in the public interest." (At the time of its proposed rulemaking and notice of inquiry in April, the FCC said it would not act until Congress had a chance to offer legislation on the subject during the just-concluded session.)

The FCC chairman also noted that in the area of overcommercialization, the commission is "looking at those applications at renewal time, on the basis of complaints . . . [about] those who have the most commercials." He said some action will be taken on this problem, but did not know what it would be.

Doesn't Want Molds - Mr. Henry added that there is no reason for stations not to change commercial policies if they have a good reason. The FCC "cannot conjure up some rigid mold for you to follow," he said. "We are concerned simply that you keep us advised."

The chairman also ran down the timetable of pending matters. He said the commission hopes to act on the AM-FM duplication waiver petitions in December; that it will be "some-time next year" before the FCC gets to proceedings on network ownership of prime-time entertainment programs and on multiple-station ownership in the top 50 markets; that the FCC hopes to act in February on remote control of TV transmitters. He added on this last subject that he approved of such a move.

Discussing the fairness doctrine, Mr. Henry said it is sound policy, adding: "If we can maintain the principle and convince broadcasters that they still have the greatest amount of flexibility under the doctrine, then we have succeeded."

Equal-Time Problems? - A related subject, Section 315—the equal-time provision—of the Communications Act, was discussed at the NAB's Spokane, Wash., meeting on Nov. 19 by FCC Commissioner Kenneth Cox. He said the broadcasters may have found an ally in their attempts to discard or amend Section 315.

The commissioner noted that the U. S. Supreme Court's ruling this month labeling the Communist party as a political party would appear to require that Communists running under the party banner get "equal" treatment under 315. This, he said, "may give impetus to broadcasters' efforts to have Congress modify" the rule.

The eight-conference series drew 445 more registrants than the 1,958 who turned out in 1962, the previous record year. According to LaRue M. (Bud) Courson, NAB production manager

New fees inspire poets at FCC

The arguments over the FCC rule requiring applicants to pay fees with their applications, last week were cast in a new form—one officially dubbed "poetic."

Buried in a footnote in the commission order adopting a revised schedule of filing fees (BROADCASTING, Nov. 22), was the following comment (quoted in full) which had been filed in opposition to the fee schedule:

A comment on proposals for higher filing fees

Needn't be long and complaining, or beg;

A few words of fabled wisdom should suffice:

—"Don't kill the goose that lays the golden egg."

To which FCC Chairman E. William Henry, in a statement attached to the order, replied:

The broadcast goose, well-stuffed and sleek,

Can ill afford to mourn,
If we, the FCC, now seek
One kernel of its corn.

In lands where private gain is banned

A goose so plump and fatty
Would have its liver ground and canned

For governmental pate.

But here no feather will we harm,
No golden goose-fruit beg.

Fie on this flap of wild alarm—
It's simply laid an egg.

The commission didn't give a by-line to the author of the four-line rhyme expressing concern about the goose. But it was Arthur Stambler, practicing communications attorney at the time he filed the comment—now Chairman Henry's special assistant.

In an unpoetic notice, the commission changed the effective date of the revised schedule from Dec. 29 to Jan. 3, 1966.

who handled conference arrangements, the official attendance for each city was: Louisville, Ky.-190; Atlanta-354; Baltimore-215; Boston-308; Chicago-540; Denver-351; Spokane-239, and Phoenix-206.

For those who plan far ahead, the dates and cities for the 1966 regional meetings are: Oct. 13-14, Dallas; Oct. 17-18, San Francisco; Oct. 20-21, Denver; Oct. 24-25, Minneapolis; Nov. 10-11, St. Louis; Nov. 14-15, New York; Nov. 17-18, Charlotte, N. C.; Nov. 21-22, Jacksonville, Fla.

Should FCC be abolished?

Professor thinks it should,
calls for license 'rent'
and only engineering rules

A proposal to charge broadcasters "rent" but let them operate free of all but the most basic engineering regulation was advanced last week in the fall issue of the *Columbia Journalism Review*, published by the Columbia University Graduate School of Journalism.

Commercial television and radio "would get no worse" without the FCC, and the rent money could be used to provide "a constantly available source of minority-appeal, quality cultural programs" on a "fourth network" of educational TV stations, according to an article by Dave Berkman, an assistant professor of communications at Kingsborough Community College of the City University of New York.

If the rental fee charged broadcasters were "a modest 10%" of net profits, Mr. Berkman wrote, \$35 million a year would be available to program the alternative television service and about \$5 million for the alternative radio service, based on FCC figures on net profits in 1963.

Mr. Berkman reasoned that broadcasters should "and just might be" eager to pay a rental fee in return for the "favor" of having government regulation reduced to "the role of 'traffic cop,' performing only the technical function of seeing to it that stations operate on assigned frequencies."

Profits Cited ■ He cited recent market prices of TV stations and what he said was a 37.6% profit of network-owned TV stations in arguing that licenses are valuable properties that broadcasters might be willing to "rent" if they were free to use the licenses "in the same, unregulated way in which

a tenant uses his leased home or office."

This idea, he wrote, "is not as radical as it might at first seem. FCC Chairman [E. William] Henry has dropped a broad hint to commercial broadcasters that if they were to become more generous in their gifts to ETV they might find the commission saying even less about program balance than it has. Industry reaction, according to the trade press, was generally favorable.

"All that is proposed here is that we simply institutionalize this form of financing the alternative program service."

The alternative network, he suggested, might be operated by a government-owned but independently run company patterned after the Canadian or British broadcasting corporations.

"Given some such firm ground for quality programming, rather than the palsied importunities of the FCC, we could then be in sight of achieving what the FCC never could: the program balance that is what 'service in the public interest' should embody," he asserted.

Impotent FCC ■ Mr. Berkman's article, which dealt at length with the "impotence" and "futility" of the FCC, was followed by a short "observation" by William Benton, one-time ad-agency man, more recently a senator and ambassador and now publisher of the *Encyclopaedia Britannica*.

Mr. Benton disagreed with Mr. Berkman's proposal, saying the rental-fee idea would not be given "serious consideration" and suggesting that it would be unwise for government to abandon efforts to encourage public-service programming by commercial broadcasters.

He said Mr. Berkman, however, had put his finger on the "crucial question" of where financing for minority-appeal programming is to come from, but suggested that a better answer might be in letting ETV stations carry sponsored

programs, "at least in limited form."

"They won't get many," Mr. Benton said, "and none from the big-time mass products."

He also revived his proposal, which dates from early FM days, for raising money by "subscriptions" from the public, and renewed his long-standing proposal that a "commission of distinguished citizens" be assembled for "regular and continuing studies" of broadcasting.

In his article, titled "A Modest Proposal: Abolishing the FCC," Mr. Berkman said his thoughts were inspired by the FCC's approval of the sale of WNCN-TV Pittsburgh to Cox Broadcasting for \$20.6 million, of which "only \$3.8 million" represented tangible assets.

\$16.8 Million License ■ "What was the remaining \$16.8 million paid for?" he asked. "Obviously, for the license."

"As a matter of principle," he contended, "the broadcasters, who are so vehemently opposed to anything so smacking of 'socialism' as a government subsidy, should be eager to pay a yearly rental fee for use of what is so valuable a public property."

Mr. Berkman said that the FCC for 25 years has been expressing concern over "increased concentration in media ownership and trafficking in licenses for profit.

"Yet," he continued, "in 1964 it meekly approved the sale of Transcontinent TV Corp. of all its 11 outlets for just under \$40 million, the lion's share going to another giant, Taft Broadcasting. Transcontinent was allowed this windfall despite the fact it had purchased all 11 stations within a period of under six years—an example of trafficking so classic that it is the one I shall use to describe the practice in that text I am going to write some day."

He said the FCC's attempts to deal with licensee responsibility in relation to the networks "would seem comical if the results were not so appalling," and that in its proposal to limit network ownership of nighttime programming "the commission tops even itself" because the plan would return "a significant degree of program control to the sponsors—perhaps the only people who have even less interest in program balance than the networks."

The Old Barn Door ■ FCC'S proposal to prohibit broadcasters in the top 50 markets from buying a station in another top-50 market, he said, is comparable to "locking the barn door after the fat calves have escaped" because a third of the owners in those markets already control 63% of the VHF stations available there.

"In light of the present state of commercial broadcasting," Mr. Berkman continued, "the effect of the FCC's demise on the quality of radio or tele-

Teen-aged application

Something of a record may have been set last week when the oldest educational television application on file with the FCC was dismissed at the request of the applicant, the State University of New York.

The application was for an educational station on channel 25 in Utica, N. Y., and had been on file with the commission since July 25, 1952. It was numbered BPET 12 indicating it was the 12th application filed with the FCC for an educational station.

vision would be nil.

"Since a station can go only so far before alienating its audience, the ratio of commercials to program material could not increase to any appreciable extent. . . .

"In the overall balance of network-originated fare—which is the programming exerting the greatest quantitative hold on the population—the concern which the three networks, like any other major corporate entities, manifest over 'image' would guarantee that program imbalance could not descend much below the average of what it has been in recent seasons—which is probably the minimum threshold, FCC or no FCC."

\$2-million home set for Fetzter stations

John E. Fetzter, president of Fetzter Broadcasting Co., Grand Rapids, Mich., last week announced plans to construct a \$2 million complex there to house WJEF, WJFM(FM) and WKZO-TV, all that city, as well as a Holiday Inn motel and restaurant and office space.

The complex, when completed, will provide approximately 15,000 square feet of floor space for the stations, and will be located on the present site of the WJEF tower, at the intersection of Ann Street and U. S. Highway 131. Construction is expected to begin early in 1966 with completion next fall.

Cable group elects officers

An Illinois-Indiana Cable TV Association has been formed, following an organizational meeting in Danville, Ill. Elected first president was Phil Hays, Effingham, Ill. Other officers are: Ray Bliss, Bloomington, Ill., and S. M. Aston, Lafayette, Ind., vice presidents, and John Gwinn, Robinson, Ill., secretary-treasurer.

Broadcasters in D.C.

Dr. Frank Stanton of CBS Inc., FCC Commissioner Lee Loevinger, and others in broadcasting are participating in this week's White House Conference on International Cooperation in Washington.

Dr. Stanton is the chief speaker Wednesday (Dec. 1) on the panel on cultural and intellectual exchange. Also on that panel is John F. White, National Educational Television president.

Commissioner Loevinger is the chief speaker tomorrow (Nov. 30) on the panel on communications. Pauline Frederick, NBC's UN correspondent, is the principal speaker on the panel on women, also tomorrow. Martin Agronsky, CBS correspondent, is the moderator for the panel on urban development.

Another reprieve for KWK St. Louis

KWK St. Louis has again received an extension of time to stay on the air, this time to Jan. 31, 1966. The station, whose license was revoked by the FCC in 1963 for willful misconduct in connection with two treasure hunt contests broadcast in 1960 (BROADCASTING, June 3, 1963), has received numerous extensions of time during the last two years.

The station, scheduled to go off the air on Nov. 30, was granted the extension pending disposition of applications for review of the September decision by the FCC's Review Board to deny all proposals for interim operating authority on the KWK frequency (BROADCASTING, Sept. 20).

L.A. Broadcast Pioneers want local autonomy

More local autonomy and a larger share of the dues paid by its members are demanded by the Los Angeles chapter of the Broadcast Pioneers in a resolution unanimously adopted by the chapter's membership at a recent luncheon meeting. If the national organization does not comply with the chapter demands by Dec. 11, the resolution authorizes the chapter's executive committee to "take whatever action it deems necessary to preserve and further this local organization even if, regrettably, this might mean separation from the national body."

The resolution requests a change in the constitution of the Broadcast Pioneers that would transfer the collection of initiation fees and dues and the maintenance of membership lists from the national organization to the local chapters. In place of the present division of dues whereby 75% goes to the national and 25% to the local, the resolution calls for a 50-50 split. These changes are necessary, the resolution states, because "the only way this chapter and others like it can survive and grow is under a system of local autonomy, wherein a local chapter will maintain its membership list, collect local initiation fees and dues and allocate a certain portion of those fees and dues to the national organization."

Specifically, the Los Angeles chapter proposes that when a new member joins a pioneer chapter: "The chapter will collect an initiation fee of \$15 and will send \$10 to the national for the membership card and pin and that the local will collect dues of \$10 per year and allocate \$5 to the national." The initiation fee and annual dues are the same as those now in effect.

Media reports . . .

Application deadline ■ Columbia University Graduate School of Journalism, New York, announced that the application deadline for the annual RCA-NBC fellowship competition is Feb. 1, 1966. Included in the fellowship, which is open to journalists interested in radio-TV news, are full tuition, fees and living expenses for the one-year program leading to a master's degree in journalism. Applications should be sent to the school.

Color in Alaska ■ Alaskans will receive their first color television service when KENI-TV Anchorage converts to color operations next spring. By May 1 it will get at least 17 hours a week of color from NBC-TV and will receive additional color from ABC-TV. KENI-

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Chirurg Fellowship ■ The James Thomas Chirurg Advertising Fellowship, a \$1,500 fellowship to Harvard Business School, from Chirurg & Cairns' vice president, is open to candidates for admission to the school before Feb. 1, 1966.

Something new ■ The Television Information Office has distributed to its member stations two filmed spots. A 60-second spot, "Controversy," emphasizes TV's role in current events. A 20-second color spot, "History," shows the wide range of historic events and figures now presented on TV.

Radio emissary ■ Sheldon Hoffman, assistant director and operations manager, CBS Radio, while visiting Saigon will supervise the building and equipping of a new radio studio for the CBS News bureau there.

Initial decision in St. Paul UHF case

Associated Television Corp., Washington, would get a construction permit to operate on channel 29 in St. Paul under an initial decision issued last week by FCC Hearing Examiner Arthur A. Gladstone. He found the application superior to that of Deil O. Gustafson in relation to broadcasting experience, financial qualifications and the method of determining program proposals.

Examiner Gladstone said that the principals of Associated Television have had extensive background in broadcasting. Among the officers and stockholders of Associated are Vincent B. Welch and Edward P. Morgan of the communications law firm of Welch &

Morgan. Both are officers of and major stockholders in five other television broadcast corporations, two of which are applicants and three of which have been granted construction permits, according to the hearing examiner.

Among the other stockholders in Associated whom the examiner said have broadcasting experience are Lawrence J. Henderson, Esterly C. Page and James L. McIlvaine. Mr. Page was also found to have had extensive experience in broadcast engineering, according to the examiner.

On the other hand the examiner found that Mr. Gustafson has had no prior broadcasting experience.

The examiner also concluded that Mr. Gustafson had not shown himself to be financially qualified. He failed to demonstrate both how much money would be required to run the station for one year and where the money would come from. Whereas Mr. Gustaf-

FINANCIAL REPORTS

Rollins earnings reflect diversification

Rollins Inc., Wilmington, Del., reported record highs for the first six months of its fiscal year ending Oct. 31. Revenues increased 168% and net earnings increased 176% compared with the same period in the previous year. Earnings per share increased 163% (per share items have been adjusted to reflect a three-for-one stock split in January).

A regular quarterly dividend has been declared by the company of 5 cents a share on the common stock and 2.5 cents a share on class B common stock, payable Jan. 25, 1966 to stockholders of record Dec. 23, 1965.

Rollins operates seven radio and three TV stations, a termite and pest control division, a pesticide firm, a building maintenance division, citrus

groves in south Florida, and outdoor advertising plants in the U.S. and Mexico. Much of the increased earnings are attributable to Rollins's diversification activities in the past year.

Six months ended Oct. 31:

	1966	1965
Earnings per share	\$0.71	\$0.27
Revenues	35,906,545	13,374,413
Net earnings	2,184,335	791,629

SG statement lists top executive pay

Screen Gems Inc. will hold its annual stockholders meeting in New York tomorrow (Nov. 30) to elect nine directors and to transact other business.

A proxy statement accompanying the notice of the meeting listed Jackie Cooper, vice president in charge of West Coast operations, as the highest paid officer of SG with annual direct

remuneration of \$130,000. Jerome Hyams, executive vice president and general manager and John H. Mitchell, vice president in charge of programing, were paid \$64,000 and \$59,800, respectively, for the fiscal year ended last June 26.

In addition, Mr. Hyams will receive from April 4, 1970 (the termination date of his employment contract) or from the termination date of any further contract, \$750 per week for 523 weeks. Similarly, Mr. Mitchell will receive from Sept. 4, 1969, or at the end of any further contract, deferred compensation of \$500 per week for 522 weeks.

Columbia Pictures Corp. owns 88.5% of Screen Gems' common stock. In another proxy statement issued by Columbia concurrent with notice of its annual shareholders meeting in New York on Dec. 15, the salaries for fiscal 1965 of A. Schnieder, president of Columbia and Screen Gems and of Leo Jaffe, executive vice president of Columbia and first vice president of Screen Gems, were reported at \$156,000 and \$104,000 respectively. In addition, both will receive substantial deferred compensation upon the termination of employment contracts.

Financial notes . . .

■ Cowles Communications Inc., New York, has announced a dividend of 12½ cents per share in the fourth quarter, payable on Dec. 15 to stockholders of record Dec. 1.

■ Metro-Goldwyn-Mayer Inc., New York, has declared a quarterly dividend



son said he needed \$180,000 to operate the proposed station for one year, he demonstrated an ability to raise only \$100,000 according to the examiner.

Concerning the issue of program proposals, the examiner said Associated conducted door-to-door interviews, a telephone survey and interviews with many community leaders to determine the needs and desires of the community on programming. Mr. Gustafson, he said, submitted no evidence of any contacts on which his proposed programming was based. He asserted only a personal familiarity with the needs of the community, according to the examiner.

Examiner Gladstone also concluded that the contour proposals of Associated were more efficient than those of Mr. Gustafson. Associated's grade A contour encompasses 1,851 more square miles and 221,591 more people than does Mr. Gustafson's, according to the examiner.

of 40 cents payable on Jan. 14, 1966 to stockholders of record Dec. 24. Dividend represents an increase—at the rate of 10 cents per year—over the 37½ cents formerly paid each quarter.

- Trans-Lux Corp., New York, has declared a quarterly dividend of 15 cents a share on common stock payable Dec. 17 to stockholders of record Dec. 3.

- Chirug & Cairns Inc., New York, has declared a quarterly dividend of 15 cents a share for the fourth quarter, payable on Dec. 15 to stockholders of record Dec. 1.

Ampex sales up 6% in first half

The Ampex Corp., Redwood City, Calif., has announced record sales, incoming orders and earnings in the first half of fiscal 1966. Sales were up 6% in the period. William E. Roberts, president and chief executive officer of the company, cited wide acceptance of the Ampex VR-2000 high band color Videotape recorder and the first commercial order for the company's Videofile document filing and retrieval system by the Southern Pacific Co. as significant developments in the second quarter of the fiscal year.

For the first half of fiscal 1966 incoming orders were \$64,463,000, up 20% from \$53,375,000 for the same period last year.

Six months ended Oct. 31:

	1966	1965
Earnings per share	\$0.37	\$0.35
Sales	73,453,000	68,982,000
Net earnings	3,434,000	3,226,000

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

CBS moves into lead on latest Nielsen list

No new shows in top 10 as NBC loses ground while ABC and CBS pick up rating points

A drop-out of new shows from the Nielsen top 10 and a swing of the pendulum in the ratings from NBC-TV to CBS-TV, as well as a move upward for ABC-TV, were noted last week in the fourth national program ratings report of the 1965-66 season.

According to the A. C. Nielsen report for the two weeks ending Nov. 7, the average audience ratings covering the 7:30-11 p.m. period on each of the networks were: CBS—19.3, NBC—18.1 and ABC—17.5.

The new figures indicated a drop by NBC from the previous reports to its lowest level this season and a reverse situation for CBS and ABC both of which edged up to their highest points this season in average audience. In previous reports in the order of issuance, NBC had 18.7, 18.6 and 19.2; ABC had 17 in the first two reports followed by a 16.8, and CBS had 17.9, 18.6 and 19.

CBS last week hailed the report as showing "the largest lead for any network this season." NBC, which from the season's start on Sept. 13, has been in a neck-and-neck contest in the ratings with CBS, said the results were "as expected because of the combination of extensive election coverage [on Nov. 2] by NBC and special entertainment events on the other networks."

NBC identified the entertainment specials as a *Miss Teen-Age America* beauty contest telecast on CBS Oct. 29 (a Friday) at 10-11:30 p.m. and ABC's *Farmer's Daughter* which moved to Friday on Nov. 5 at 9:30-10 p.m.

Beauty & Wedding ■ NBC said the beauty contest received a 23.1 rating in the same period (10-11) in which on the next Friday the regularly-scheduled *Slattery's People* got an 8.6. *Farmer's Daughter*, NBC claimed, used a "much-publicized 'wedding' to get a whopping 26.1 rating." The show, NBC said, had a 15.3 the week before on Oct. 25.

The network said that its coverage of election results and the showing on the

same night of a movie, "Little Boy Lost" that it said had a "lack of mass-appeal," pushed NBC "out of contention for a win of Tuesday night."

CBS nonetheless ticked off what it said amounted to "a victory on all counts": an average audience rating topping last year's comparable period, more half-hour and nights-of-the-week wins and more of the top 5, 10, 15, 20, 30 and 40 programs than the other networks. (CBS won Monday, Wednesday, Thursday and Friday nights; NBC took Saturday and Sunday and ABC Tuesday.)

The total of new shows making the top 40 list has continued to decline with each new Nielsen report. In the report for the two weeks ending Nov. 7, a total of 10 new shows appeared in the top 40, five fewer than in the first Nielsen report.

No new shows appeared in the top 10 and only two (CBS's *Green Acres* and *Hogan's Heroes*) made the top 15. NBC's new *Get Smart* series (Saturday, 8:30-9 p.m. EST) was in the seventh spot in the top 10 in the national Nielsen report for the period ended Oct. 24. In the report available last week, the show dropped to No. 16.

November Nielsen report for two weeks ending Nov. 7, 1965.

1. Bonanza (NBC)	30.4
2. Andy Griffith (CBS)	27.9
3. Gomer Pyle (CBS)	27.1
4. Lucy Show (CBS)	26.3
5. Farmer's Daughter (ABC)	26.1
6. Red Skelton (CBS)	25.4
7. Dick Van Dyke (CBS)	24.8
8. Beverly Hillbillies (CBS)	24.3
8. Walt Disney (NBC)	24.3
10. Bewitched (ABC)	24.1
11. Green Acres (CBS)	24.0
12. My Three Sons (CBS)	23.9
13. Gilligan's Island (CBS)	23.5
13. Hogan's Heroes (CBS)	23.5
15. Virginian (NBC)	23.3
16. Daniel Boone (NBC)	23.2
16. Fugitive (ABC)	23.2
16. Get Smart (NBC)	23.2
19. Miss Teen-Age America (CBS)	23.1
20. Branded (NBC)	22.6
21. Lawrence Welk (ABC)	22.5
22. Gunsmoke (CBS)	21.8
22. F Troop (ABC)	21.8

24. I've Got a Secret (CBS)	21.6
25. Wild Wild West (CBS)	21.0
26. Jackie Gleason (CBS)	20.9
26. Sunday Night Movies (ABC)	20.9
26. Ed Sullivan (CBS)	20.9
29. Thursday Night Movies (CBS)	20.7
30. Combat (ABC)	20.5
31. McHale's Navy (ABC)	20.4
32. Man from U.N.C.L.E. (NBC)	20.3
32. Flipper (NBC)	20.3
32. Laredo (NBC)	20.3
35. Peyton Place I (ABC)	20.2
36. Munsters (CBS)	20.0
37. I Dream of Jeannie (NBC)	19.9
38. Legend of Jessie James (ABC)	19.8
39. Petticoat Junction (CBS)	19.7
40. To Tell the Truth (CBS)	19.6

More questions on election projections

The question of whether voting patterns are influenced by TV-radio projections of election results, seemingly answered in a clear negative in studies made public earlier this year, was raised last week in a new form.

Douglas A. Fuchs, an assistant professor of journalism at the University of California at Berkeley, revived the issue in an article in the fall issue of the Columbia University Graduate School of Journalism's *Columbia Journalism Review*, published last week.

He reported that a study conducted by the journalism department at Berkeley had found, like those commissioned and reported earlier by CBS and ABC (BROADCASTING, May 17), that election night projections of a Johnson landslide had not influenced voting in West Coast areas where the polls were still open.

But, he continued, there are still questions of what-might-have-been that need to be answered:

■ What effect might broadcast reporting and projections have in an election closer than the one-sided Johnson-Goldwater race but not as close as the Kennedy-Nixon contest in 1960, when the networks ventured no firm prediction until well after the polls closed everywhere? Especially, what might the effect be in such a case "if the leading candidate's strength is in the East and the trailing man's potential strength in the West?"

■ "Was the broadcast effect as insignificant in real electoral terms as it was in statistical terms," particularly at local and state levels?

The Answers ■ As to the latter question, Mr. Fuchs said that if it is assumed that the presidential contest is what brings out most of the voters, then "all the secondary elections, with



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their lower vote totals, are closely tied to this top issue." In Nevada, he noted, Republican Paul Laxalt lost his Senate race to Democrat Howard Cannon by 48 votes out of 134,624 votes cast.

"If eight of every 10,000 Cannon voters stayed home because of lethargy attributable to the broadcast of early returns, the election would have been thrown to Laxalt," he said. "Or perhaps that many potential Laxalt voters *did* stay home because their presidential candidate was losing so badly."

He concluded:

"As long as there is a *potential* problem in this area of broadcasting election results before all the polls have closed, something should be done. Should broadcasters be allowed to exert this influence on the electoral process? The argument between freedom of the press and the danger of affecting the electoral process is too complex to decide until more evidence has been gathered."

Mr. Fuchs said the Berkeley school's studies were conducted in California's Alameda and Orange counties, and in Seattle and East Lansing, Mich. On the West Coast, he said, it was found that about one of every eight voters was exposed to broadcast election returns before casting his own vote.

At both presidential and state levels vote-switching was "almost the same among those exposed to the broadcasts before voting and those exposed only after voting," he said, and in general "western voting patterns were apparently quite unaffected by the election day reporting by the broadcast networks.

"What it all *might* mean, however, is another story. . . ."

Film sales . . .

Bold Journey (Banner Films): WNEW-TV New York.

Tarzan Features (Banner Films): WBZ-TV Boston.

Encyclopaedia Britannica Films Li-

brary (Trans-Lux): KAAR(TV) San Diego; KCFT-TV Concord, Calif., and WSB-TV Atlanta.

Mack and Myer for Hire (Trans-Lux): KGGM-TV Albuquerque, N. M.; KCFT-TV Concord, Calif., and U. S. Armed Forces Overseas Network.

Felix the Cat (Trans-Lux): KPTV (TV) Portland, Ore.; KCFT-TV Concord, Calif., and WOI-TV Ames-Des Moines, Iowa.

The Magic Room, Hollywood Guest Shot, The American Civil War (Trans-Lux): KCFT-TV Concord, Calif.

Meet Mr. Kringle (National Telefilm Associates): KSOO-TV Sioux Falls, S. D.; WHIC-TV Pittsburgh; WHIZ-TV Zanesville, Ohio; KFYR-TV Bismarck, N. D.; WAAV-TV Huntsville, Ala., and WTAP-TV Parkersburg, W. Va.-Marietta, Ohio.

Music of Christmas by Mantovani (National Telefilm Associates): WMAZ-TV Macon, Ga.; WSEE(TV) Erie, Pa.; KFYR Bismarck, N. D.; WHIZ-TV Zanesville, Ohio; KFEQ-TV St. Joseph, Mo.; WAAV-TV Huntsville, Ala., and WTAP-TV Parkersburg, W. Va.-Marietta, Ohio.

Miracle of the Bells (National Telefilm Associates): WMAZ-TV Macon, Ga., and WDBO-TV Orlando, Fla.

Miracle on 34th Street (National Telefilm Associates): WAFB-TV Baton Rouge, and WAAV-TV Huntsville, Ala.

Bells of St. Mary's (National Telefilm Associates): KTVE(TV) Monroe, La., and KFYR-TV Bismarck, N. D.

Come to the Stable (National Telefilm Associates): WDBO-TV Orlando, Fla.

Lamb in the Manger (National Telefilm Associates): WTAP-TV Parkersburg, W. Va.-Marietta, Ohio, and WHIZ-TV Zanesville, Ohio.

Tarzan Features (Banner): KLBK-TV Lubbock, Tex.

FCC upholds refusal of anti-Viet spots

Broadcasters who want to refuse to air announcements or particular programs need have no fear or reprisals from the FCC. The commission said it has no power to force broadcasters to carry programs or prescribe the content of any program.

The commission made this point in rejecting complaints filed by the Washington Chapter of the Women Strike for Peace against two of three Washington stations that had refused to carry spot announcements promoting an anti-Vietnam war demonstration.

The WSP had said that WTOP, WMAL and WGMS had denied its members their freedom of speech and violated commission policies by refusing to carry the spots promoting the demonstration which was scheduled for Saturday (Nov. 27) in front of the White House (BROADCASTING, Nov. 22).

The commission in letters to WSP said that WMAL and WTOP had acted "reasonably." The commission by mid-week had not yet acted on the complaint against WGMS.

In asserting that stations cannot be required to carry particular kinds of programing, the commission letter quoted a decision of a U.S. Court of Appeals which held that "a radio station is not a public utility in the sense that it must permit broadcasting by whoever comes to its microphone."

The commission also noted that WMAL and WTOP reported that they had policies against carrying spot announcements on controversial issues. But both stations also told the commission they had carried a variety of programs on the Vietnam war and that they intended to cover the demonstration which the spots were to have advertised.

In terms of the commission's fairness doctrine, which requires broadcasters to air all sides of a controversial issue if they air one, the letters said, the stations have acted "reasonably."

Networks protest ITT space-shot rates

The three television networks last week asked the FCC to check out the rates ITT Worldcommunications has filed to provide recovery coverage of the Gemini 6 astronauts from the USS Wasp at sea. But they hastened to add that they didn't want the commission to suspend the tariff because they indeed

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WSAZ-TV



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TV shows: from the air to the funny pages

NBC-TV's *Bonanza* will forge into new territory and become a newspaper comic strip on Jan. 3, 1966.

This top-rated network series, now in its sixth year, thus embarks on a path already explored by a number of TV shows.

At least four major TV series now appear as comic strips: *Dr. Kildare*; also on NBC-TV; *Flintstones* and *Ben Casey*, on ABC-TV, and the syndicated *Yogi Bear* TV cartoon.

The *Bonanza* deal goes into effect after a year of discussion. NBC-TV, owner of the series, agreed to license its comic-strip rights to *Bonanza*'s star Lorne Greene. In turn, Mr. Greene set up his own company, Creative Illustrators Inc., Los Angeles, and made plans to package a Monday through Saturday strip, running in 12-week episodes. Mr. Greene negotiated with Chronicle Features Syndicate, San Francisco, to handle the strip's distribution, and arranged for Chris Kenyon to be its artist. The network is planning to take a 2% to 15% share of the profits.

Mr. Greene told BROADCASTING that he is negotiating for worldwide distribution of the *Bonanza* strip, particularly with the Editors Press Service, New York, and with the *London Daily Express*.

If talks are successful, the strip will be carried by EPS to some 61 countries, including such parts of the world as Latin America, Europe, the Philippines and New Zealand. The LDE, dealing exclusively with the United Kingdom, reported its agreement with Chronicle Features and Mr. Greene to distribute the strip to at least one national newspaper in London.

Mr. Greene indicated the strip would be composed by writers from the TV show. He also defended the endeavor, saying that although many newspaper editors blanch at the idea of using TV material, so did radio and the movies when TV programs first appeared. Both those media, he said, now accommodate TV, and in some cases make wide use of its material.

The *Doctor's Fees* — *Dr. Kildare*, another popular NBC-TV series, licensed by MGM, was packaged for comics in 1963, two years after its TV debut. King Features Syndicate, New York, signed the contract with MGM for distribution of the strip, drawn by Ken Bald, to some 350 to 400 newspapers, scattered throughout the world. The syndication dealings, arranged by the Weston Merchandising Corp., New York, now realize a yearly gross income close

to \$200,000, according to Stan Weston, president.

There is a divergence of views among many as to the desirability of a TV show giving birth to a regular running comic strip. For example, the cartoon series, *Bullwinkle*, which started on NBC-TV in 1961, that same year was picked up as a comic strip. The transactions were completed through Jay Ward Productions, Beverly Hills, Calif., its partner, Producers Associates of Television Inc., New York, and through Bell-McClure Syndicate, also in New York. Jay Ward, copyright owner, asked Producers Associates to come up with a comic strip with Al Kilgore as artist. In September 1964 the show switched networks and is now on ABC-TV's daytime lineup. But in September 1965 the comic strip was cancelled in an action agreed to by all parties.

The actual reason is not quite clear. Bell-McClure hinted at an editor's opposition to the exclusive property rights held by others. On the other hand, PAT and the owner attribute the *Bullwinkle* strip's end to a lack of sales effort and push from the syndicator.

Whatever the reason, the *Bullwinkle* strip is not dead. One New York syndicator is very interested in

Ben Casey



Dr. Kildare



want to use the service.

The joint telegram to the FCC last Tuesday (Nov. 23) complained that the ITT rates were too high and included unreasonable extra charges.

The position of the networks, it is understood, is that the ITT tariff is "excessive and unfair," viewed from the

perspective that satellite telecasting is in an experimental stage. They claim that during this period of experimentation, ITT should set "reasonable rates" until sufficient research and development are completed providing information on actual costs. The networks regard ITT as a pioneering partner in

the venture and feel it should be willing to compromise.

One network source indicated that under the ITT charge costs to the combined TV networks could run up to \$22,000 an hour, which is deemed very high.

The networks' protest to the FCC

reviving it as a daily newspaper strip. In addition, an advertising agency is interested in transforming the strip into a Sunday supplement as part of an advertising campaign for its client.

Two Hanna-Barbera Productions, their copyrights held by Screen Gems, New York, expanded into comic-strip formats more than three years ago. Both remained under the circulation control of McNaught Syndicate Inc., New York, and under the supervisory control of Gene Hazelton at Hanna-Barbera.

Yogi Bear began its TV life as part of a *Huckleberry Hound* package deal in 1958. Separated in 1961, the TV version continued as a syndicated series. That same year, McNaught contracted a comic-strip arrangement for Sunday editions, reaching some 200 newspaper outlets.

The Flintstones, the other Hanna-Barbera show on ABC-TV, went on the air in 1960. Since 1962 it has been a Sunday and daily strip in close to 400 newspapers.

The Other Doctor Too ■ ABC-TV's *Ben Casey*, now in an afternoon run on the network as well as in prime time, started on ABC in 1961. Two years later, Robjer Inc., New York, directed by Jerry Capp, paid a franchise fee to the packager, Bing Crosby Productions. As an independent entrepreneur, Mr. Capp began producing the strip with Neal Adams as its artist. The merchandising end is handled by JAC Agen-

Bonanza



cy, Hollywood. Its distribution is under the direction of Newspaper Enterprise Association, Cleveland, which sells the *Ben Casey* strip to some 350 papers in the United States, in addition to European and especially to Latin American papers.

Mr. Capp indicated that although newspapers tend to feel "hostile" about using TV material, the comic strip could survive long after the TV show's popularity wanes, and not depend on that relationship. To accomplish this, he said, the strip must create its own stories.

The Comic to TV ■ The entry of TV show to comic strip appears unrelated to the more common avenue of comic strip adapted for TV viewing. A most recent entry is *Batman*,

a weekly two-parter that is a replacement series at ABC-TV this season. Past successes must include *Dennis the Menace*, formerly on CBS-TV and now in syndication; *Hazel*, once on NBC-TV and currently in CBS-TV's nighttime lineup; *Superman* and *The Lone Ranger*, veteran TV series still in syndication; and the hand-in-hand TV and comic strip development of Walt Disney's many creations.

The interlacing effect of show and strip is widespread in comic books where the TV show is the spark for adaptation in cartoon form. This process is still very active, with NBC now negotiating for two more of its shows for the comic strips—*Laredo* and *I Spy*.

The Flintstones



Bullwinkle



was made largely to put on record their objections to the tariff in the hopes that the FCC would order it reduced and to be able to negotiate the cost downward. The networks, it was said, do not want to be "locked in" to a set price they consider high.

Among the provisions in the tariff

to which the networks take exception:

- The customer is forced to pay substantial charges for "unsatisfactory, unusable or minimal transmission service" even when due to the fault of the facilities of the carrier or one of the other carriers involved.

- Substantial payments are demand-

ed by the European telecommunications authorities for cancellation on less than 12-hours notice.

- Charge is made to the customer for that part of the space circuit between the European earth station and the satellite not being used by the customer.

The telegram to the FCC, signed



'Managers' move from ETV to commercial TV

A half-hour TV public service series on professional management, intended for use on educational stations, has evinced interest from commercial outlets and has obtained its first such exposure on WBZ-TV Boston.

Titled *Managers in Action*, the 13-episode series had been scheduled on 32 ETV stations over the past few months. Several weeks ago WBZ-TV requested permission to carry the programs, according to Daniel C. Caddy, director of media for the American Management Association. The series, produced by the AMA on video tape at WQED(TV) Pitts-

burgh, features Lawrence A. Appley, president of the AMA (in photo). He discusses in an informal style such subjects as "The Nature of Management," "Management the Simple Way" and "How do I Know I'm a Pro?"

Mr. Caddy said AMA has been "pleasantly surprised" by inquiries from several commercial stations and indicated he has had discussions with other Westinghouse Broadcasting TV stations which have expressed interest in the series. Further information is obtainable from Mr. Caddy at AMA headquarters at 135 West 50th Street, New York.

by Mortimer Weinbach, ABC; Leon R. Brooks, CBS and Thomas E. Ervin, NBC, asked for a hearing on the "lawfulness of the rates and terms and conditions" and also asked that the com-

mission require the carrier to place all revenues from this service in a "deferred credit" account for possible refund to the networks.

ITT has asked the FCC for permis-

sion to operate a transportable earth station aboard the aircraft carrier which is the mother ship to which the astronauts will be taken after splashdown. Gemini 6 is scheduled to be launched Dec. 13, nine days after Gemini 7 is placed in orbit. Gemini 6 will attempt to rendezvous with Gemini 7, after which it will return to earth.

FCC approval of the ITT request to use its transportable TV space station is expected since it was given last month when the Gemini 6 flight was first scheduled. It was canceled when the rocket to which the astronauts were to rendezvous malfunctioned in flight.

NBC-TV reruns blackout casualties

Three programs of the NBC-TV Tuesday night schedule were offered to a few selected markets in the Northeast over the Nov. 13 and 20 weekends as a service to those viewers who missed the shows because of the power blackout on Nov. 9. *Please Don't Eat the Daisies*, on the schedule at 8-8:30 p.m. EST, was offered on Nov. 13 (seen 4-4:30 p.m. on WNBC-TV New York), *My Mother, the Car* on the schedule at 7:30-8 p.m., was made available on the afternoon of Nov. 20 (seen 4:30-5 p.m. on WNBC-TV) and *GI Blues*, a motion picture in the *Tuesday Night at the Movies* period starting at 9 p.m., was offered on Nov. 21 (shown at 2 p.m. until conclusion on WNBC-TV).

NBC spokesmen said the offerings were announced in advance on the stations locally and that the national advertisers normally in those periods received a "free ride" in the afternoon play. The commercials telecast, however, could not be considered as a blanket "make-good," as each advertiser's contractual arrangement was being handled separately, it was indicated.

Grants earmarked for radio documentaries

National Educational Radio has received its second successive grant from the National Home Library Foundation for eight production grant awards to NER stations.

Jerrold Sandler, executive director of NER, said the funds would continue "to provide the sorely needed seed money to translate fresh ideas into imaginative programs."

Seven grants are earmarked as aid to college radio stations to help in documentary and special program production. Among them are: WUOM(FM) Ann Arbor (University of Michigan),

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to Broadcasters and the Broadcasting Industry*

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



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

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for a history of six midwestern communities; KUSD Vermillion (University of South Dakota), for a study of contemporary problems of the American Indian; WBUR (FM) Boston (Boston University), for a history of the Metropolitan Opera House in New York coincident with its closing this coming spring.

The eighth grant is a special NER-NHLF contract to share production costs with noncommercial WRVR New York and the Goldovsky Opera Institute for production of 13 half-hour programs, *Opera Onstage and Backstage*. The series will feature commentary by Boris Goldovsky.

Mr. Sandler also reported that non-commercial WBOG (FM) Newark, N. J., has received a \$500 award from NHK-Radio Japan for its program "Harriet Tubman," part of a 14-program series entitled *Glory Road* dramatizing the role of the Negro in American history. The series was produced for NER under an NHLF grant.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions): WMC Memphis; KWFT Wichita Falls, Tex.; WHOP Hopkinsville and WSON Henderson, both Kentucky; WVAM Altoona, Pa.; WCOV Montgomery, Ala., and WRFD Columbus - Worthington, Ohio.

Top of the Pops (Hartwest Productions): WCFL Chicago; KOLE Port Arthur, Tex.; KISD Sioux Falls and KCCR Pierre, both South Dakota.

Tennessee Ernie Ford Show (Radiozark Enterprises Inc.): KDXE North Little Rock, Ark.; WTCR Ashland, Ky.; KCHV Coachella, Calif.; WELE South Daytona, Fla., and KDWA Hastings, Minn.

Red Foley Show (Radiozark Enterprises Inc.): WLYB Albany, Ga.; KSDR Watertown, S. D.; KDXE North Little Rock, Ark.; KVAS Astoria, Ore., and KMON Great Falls, Mont.

Strangest of All (Radiozark Enterprises Inc.): WHNK Baton Rouge; WVIP Mt. Kisco, N. Y.; WSIB Beaufort, S. C.; WCLI Corning, N. Y., and KDBM Dillon, Mont.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood): WISE Asheville, WCOG Greensboro and WKLM Wilmington, all North Carolina; WEAM Arlington, Va.; KWYN Wynne, Ark., and KBOM Bismarck, N. D.

The Shadow (Charles Michelson Inc.): WJBK Detroit; WKSL Grand Junction, Colo.; WJPG Green Bay, Wis., and KMYO Little Rock, Ark.

The Green Hornet (Charles Michelson Inc.): KSNO Aspen, Colo.; WJBK Detroit; WJPG Green Bay, Wis., and

WFGM Fitchburg, Mass.

The Clock and The Sealed Book (Charles Michelson Inc.): WJPG Green Bay, Wis.

Point of Law (Signal Productions): WJLK Asbury Park, N. J.; WGAR Cleveland; KTwo Casper, Wyo., and WCEC Rocky Mount, N. C.

Doctor's House Call (Signal Productions): KGBX Springfield, Mo., and KOAG Arroyo Grande, Calif.

Program notes . . .

Disassociating ■ Talent Associates-Paramount Ltd., has become Talent Associates Ltd. once more. In 1961 Paramount Pictures bought a 50% interest in the TV production company for \$1.2 million. Last week David Susskind, Daniel Melnick and Leonard Stern reported they had bought back the Paramount interest for an undisclosed sum.

Western series ■ *Stagecoach to Seven*, is being developed into a color TV series by Clair Huffaker, novelist and screenwriter, from an original story of his. Official Films plans to start production in January.

Moving time ■ Four Star International Inc.'s new headquarters in New York, are located at 555 Madison Avenue. Phone: 421-4444.

Overseas monitoring ■ Robert Gilbert Overseas TV Reports has been formed to compile reports of overseas broadcasts of U. S. TV programs. Headquarters are 116 South La Brea Avenue, Los Angeles 90036. Phone: 934-9093.

Hollywood move ■ Selmur Productions has moved from offices at the ABC-TV Center to 1313 North Vine Street, Hollywood 90028. The production staff of *General Hospital* and *Young Marrieds* will remain at the ABC-TV Center.

WPIX(TV) signs for college basketball

WPIX (TV) New York last week announced a one-year contract at an undisclosed price with the Metropolitan College Basketball Conference for telecast of 10 conference games, and one Ivy League contest, on Saturdays from Dec. 4 to March 5, 1966, excluding Christmas and New Year's.

The first three games are scheduled live at 2-4 p.m., EST, with the remaining games on delayed tape at 4-6 p.m., because of an NCAA ruling against concurrent telecasts while a network games are aired. One nonconference game, featuring Yale and Columbia,

will be played Jan. 29, 1966.

Primary sponsor of the MCBC conference will be F & M Schaefer Brewing Co., (Brooklyn, N. Y.) with spots open for participation. Coverage will be relayed by Victor F. Obeck, athletic director of New York University, and WPIX commentator Marty Glickman. All conference teams will share equally in proceeds, an MCBC official said.

A second TV year for the conference is planned, with three more teams included. This year's conference on TV will show 10 teams of the 25 in the MCBC league: Long Island's Hofstra and Long Island University; New Jersey's Seton Hall, St. Peter's and Fairleigh Dickinson; Westchester's Iona; and New York City's St. Francis, Manhattan, Wagner and NYU.

RKO General, Garden in sports TV pact

RKO General Productions has formed a partnership with the Madison Square Garden Corp. to present major sports events in color to TV stations throughout the country via live syndication (CLOSED CIRCUIT, Nov. 15).

A joint announcement scheduled for release today (Nov. 29) by Irving Mitchell Felt, chairman of Madison Square Garden Corp., and Robert J. Leder, executive vice president of RKO General Broadcasting, revealed that the first event to be handled by the partnership will be a telecast of the world's welterweight title bout from the Garden between Emile Griffith and Manuel Gonzalez, scheduled for Dec. 10.

An organization called Madison Square Garden-RKO General Sports Presentations has been formed to handle activities of the new joint venture. RKO General Productions will serve as the sales representative for the sports events to originate from Madison Square Garden.

It is anticipated that other sports events from the Garden including track meets, hockey games, basketball contests, will be offered to stations on a live and/or tape syndication basis.

RKO General will make arrangements for leased lines to connect stations interested in carrying the events. WOR-TV New York, a company-owned station, will delay presentation of the Griffith-Gonzalez bout until the following evening.

The alliance with Madison Square Garden is part of an overall move by RKO General Broadcasting, through its new subsidiary, RKO General Production, in the development and syndication of TV programming and feature films for stations (BROADCASTING, Nov. 15).

Search for recorder ends

After examining more than 5,000 entries, the Magnecord Sales Division of Midwestern Instruments, Tulsa, Okla., has found the oldest operating Magnecord PT6 tape recorder. Magnecord had announced its search an early PT6 earlier this year (BROADCASTING, March 22) and said that it would substitute its newest PT6 for the old one.

The PT6 was discovered in the speech department of Milliken University, Decatur, Ill., by Paul E. Wenger, speech and broadcasting professor at the university. The PT6 had been bought by the university in the late 1940's for use in its then newly constructed radio studio.

For finding the tape recorder, Professor Wenger won a model 1028 recorder for himself in addition to the replacement of the PT6 at the school.

Drumbeats . . .

West in the East ■ It was a wild day in the East as approximately 15,000 people were drawn to Tasley, Va. (area population about 2,000) to celebrate the town's Old Timer Days. Most of the promotion for the days was done by WESR Tasley. The town, with some of its businessmen sporting beards grown for the occasion, staged a mock robbery, fights and duels as parts of the festivities.

Station promotion ■ CKLW-AM-FM-TV Windsor, Ont.-Detroit has named Piercell Merchandising Ltd., Windsor, to handle its Canadian advertising and sales promotion. E. W. Baker Inc., Detroit, will continue to handle the stations' U. S. advertising, sales promotion and public relations.

Good deed ■ WGLI Babylon, N. Y., has presented 1.7 acres of land to the Belmont Lake state park for use as recreational facilities.

'U.N.C.L.E.' contest ■ More than 50 NBC-TV affiliates are participating with the Ideal Toy Corp., New York, in a special joint promotion contest revolving around the network's *The Man From U.N.C.L.E.* program. Separate

MOBILE TAPE UNIT FOR SALE

6 Black and White Cameras. 2 Videotape Recorders. Full Audio Equipment. Slide Chain. Special Effects. Self-Contained Generator. Many Extras.

Box L-265, BROADCASTING



'Burned out color bird'

"The following program is brought to you in shades of black and white," crows KCOY-TV's peacock before each of NBC-TV's black-and-white shows. The Santa Maria, Calif., station became an NBC-TV affiliate last month and, pointing out that so many of the networks' programs are in color, runs the above picture of a "burned out color bird" before the start of any of the network's black-and-white programs.

contests and sweepstakes are being run throughout the holiday season by sta-

tions during locally originated programs and other available time slots. Ideal is supplying contest materials, promotion copy and slides and prizes, and the stations themselves are mailing a free "Man from U.N.C.L.E. Law Enforcement Manual" to every person entering the contest.

Sister's salute ■ A recently completed "Fukuoka Corner" at Oakland (Calif.) International jet airport is that city's tribute to its sister city in Japan. Designed by KTVU (TV) Oakland-San Francisco art director, Ian Zellick, the 2,100 square-foot area displays typical Fukuoka wares and Japanese family crests. The corner is a permanent display and matches an "Oakland Corner" in the Fukuoka railroad station. The "Fukuoka Corner" is also a salute from KTVU to its sister station RKB (TV) Fukuoka, with which it became affiliated in 1962 (BROADCASTING, Oct. 29, 1962).

Cherry blossom time ■ Fred S. Houwink, vice president and general manager of WMAL-AM-FM-TV Washington, has been named general chairman of the 1966 National Cherry Blossom Festival. The annual Washington festival will be held April 12 through April 17, 1966.

What Makes
**ROHN CATV
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Here Are Just A Few Reasons Why So Many CATV Owners Are Specifying ROHN Towers:

EXPERIENCE — ROHN engineers have more experience and are among the pioneers in tower construction and design.

DESIGN — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

COMPLETENESS — The line is complete for every need. All accessories, lighting, and microwave reflectors are available from ONE reliable source. Entire job can be "turn-key" production if desired.

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DATELINE: Italy by R. M. S. BEATSON, LPE Italiana SPA

How effective are Italian advertising media?

Italian towns are blanketed with posters. This is one of the first impressions that strikes the visitor to Italy.

After the poster, the next surprise on the advertising scene is the wide selection of magazines on sale. The confusion in outdoor advertising and the profusion of magazines give the impression of a large volume of advertising. But this is an illusion.

The advertising investment in Italy is low in absolute terms, and is one of the lowest in Europe. It is estimated that the per capita investment in media advertising in 1964 ran to only \$4.80.

The large volume of magazine advertising in Italy indicates a basic handicap for advertisers. This handicap is that commercial television time is severely limited, spot lengths on radio are very short, and other media are not always suitable for the advertising of mass consumer products.

TV Scarce — The amount of TV advertising available consists of only 27 spots a day. These spots are transmitted during the evenings in six groups, and the maximum commercial length is 40 seconds. Since time is so difficult to obtain, media planning does not require much skill. The skill, in fact, lies in being able to buy anything at all. The TV concessionaire is inundated with requests for commercial time, and this demand far exceeds the amount of time available. Opposition from the Italian Federation of Publishers is sufficiently strong to block increases in the amount of TV time released for commercial use. Consequently, it is rarely possible to use TV as the main medium in an advertising campaign.

Obviously, the various time-segments available on Italian TV differ in their effectiveness. The average nightly audience builds up from about 1.1 million viewers in the time-segment *Girotondo* (transmitted between 5:30 and 6 p.m.) to a maximum of over 10 million during *Carosello*, which is aired at about 9 p.m. *Carosello* is perhaps the nearest thing in Italy to a sponsored program. It consists of five spots, each 2 minutes and 15 seconds in length, but of which only 35 seconds may be of commercial content. The remaining 100 seconds must be 'entertainment,' and this can take a variety of forms.

Ads & Fees — The reason for this hybrid of commercial and noncommercial is perhaps that Italy is one of the few national markets where TV and

radio not only carry advertising, but require their audiences to pay substantial amounts in licenses as well. It seems as though the state television authorities have tried to gild the pill of advertising by presenting the public with commercial messages disguised as entertainment.

This form of advertising is not only extremely expensive in terms of time costs, it involves high production costs as well. Each film is 2 minutes, 15 seconds in length, and seven different films are required for eight transmissions. This means that six out of seven films can be transmitted once only, while the seventh may be repeated once. If these severe regulations help to subsidize the film industry, they also result in a standard that is generally lower than that of the markets where more lavish productions may be amortized over a large number of transmissions.

However, *Carosello* can be made to pay off. The 100 seconds of entertainment, if judiciously used as the first part of a before-and-after sequence, can contribute considerably to the advertising value of the commercial. Also, the cumulative audience reached by a series of *Carosello* having good entertainment value can be further built up by means of reminder advertisements in the press on the day of transmission. Lombardi, the soup-cube manufacturer, succeeded in improving its market share by 5% during six months' use of *Carosello*. A very high recall rate has been achieved by Alemagna, which has been transmitting a series of live-action light-comedy sketches for years.

No Local TV — Not only is commercial TV in Italy in extremely short supply, but its coverage cannot be zoned. This makes test-marketing extremely difficult. It is, of course, possible to use theater advertising in a localized role to compensate for the impossibility of obtaining regional TV. But the audience profile of cinema advertising is very different from that of TV. Of the cinema audience only 21% are housewives and 61% are men. These figures compare to 54% male audience for TV, and 31% housewives. Moreover, 58% of cinema-goers are under age 34, whereas only 42% of TV-viewers are in this age group.

If it is not possible to equate it with TV, cinema is still a useful medium in Italy, particularly for reaching young, upper-class audiences in given areas.

The number of tickets sold has shown only a slow decline since the introduction of TV in 1954, and there are still about 730 million tickets sold each year.

The medium has been used successfully by Procter & Gamble which launched Camay through cinema. It is also particularly suitable for advertising automotive products and pharmaceuticals of male interest. It would be ideal for cigarettes, but tobacco advertising is forbidden in Italy. (The advertising of foundation garments is forbidden on TV, and one may not mention laxatives as such on TV or radio.)

Radio — Like TV, Italian radio is state-owned and is national in character. Although the rates for individual spots are fairly low, there are so many spots transmitted each day that an advertiser needs to take several per day in order to achieve any appreciable impact. Moreover, the effectiveness of this medium is hampered by the fact that commercials are not prerecorded. The vitality of the commercial is thus conditioned by the way in which the announcer delivers it, and since this factor is a common denominator for all commercials, it is almost impossible to make radio advertising distinctive and original. There are facilities for local radio in Trieste, Bolzano, Naples, Bari and Sicily, but none of these areas is really representative of Italy, which diminishes the value of local radio for test-marketing purposes.

Nor can the problem of test-marketing in Italy be solved by magazines. *Grazia* is the only women's weekly that offers split-run facilities. The press medium best suited to localized advertising is therefore the daily newspaper. All newspapers in Italy are in fact regional and local, and no newspaper has a circulation of over 500,000. In Italy, a newspaper with a circulation of over 100,000 is big. One with a circulation between 50,000 and 100,000 is medium-sized. There are 17 newspapers in the first category (of which 11 belong to large industrial groups), and they account for over 60% of the total circulation. The number of copies per thousand inhabitants is 104, which is one of the lowest ratios in Europe. The figure for Great Britain is 573.

It is not possible to explain this phenomenon simply in terms of illiteracy. The newspapers themselves are largely to blame, since their generally unattractive page layout and their turgid journalistic style do nothing to popularize the reading of the daily press. It is not surprising, therefore, to find that only 24% of Italian housewives read a daily newspaper. Consequently,

for many consumer products, use of this medium is a waste of money. Nevertheless, newspapers can be particularly effective for the initial start of new products or services.

Milan's *Corriere della Sera* and other leading dailies are also most useful from the prestige point of view, particularly in providing backing for manufacturers of capital and technical products. Many British companies, whose names and products are household words in the United Kingdom, are completely unknown to the buying influences in Italian companies. Given the extreme reluctance with which the average senior executive in Italy grants interviews to sales representatives, the newspaper becomes a very valuable means of reaching these top buying influences.

30% in Magazines ■ Due to the severe limitations on the amount of TV time available, and to the fact that the maximum number of words that can be used on radio is only 25 per spot, it is not surprising to find that the main long-copy medium in Italy is magazines. About 30% of all advertising is invested in magazines, and, though only four general-interest weeklies and no women's weeklies have a circulation in excess of 500,000, it is possible to construct a media list giving high coverage without unnecessary duplication.

Most magazines in Italy are printed by rotogravure, and the quality of reproduction is high. This contrasts vividly with the quality of reproduction in some daily newspapers, particularly in the South, where newsprint stock is so coarse that half-tone reproduction becomes impossible.

Media Effectiveness ■ The effectiveness of any medium obviously depends on its ability to carry a commercial message economically, and in a way suited to the characteristics of the product or service advertised. In this sense, each of the media available in Italy are variously effective for solving different marketing problems.

For example, Hertz has found the use of interior panels in public buses extremely useful for advertising rental automobiles. The potential market of noncar owners is thereby reached in circumstances in which the public is acutely aware of the advantages of car travel. Anyone who has tried riding a bus in Rome or Milan during rush hour will appreciate this. Again, radio has been found to be most effective for getting across short urgent messages in support of special offers. Posters reach the public in general, and their value is certainly not underestimated by political parties. Unfortunately, the



Ronald Beatson is managing director of the London Press Exchange's Italian agency, LPE Italiana SPA. LPE, a London-based advertising agency, is the largest group in Europe and is represented in the Western Hemisphere by its subsidiary, Robert Ottolintam, of New York City. Mr. Beatson went to Italy in 1958 for the LPE to service one account. Two years later, LPE Italiana was formed in Milan with Mr. Beatson as its executive head.

medium is still disorganized and haphazard, with up to a dozen of the same poster often put up together like a page of stamps.

Cinema can be extremely effective in building up an image, and it is often used for long-term educational campaigns, in particular for selling automobiles, gasoline, and other products of a primarily masculine appeal.

Where direct mail is concerned, the effectiveness of this medium depends entirely on the accuracy of the address list, and here there are a number of specialist companies operating in Italy which provide a completely adequate

service.

The effectiveness of a medium in reaching a particular public economically, and in a way suited to the nature of the product or service advertised, is no guarantee of the effectiveness of the advertisement. The vehicle that effectively carries its load to its destination cannot guarantee the quality of the load. Media in Italy, as in other markets, are all too frequently blamed for the poor results of an advertising campaign. But media only become effective when they are correctly employed to carry the right sort of persuasive message to the right sort of people. Italian media can be very effective if the advertiser understands and respects the psychology of his audience.

Rhodesian rebels take over television

Pan American Broadcasting Co., New York, has reported the sale of its corporate interest in two Rhodesian TV operations in Salisbury and Bulawayo, to that country's rebel government at its request.

It was said that Prime Minister Ian Smith's declared independence calls for government control of TV. Pan American indicated its corporate interest in a third TV station in Kitwe, Zambia, which was formerly Northern Rhodesia, remains intact. All three TV stations were initiated by a consortium of international backers in the 1950's.

Publishing company buys CKEY Toronto

CKEY Toronto has been sold by Shoreacres Broadcasting Co. to Maclean-Hunter Publishing Co., Toronto. The sale is subject to approval by the Canadian Board of Broadcast Governors, the regulatory body, at its Feb. 1 meeting.

CKEY was sold some years ago by Jack Kent Cooke to Shoreacres Broadcasting, made up of the morning *Toronto Globe and Mail*, Canadian Westinghouse Co., and Westinghouse Electric Corp. Maclean-Hunter Publishing Co. is entering the broadcast media field in its expansion as a business and general publication organization, and at one time applied for a television station license for Toronto. CKEY will be operated as a separate company, and there will be no changes made in management or programming. Price paid was undisclosed.

Canada TV's gets more leeway on ad time

The Board of Broadcast Governors in Ottawa has altered Canadian regulations covering the amount of TV commercial time as well as rules concerning telephone interview radio shows.

Canadian television stations can now telecast commercials for more than 12 minutes in a clock hour, provided they offset the excess in the hour preceding or immediately following in which the stations exceed the 12 minutes. The total limit of additional time is one minute, and 13 minutes an hour is the top.

Regarding interviews by telephone, the BBG has dropped the requirement for the interviewee's permission to have the interview broadcast. A person calling a station or participating in a contest requiring a telephone interview is now considered to have given the station permission to broadcast the interview.

Canadian advertisers to spend \$733 million

Canadian advertisers are expected to spend about \$733 million during the current year, and may go up to \$785 million in 1966, according to a number of Canadian surveys. George Sinclair, president of MacLaren Advertising Co., Ltd., Toronto, one of Canada's major agencies, estimated an increase of about 6% to 7% in advertising expenditures in the past year.

Maclean-Hunter Research Bureau,

Canadian ad billings

Advertising expenditures for Canadian television increased by 18.5% to \$45,028,864 in the first half of this year. Radio advertising expenditures were almost unchanged at \$13,129,320, according to Elliott Research Corp., Toronto. Major advertising group in both media was that of foods and food products, with \$2,678,301 in radio, down 26.1% from last year, and \$12,657,395 in television, up 28% from the 1964 period. Cosmetics, drugs, medicines, toiletries was second largest TV group with \$11,037,414, up 22.8% in the year. The automotive industry was second for radio with \$2,154,411, up 36.9% over last year.

Toronto, estimated an increase from \$690,663,000 last year to \$733 million this year. The 1965 figures places \$685 million going to media and \$48 million in agency commissions.

Television is now getting about 13.3% of the total, up from 12.6% last year, while daily newspapers account for about 29.9% of net advertising revenues.

Commercial TV sales up 20% in Britain

Time sales on Britain's commercial TV network in July were \$22,555,669, a 20% increase over the July 1964 figure of \$18,786,961, according to Media Records Ltd. The breakdown by individual programmers:

	July 1965	July 1964
Rediffusion	\$4,232,749	\$3,374,431
Associated TV	4,203,391	2,964,948
Granada TV Network	3,716,037	4,845,212
ABC TV	2,787,756	1,770,616
Scottish TV	1,560,038	1,160,273
TWW	1,510,631	1,045,234
Southern TV	1,368,027	944,364
Tyne Tees TV	1,148,272	1,196,084
Anglia TV	628,687	441,504
Westward TV	449,812	320,813
Ulster TV	345,677	262,764
Border TV	270,858	237,933
Grampian TV	203,392	149,486
Channel	87,142	74,318

Australian TV's will support cigarette code

Australia's commercial TV stations will operate under a voluntary code controlling cigarette advertising starting Jan. 1, 1966. The code was drawn up by the TV stations after talks with the Federal Ministry of Health. Main features of the new restrictions are:

Cigarette commercials must not be aimed at nonsmokers but must be intended to promote a particular brand among existing smokers; the principal characters shown smoking must not be under 25; no cigarette commercials are to be shown in or adjacent to children's programs; well-known athletes or sportsmen must not be used.

Abroad in brief . . .

Bates invades Okinawa - Ted Bates & Co. reports it has opened the first American-affiliated advertising agency on Okinawa. Bates has concluded an association agreement with Standard Advertising, Tokyo, under whose name the office in Okinawa will be opened in Naha City.

Moving shortly - On Jan. 1, 1966, Radio Comerciales, S. A. (XEHL, XEAD, XEBA, XELT, and XETIA) Guadalajara, Mexico, will move into its new building in the

Canadian set sales up

Sales of Canadian-made radio and television receivers continue to mount. The first eight months of 1965 had sales of 547,440 radio sets (450,453 in 1964 period), and 301,038 TV receivers (278,618 in 1964 period). Figures of the Dominion Bureau of Statistics for the January-August period show major sales of radio receivers for automobiles, accounting for almost two-thirds of the total of Canadian-made receivers.

Imports of 17,714 TV receivers are recorded in the January-April period, along with 308,539 radio receivers, mostly transistorized.

downtown area of the city. The company, which was Guadalajara's first commercial radio group, operates all five stations out of the same building covering the metropolitan area and nearby towns and states.

New union - The new Canadian Television Union has applied at Toronto and Montreal to the Canadian Labor Relations Board to be bargaining agent for Canadian Broadcasting Corp. film cameramen, stagehands and others associated with television production. Bargaining agent currently is the International Alliance of Theatrical Stage Employees and Moving Picture Operators. Top officers of the Toronto and Montreal locals of IATSE are among the organizers of the new CTU. Trouble has been brewing for some time with IATSE because of nationalistic sentiments in Quebec province.

International film sales . . .

NFL Game of the Week (NBC International): Channel 2, Telesistema Mexicano, Mexico City.

Convoy, Bonanza, Hullabaloo, Dr. Kildare, Waich Mr. Wizard (NBC International): WAPA-TV San Juan, P. R.; HCJB-TV Quito, Ecuador; channel 10, Saeta TV, Montevideo, Uruguay; channel 11, Telerama SRL, Buenos Aires, and affiliated Argentine stations.

Footsteps on the Moon (Seven Arts): CKOS-TV Yorkton, Sask.; CBWT-TV Winnipeg, CKX-TV Brandon, and CSM-TV Thompson, all Manitoba. Program will be sponsored by Manitoba Telephone System, through Foster Advertising Agency, Winnipeg.

Felix the Cat (Trans-Lux): New Zealand Broadcasting Corp.; TWW Ltd., London.

Satellite-to-home: now more than an idea

NASA ASKS INDUSTRY TO SUBMIT STUDY PROPOSALS

Voice-from-the-sky broadcasting — from space satellite to home receiver — moved a little step toward possible reality last week. The National Aeronautics & Space Administration invited industry to submit proposals for a feasibility study of broadcasting FM and/or short-wave radio direct from satellites to home receivers.

The NASA announcement called for industry bids for a "study of the feasibility" of a sky-hung transmitter capable of broadcasting direct to conventional home FM sets and/or shortwave radio receivers.

Requested were proposals on two types of spacecraft: one capable of transmitting in the FM band (88-108 mc), and the other capable of transmitting in the HF band (3-30 mc).

Asking that study suggestions be submitted in 45 days (from Nov. 24), NASA said that following evaluation of the bids, one or more contracts would be awarded "for a detailed six-month mission study."

The results of that study, NASA said, would be used to "help direct its future research and development program and to assess the need for a voice broadcast spacecraft development and flight test program."

The NASA announcement last week is the first official move in the direction of studying direct satellite-to-home broadcasting, although there has been talk of it for at least three years.

Mentioned in past — It was first prominently mentioned by Robert P. Haviland, a General Electric satellite and space engineer, in 1962 in a paper presented at an international television conference in Montréux, Switzerland. Mr. Haviland envisaged TV broadcasts to

whole continents from a synchronous satellite using 10 kw and a directional antenna (BROADCASTING, Nov. 12, 1962).

The theme was echoed a year later by Leonard Jaffe, director of communications systems of NASA, who discussed the need for the development of higher powered transmitters on satellites for possible use in direct broadcasting at a UN meeting in Geneva. Again in 1963, Mr. Jaffe discussed broadcasting from a satellite direct to a home receiver at a World Peace Through Law conference held at Athens, Greece. Because of the tremendous power needs and critical requirements for stabilization of the satellite, he said, direct broadcasting is at least a decade in the future, if not "12 to 20 years" (BROADCASTING, July 8, 1963).

Others who have mentioned direct space to home broadcasting include General David Sarnoff, RCA board chairman, who has said it will be technically feasible soon, and Leonard H. Marks, director of the United States Information Agency, who discussed the legal implications at an international conference a year ago.

Chapman faces hearing for UHF TV

Chapman Radio & Television Co., which was recommended for a grant of channel 21 in Homewood, Ala., last August, found itself facing a new comparative hearing for that facility last week.

It has the commission's Fourth Report and Order, adopting a new UHF table of assignments, to thank.

Chapman had originally applied for channel 54 in Homewood, a suburb of Birmingham, and was competing with Symphony Network Association Inc. for it.

Symphony proposed a station in nearby Fairfield. But the Fourth Report and Order eliminated that assignment and replaced it with channels 21 and 68 in Birmingham. Chapman amended its application to specify channel 21; Symphony decided to go after channel 68.

With Chapman the only applicant in hearing for channel 21, the examiner on Aug. 27 issued an initial decision

recommending that it get the grant.

But WBMG(TV) Birmingham, which holds a permit for channel 42, also wanted the lower-numbered facility. Even before Chapman amended its application, WBMG filed one for modification of its permit to specify channel 21.

Accordingly the commission stayed the examiner's decision until it could rule on the case. And last week, basing its action on court decisions holding that new assignments must be opened to new applicants, it set the examiner's decision aside and returned the Chapman application to the processing line.

It also accepted for filing WBMG's application for modification of its construction permit, and invited "all interested parties" to file competing applications for channel 21.

Chapman Radio, licensee of WCRT-AM-FM Birmingham and WCFT-TV (ch. 33) Tuscaloosa, Ala., has also applied for channel 70 in Anniston, Ala.

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Radio Station needs manager.

Please follow these steps—

1. Write detailed background and experience.
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5. Send all information to—

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Zenith wins second Hazeltine suit

Zenith Radio Corp., Chicago, won its second big patent damage suit last week against Hazeltine Corp., New York.

Combined with a similar case it won earlier in the year against Hazeltine, the newest ruling could bring Zenith total damages of nearly \$34 million. It won't get it right away, though, since Hazeltine is appealing both decisions to the U.S. Court of Appeals.

U. S. District Court Judge Richard B. Austin last Tuesday (Nov. 23) ruled that Hazeltine, through its patent pools, had excluded Zenith from the radio-TV set markets in the United Kingdom and Australia for a period between mid-1959 and mid-1963. The court found that Hazeltine had refused to license Zenith except in "packages" of patents.

Judge Austin ruled that Hazeltine must pay Zenith damages in excess of \$14.8 million. The sum is less than the treble damages claimed by Zenith under the antitrust laws. In the earlier case, decided last April, the court ruled Hazeltine owes Zenith \$19 million for

blocking it from the Canadian market. In both cases Zenith had asked total damages of over \$48.7 million.

Hazeltine Corp. representatives last week said it is the company's position that only its subsidiary, Hazeltine Research Inc. of Chicago, is liable for the combined judgment of nearly \$34 million, not the parent company. Hazeltine Corp.'s earnings in 1964 totaled only a little more than \$1.1 million.

Hughes Aircraft gets Comsat contract

Communications Satellite Corp. last week awarded an \$11.7 million contract to Hughes Aircraft Co. for the construction of four new satellites to be used to link the Far East with the U. S. by satellite over the Pacific Ocean and Africa with South America over the Atlantic Ocean.

Two of the satellites are scheduled to be launched next summer. The other two will be backups in case anything goes wrong with the first two.

John H. Richardson, Hughes senior vice president and aerospace group

executive, said the new satellites will have three times the transmitter power of Early Bird and will be twice the size. Two-way TV will be available.

The new satellites will have broad antenna coverage, unlike Early Bird whose radiators concentrate its beam between western Europe and the U.S. Early Bird, also built by Hughes, was put into service over the North Atlantic last April. The new satellites will be able to carry multiple conversations among several ground stations simultaneously. They will also be used in the Apollo moon shot, permitting astronauts to use direct voice contacts with ground stations and with relay to the Space Center at Houston.

Technical topics . . .

Equipment list ■ Stromberg-Carlson Corp., Rochester, N. Y., has a 12-page brochure describing its equipment line for community antenna TV.

Translator brochure ■ Litton Industries' educational technology division, 580 Winters Avenue, Paramus, N. J., has published a brochure outlining advantages of UHF translator TV systems for commercial and educational use.

FATES & FORTUNES

BROADCAST ADVERTISING

George C. Oswald, executive VP, with Geyer, Morey, Ballard, New York, elected president and chief executive officer, succeeding Richard J. Farricker, who will continue to serve agency as senior consultant.



Mr. Oswald

Samuel R. Heymann, VP-advertising

for Alligator Co., St. Louis, appointed VP and account executive for Winius-Brandon Co., that city.

John P. Finneran, account service supervisor of N. W. Ayer & Son, Detroit, elected VP.

Edmund M. Tate, associate director of commercial broadcast department of Ted Bates, New York, elected VP.

Bob Stites, Jim Cammisa, and Bert Upson, all account supervisors at Sul-

livan, Stauffer, Colwell & Bayles, New York, elected VP's.



Mr. Cooper



Mr. Crandall

Gene Cooper, VP and director of executive plans committee with Grant Advertising, Chicago, named senior VP and manager. Charles W. Crandall, VP and manager of Grant, Dallas, named senior VP.

T. Alexander Benn, VP and account supervisor with Tatham-Laird & Kudner, New York, joins J. M. Mathes, that city, as VP and account supervisor. Carl W. Piehaly Jr., formerly with L. F. Stowell Associates, New York management consultant firm, named director of marketing and merchandising services, J. M. Mathes.

Frank Minehan, media director at C. J. La Roche and Co., New York,

Make this move a MOVE UP

If you're capable and want to use your ability to the fullest extent, we want to help you. We're staffed with experienced broadcasters who know the market and we've got plenty of openings . . . send your resumé and tape today. Openings in all phases of TV and radio.

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Write today . . . we'll help you move up.



nationwide broadcast services

appointed VP.



Mr. Hubbard
plans board.

Otis Hubbard Jr., formerly VP of Needham, Harper & Steers, Chicago, joins Post-Keys-Gardner, there, as assistant to president and director of corporation, as well as director of client services and member of

Donald F. Coleman, management service director of Marschalk Co., New York, elected senior VP. **Paul Douglass**, supervisor in Atlanta, and **Louis Sage**, **Donald H. Sugarman**, **Richard M. Phillips** and **Charles B. Foote**, all supervisors in New York, elected VPs.

Vince Doyle named general sales manager of WTRC-AM-FM/WSJV(TV) Elkhart, Ind. **Al Waters** appointed national sales manager of wsjv.

John V. Weaver, with ABC Television in New York, and **Helen Sanford**, VP and media director of Clay Stephenson Associates, Houston, join **Foote**, **Cone & Belding**, New York, as network media supervisor and media buyer, respectively. **Gerald Goldberg**, formerly copywriter with Ketchum, MacLeod & Grove, New York, and **Nikolai Pronovich**, with Fletcher Richards Co., that city, appointed copywriters with FC&B, there.

Keith S. Miller, head of own advertising art studio, joins **Coleman-Parr**, Beverly Hills, Calif., as production manager.

Richard H. Depew, with **Cunningham & Walsh**, New York, joins **Ogilvy, Benson & Mather**, there, as broadcast supervisor.

Muriel Bullis Hooker, senior time

buyer at **Grey Advertising**, Beverly Hills, Calif., promoted to newly created position of broadcast media supervisor.

Davis J. Lauweret, with **Needham, Harper & Steers**, New York, joins **Doyle, Dane & Bernbach**, there, as media research supervisor.

Michael W. Lowenstein, with **Al Paul Lefton Co.**, Philadelphia, appointed market research assistant.

Donald E. Smolen, art director with **United Artists Corp.**, New York, appointed director of advertising.



Mr. Sias

Charles M. Sias Jr., sales manager of **WABI Bangor, Me.**, appointed general sales manager of **WABI-AM-FM-TV**.

James P. Wysong, account executive with **Marschalk Co.**, New York, appointed sales manager of **WPOR Portland, Me.**

Lucian Chimene, director of media analysis at **Geyer, Morey, Ballard**, New York, named manager of media research department, **Clyne Maxon**, that city.

Kay Jenkins, national sales assistant with **WLOS-TV Asheville, N. C.**, named program-sales supervisor.

Melvin W. Lain, with **Geyer, Morey & Ballard**, Chicago, joins **Young & Rubicam**, there, as art director.

Denise McNamara Froelich, copywriter at **Compton Advertising**, New York, appointed to group head.

Murray Stein, art director with **Kane, Light, Gladney**, New York, appointed senior art director.

David A. Lewis, with **George E. Mayer and Associates**, Pittsburgh, appointed account executive with **W. S. Hill Co.**, that city.

John Whittaker, with **KABC-AM-FM Los Angeles**, joins **Blair Radio**, that city, as account executive.

Alvin B. Krooler, with **Hazard Advertising**, New York, joins **Gilbert and Felix Inc.**, that city, as art director.

David Rapaport, broadcast supervisor at **McCann-Erickson**, New York, named account executive in sales department of **WMCA**, there.

Dick Heckenkamp joins **KPAT-AM-FM Berkeley, Calif.**, as account executive.

Betty R. Cook, VP and creative director of **Buntin and Associates**, Nashville, and **James S. Metcalfe**, head of his own PR firm, that city, form **Metcalfe-Cook Inc.**, advertising and PR agency, located in **Third National Bank**

building, Nashville. **Mrs. Cook** is president and **Mr. Metcalfe**, VP.

THE MEDIA

Lester Smith, **KXL-AM-FM Portland**, elected president of **Oregon Association of Broadcasters**. Others elected: **C. R. Matheny**, **KRCO Prineville, VP**, and **John Hansen**, **KPTV(TV) Portland**, secretary-treasurer.

Bruce E. Lovett, with legal department of **Western Electric Co.**, New York, named assistant general counsel for **National Community Television Association**, Washington.

H. A. (Tony) Bridge Jr., **KMHT Marshall**, elected president of **Texas Association of Broadcasters**. Also elected: **Ray Herndon**, **KMID-TV Midland-Odessa, VP**, and **Roy Bacus**, **WBAP-TV Fort Worth-Dallas**, secretary.

Josephine A. Panariello, with **WEZE Boston**, elected VP.

Glenn Adkins Jr., production manager at **WLOS-TV Asheville, N. C.**, promoted to operations supervisor.

William Rose, executive VP of **Milgo Electronic Corp.** of Miami, appointed chairman of **Community Television Foundation of South Florida Inc. (WTHS-TV)** there.

Florence Steck, radio operations

rochester's tv station with the

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you want

WROC-TV 8

A RUST CRAFT STATION

SPOTMASTER

PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

manager of WFIL-AM-FM Philadelphia, named assistant director of standards and practices.

James F. Kauper, assistant manager of WFIN Findlay, Ohio, named manager. **Morton K. Beach** named manager of WFIN-FM Findlay.

PROGRAMMING

John P. Gillin, program director at Triangle station WBNF-TV Binghamton, N. Y., joins Triangle's WFIL-AM-FM Philadelphia as program director.

Mark Blinoff, program coordinator for Golden West station KSFO San Francisco, named director of programming for Golden West's KEX Portland, Ore.

Dale Paul, former program director of WBRX Berwick, Pa., joins WRSC-AM-FM State College, Pa., as program director.

Ernest P. Andrews, head of broadcast department, Campbell-Mithun, Los Angeles, joins Hanna-Barbera Productions as VP and sales manager of commercial division.

Dusty Rhodes, music director of WSAI Cincinnati, named program director of that station succeeding **Jim Smith**. **Tom Kennington** succeeds Mr. Rhodes.

James Blacklaw appointed program director of WSJV(TV) Elkhart, Ind.

Fred Robinson, with WEBB Baltimore, named music director, succeeding **Wiley E. Daniels Jr.**, who joins WJZ-TV, that city.

Charles H. Wasserman, producer-director for Illustra Films, joins Van Praag Productions, New York, as producer-director.

Chuck Dahlstrom appointed farm and ranch director of KGVO-AM-TV Missoula, Mont.



Mr. Stromberg

Hunt Stromberg, Jr., formerly VP in charge of network programs, CBS Hollywood, named executive producer in charge of creation and development of film properties for TV and features at Goodson-Todman Productions, there.

Dick Kerns, formerly West Coast executive producer, EUE/Screen Gems Division, Hollywood, elected VP in charge of West Coast commercial production.

Carl Grande, sports director at WNHC-AM-FM-TV New Haven, Conn., joins WLWI(TV) Indianapolis, as sports director.

Louis Peneguy, director of network programming and public information co-

ordination with Alabama Educational Television Commission, joins State of Georgia Board of Education educational TV network.

NEWS



Mr. Haddad

Edmonde Haddad, newscaster at KPOL Los Angeles, elected president of Radio and Television News Association of Southern California. **Roy Heatley**, news director of KNXT(TV) Los Angeles, is new VP.

Jacqueline Brown of Bergen & Lee, PR firm, continues as secretary-treasurer.

Dave Parker, with WJAS-AM-FM Pittsburgh, joins WHIC-TV, that city, as assistant news director.

EQUIPMENT & ENGINEERING



Mr. Kleykamp



Mr. Langseth



Mr. Bothe



Mrs. Welch

Gay C. Kleykamp, marketing manager with Kaiser Aerospace & Electronics Corp., Phoenix, named assistant to VP and general manager at Kaiser-Cox Corp. (community antenna television company formed by Kaiser Industries and Cox Broadcasting, [BROADCASTING, Oct. 4]), that city. **Gary O. Langseth**, contract salesman for Ameco Inc., Phoenix, joins K-C as VP of marketing and **W. G. Bothe**, controller for Kaiser Aerospace and Electronics, appointed controller for K-C. **Jean Welch**, joins K-C as director of advertising, and **Edith L. Johnson**, in PR department of Ameco, joins as PR director. **Eleanor M. Hellrung**, administrative secretary for Ameco, appointed marketing department coordinator for K-C.

Curtis L. Pierce, supervisor of technical operations at WMAQ-AM-FM-TV Chicago, named manager of technical operations. **Charles Eining**, supervisor technical personnel, succeeds Mr. Pierce. **Willis Marshall** succeeds Mr. Eining, and **Kenneth Guge** named su-

ervisor technical maintenance, succeeding **Richard Wehrheim**, who retires.

Oscar Kimelman, partner of Oscar Kimelman & Co., New York accounting firm, and **Thomas F. Reddy Jr.**, partner of Pennie, Edmonds, Morton, Taylor and Adams, New York law firm, elected directors of Audio Devices, that city.

R. A. Schieber, manager of operations department for Westinghouse Electric Corp. in Youngwood, Pa., appointed general manager of electronic tube division at Elmira, N. Y. Mr. Schieber succeeds **B. W. Sauter**, who transfers to electronic components and specialty products group of Westinghouse.

FANFARE

Dianne Thomas appointed assistant PR account executive with Bowes Co., Los Angeles.

David J. Baseler, with promotion and merchandising department of WJBK-AM-FM Detroit, named promotion and production manager.

INTERNATIONAL

Tak Negoro, senior project engineer with Hoyles, Niblock and Associates, telecommunications consulting engineers and attorneys, North Vancouver, B. C., named associate in firm. Mr. Negoro will be located in company's new offices at 298 Elgin Street, Ottawa.

Murray Rayner, formerly with *Weekend Magazine*, Montreal, named manager of research department of CTV Television Network, Toronto.

Tony Hemmins, formerly assistant producer of TV commercials of Associated Television, London, joins sales department of CTV Television Network, Toronto.

Thomas F. Sutton, managing director of J. Walter Thompson Co., London, elected executive VP, international. **Danis G. Lanigan**, succeeds Mr. Sutton.

Herbert G. Marshall named sales manager for television, and **John R. Grant** appointed sales manager for radio, at Radio-Television Representatives Ltd., Toronto.

J. Clifford Wilson, director of market and media of Kenyon & Eckhardt, Detroit, named general manager of K&E Ltd., Toronto.

DEATHS

Julian M. Archer, 53, VP and art director at Fuller & Smith & Ross, New York, died of cancer, Nov. 21, in New Rochelle, N.Y., hospital. Surviving are his wife, Joan, two sons and daughter.

Paul-Emile Tardiff, 52, regional sales manager of CFDA Victoriaville, Que., died of heart attack Nov. 6.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 18 through Nov. 23 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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Anchorage—Willis R. Harpel. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 10.9 kw vis., 5.6 kw aur. Ant. height above average terrain 86 ft., above ground 347 ft. P.O. address Pouch 7-016, Anchorage. Estimated construction cost \$158,695; first year operating cost; \$230,130; revenue \$300,000. Geographic coordinates 51° 11' 07" north lat., 149° 52' 10" west long. Studio and trans. location both Anchorage. Type trans. RCA TT-2BH, type ant. RCA TF-6AH. Legal counsel Haley, Bader & Potts, Washington; consulting engineer J. B. Hatfield, Seattle. Mr. Harpel has 82% interest in KHAR Anchorage. Granted Nov. 22.

Lake Charles, La.—Victor Radio Inc. Granted CP for new TV on UHF channel 29 (536-542 mc); ERP 178 kw vis., 35.5 kw aur. Ant. height above average terrain 278 ft., above ground 300.25 ft. P.O. address Box 324, Lake Charles. Estimated construction cost \$350,210; first year operating cost \$280,000; revenue \$280,000. Studio location, Lake Charles; trans. location Sulphur, La. Geographic coordinates 30° 12' 36" north lat., 93° 22' 36" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-24 DL. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principal: Victor Muskat (100%). Victor Radio owns KMYO Little Rock, Ark., and KIKS Sulphur. Action Nov. 18.

Florence, S. C.—Rovan Television Inc. Granted CP for new TV on UHF channel 23 (524-530 mc); ERP 200 kw vis., 20 kw aur. Ant. height above average terrain 419 ft., above ground 404 ft. P.O. address 1385 Broadway, New York. Estimated construction cost \$260,000; first year operating cost \$100,000; revenue \$90,000. Studio and trans. locations both Florence. Geographic coordinates 34° 13' 48" north lat., 79° 44' 49" west long. Type trans. Townsend Associates TA-12A; type ant. Alford ACMI-1044, type 4. Legal counsel Marnet & Schneider; consulting engineers David Steel and Associates, both Washington. Principals: Robert L. Helft and John Van Drill (each 50%). Messrs. Helft and Van Drill have minority interest in WNJU-TV Linden, N. J., through New Jersey Television Broadcasting Corp. which is applicant for assignment of CP of WGTT-TV Philadelphia. Action Nov. 17.

APPLICATION

Birmingham, Ala.—Steel City Broadcasting Co. UHF channel 68 (794-800 mc); ERP 32.3 kw vis., 4.34 kw aur. Ant. height above average terrain 708 ft., above ground 361 ft. P.O. address c/o Charles F. Grisham, Box 19, Huntsville, Ala. Estimated construction cost \$242,800; first year operating cost \$331,900; revenue \$250,000. Studio and trans. locations, both Birmingham. Geographic coordinates 33° 29' 07" north lat., 86° 48' 26" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-27DH. Legal counsel Fly, Shuebruk, Blume and Gaguine; consulting

engineers George C. Davis, both Washington. Principals: Charles W. Grisham, Tine W. Davis, Aaron Aronov, John C. Godhold (each 25%). Each has 25% interest in North Alabama Broadcasters Inc., licensee of WHNT-TV Huntsville. Ann. Nov. 19.

New AM station

APPLICATION

St. Maries, Idaho—John H. Matlock and Eugene A. Hamblin db/as Clearwater Broadcasting Co. Seeks amendment to application for CP for new AM on 1600 kc, 1 kw, D. To read: 1480 kc. Ann. Nov. 18.

Existing AM stations

APPLICATIONS

KQIX Lakeview, Ore.—Pacific Northwest Radio Inc. Seeks CP to increase daytime power from 250 w to 1 kw and install new trans., delete remote control. Ann. Nov. 18.

WCHS Charleston, W. Va.—WCHS-AM-TV Corp. Seeks CP to change ant.-trans. location, delete remote control, make changes in ant. system. Ann. Nov. 18.

New FM stations

APPLICATIONS

Moorhead, Minn.—Midwest Radio Co. 98.7 mc, channel 254, 100 kw. Ant. height above average terrain 406 ft. P.O. address Box 2122, Fargo, N. D. 58103. Estimated construction cost \$1,057; first year operating cost \$15,000; revenue \$12,000. Midwest owns KQWB Fargo, N. D. (updated ownership report not yet available). Ann. Nov. 18.

Las Cruces, N. M.—Chaparral Broadcasting Services Inc. Seeks amendment to application for new FM on 95.3 mc, channel 237A, To read: 103.9 mc, channel 280. Ann. Nov. 17.

San Antonio, Tex.—San Antonio College. 90.3 mc, channel 212, 880 w. Ant. height above average terrain 80.9 ft. P.O. address c/o Dr. Clyde R. Nail, 1300 San Pedro Avenue, San Antonio 78212. Estimated construction cost \$15,790; first year operating cost \$2,000; expenses budgeted by board of trustees of San Antonio Junior College District. Ann. Nov. 17.

Ownership changes

ACTIONS BY FCC

WFLA-AM-FM-TV Tampa, Fla.—Granted acquisition of positive control of licensee corporation, Tampa Tribune Co., by Richmond Newspapers Inc. (none before, 50.098% after) through purchase of stock from R. Keith Kane, David Tennant Bryan and Eppa Hunton IV as trustees of estate of John Stewart Bryan deceased, and others.

Application is contingent on application of WRNL-AM-FM Richmond, Va., for acquisition of positive control of parent corporation Richmond Newspapers Inc. by D. Tennant Bryan. Action Nov. 19.

KADI(FM) St. Louis—Granted assignment of license from KADY Inc., owned by Rodney Erickson (95.25%), to Vanguard Broadcasting Corp., owned by Thomas M. Ferguson (7.4%), Charles Rich (18.5%), Lloyd J. Fingerhut (12.3%), David H. Bernstein (6.2%), Sanford M. Shore (9.3%), Jack M. Landau (12.3%), Victor J. Cohn (18.3%), Robert M. Adelson (6.2%), John T. Sweeney (3.1%) and Leonard G. Katz (6.2%). Consideration \$45,000. Mr. Ferguson was account executive at WERB Garden City, Mich., through July 1965; Mr. Fingerhut is secretary of Impact Media Sales Inc., radio promotion firm; Messrs. Rich, Bernstein, Shore, Landau, Cohn, Adelson, Sweeney and Katz have nonbroadcast interests in Cleveland. Action Nov. 17.

KFUN Las Vegas, N. M.—Granted assignment of license from Thunderbird Broadcasting Co., owned by Merle H. Tucker (96.2%), his wife Mida H. Tucker (0.9%) and V. F. Diggs (0.9%); to Roadrunner Broadcasting Co., owned by Merle H. Tucker (90%), his wife Mida H. Tucker (5%) and V. F. Diggs (5% beneficially held as qualifying share). Transaction is for tax purposes with reference to possible sale of KGAK Gallup, N. M., owned by Thunderbird. Consideration \$129,000. Action Nov. 19.

KSWB(TV) Elk City, Okla.—Granted (1) renewal of license; (2) CP to change aur. ERP to 5.25 kw and ant. height to 580 ft., move trans. site, and waived sec. 73.613(a) of rules to change station location to Sayre, and (3) assignment of license from Southwest Broadcasting Co., owned by Lonnie J. and Alice H. Preston, to Bass Broadcasting Co., owned by Sid W. Richardson (62.07%), Gene L. Cagle (19.59%) and Perry R. Bass (15.76%). Consideration \$275,000. Bass Broadcasting is licensee of KFDA-TV Amarillo, Tex., KFDW-TV Clovis, N. M. and KRIO McAllen, Tex. Action Nov. 17.

WHHV Hillsville, Va.—Granted assignment of license from Dale W. Gallimore and Ruth L. Akers db/as Carroll Broadcasting Co. to Carroll Broadcasting Co. Principals wish to transfer liability and responsibility from partnership to corporation. No financial consideration. Action Nov. 19.

WRNL-AM-FM Richmond, Va.—Granted acquisition of positive control of Richmond Newspapers Inc. (parent corporation of licensee corporation WRNL Inc.) by D. Tennant Bryan through transfer of stock from John Stewart Bryan Testamentary Trust of 1944, et al. Action Nov. 19.

APPLICATIONS

KYND Tempe, Ariz.—Seeks assignment of license and CP from KYND Radio Corp. to Rene Cote of Pawtucket, R. I. Consideration \$341,250. Mr. Cote has no other present broadcast interests. Ann. Nov. 19.

KDAS-TV Hanford, Calif.—Seeks assign-

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ment of CP from George L. Naron and C. B. Sweeney (partnership) to KJSV Television Inc., owned by Cy Newman (66.7%), Waldemar Brehm (20.0%), John W. Ahern (6.7%), Robert S. Larson (5.3%), John C. Schmidt (1.3%). Note: shares are not technically subscribed until applicant receives pro forma authority from state of California. Mr. Newman is president of H. D. Productions Inc., Petersburg, Va.; Mr. Brehm is orthodontist; Mr. Ahern is owner of pest control agency; Mr. Larson is general contractor; Mr. Schmidt is insurance broker. Consideration \$90,750. Ann. Nov. 19.

KSSS Colorado Springs—Seeks assignment of license from Hill-Smith Broadcasting Inc. to Northwest Publications Inc. Northwest is licensee of WDSM-AM-TV Superior, Wis.; 50% of Mid-Continent Radio-Television Inc., which controls licensee of WCCO-AM-FM-TV Minneapolis; and 25% of Minnesota Vikings Football Club. Northwest is primarily owned by Ridder Publications Inc., New York, which in turn owns majority interest in licensee of KSDN Aberdeen, S. D.; and majority interests in four daily newspapers. Consideration \$200,000. Ann. Nov. 19.

WDCF Dade City, Fla.—Seeks assignment of license from Pasco Broadcasting Corp. to WDCF Radio Inc., owned by Norman O. Protsman. Mr. Protsman is individual owner of WNER Live Oak and WMAF Madison, both Florida. Consideration: assumption of \$50,000 of liabilities. (Previous application filed by James L. Kirk II was not consummated, Nov. 18.) Application accepted for filing Nov. 18.

WRAM Monmouth, Ill.—Seeks assignment of license from Stephen P. Bellinger, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper and T. Keith Coleman db/as Prairie-land Broadcasters to Stephen P. Bellinger (30% before and after), Joel W. Townsend (15% before and after), Ben H. Townsend (15% before and after), Morris E. Kemper (30% before, 20% after), T. Keith Coleman (10% before and after), and James A. Mudd (none before, 10% after). Mr. Mudd is resident manager of WRAM. Consideration \$17,000. Ann. Nov. 19.

WFIE-TV Evansville, Ind.—Seeks transfer of control of W.A.V.E. Inc. (parent corporation of licensee, WFIE Inc.) from Jane Morton Norton as voting trustee to Jane Morton Norton individually. See WAVE-AM-TV Louisville, Ky. Ann. Nov. 22.

WAVE-AM-TV Louisville, Ky.—Seeks transfer of control of licensee corporation, W.A.V.E. Inc., from Jane Morton Norton as voting trustee of estate of George W. Norton Jr. to Jane Morton Norton individually. Mrs. Norton is to hold 54% of the stock herself and the remaining 46% will continue to be held by Citizens Fidelity Bank and Trust Co. but voted by Mrs. Norton as proxy and attorney-in-fact. No financial consideration. Ann. Nov. 22.

WMUZ Detroit—Seeks assignment of license from William F. Eisemann, administrator of estate of Percy B. Crawford deceased, to Halg Avedisian, administrator of estate of Percy B. Crawford deceased. No financial consideration. Ann. Nov. 17.

KGMO Cape Girardeau, Mo.—Seeks transfer of control of licensee corporation, KGMO

Radio-Television Inc., from Norman W. Wood, Rush Limbaugh Jr., Jim Wilson, George E. Brockhorst, Henry L. Jones and Gerald V. Flynn (each 16.42% before, none after to William M. Bryan (none before, 100% after). Mr. Bryan is applying for sale of his wholly owned station WDEH Sweetwater, Tenn. Consideration \$150,200. Ann. Nov. 17.

KSOP-AM-FM Salt Lake City—Seeks assignment of license from Ralph E. Winn, M. Henry Hilton and Lyle O. Wahlquist db/as Seagull Broadcasting Co. to KSOP Inc. Assignment is pro forma incorporation of previous partnership for legal convenience. No financial consideration. Ann. Nov. 19.

WFRV-TV Green Bay, Wis.—Seeks transfer of control of W.A.V.E. Inc. (parent corporation of licensee WFRV Inc.) from Jane Morton Norton as voting trustee to Jane Morton Norton individually. See WAVE-AM-TV Louisville, Ky. Ann. Nov. 22.

Hearing cases

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting application of Flathead Valley Broadcasters to change operation of station KOFI Kallispell, Mont., from 930 kc, 5 kw, D, to 1180 kc, 10 kw, DA-N, unli; condition, and (2) denying application of Garden City Broadcasting Inc. to change operation of KYSS Missoula, Mont., from 910 kc, 1 kw, D, to 1180 kc, 50 kw-LS, 25 kw-N, DA-N. Action Nov. 23.

OTHER ACTIONS

■ Granted petition by Broadcast Bureau to extend time to Dec. 8 to file exceptions to supplemental initial decision in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action Nov. 23.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., review board (1) denied latter's petition to extend time to file exceptions to supplemental initial decision to and including 30 days following action by board on its petition to reopen record; and (2) extended time to Dec. 2 to file exception to supplemental initial decision. Action Nov. 22.

■ By memorandum opinion and order, commission (1) set aside Nov. 18, 1964, grant of application of K-SIX Television Inc. for new TV (KVER) to operate on channel 13 in Laredo, Tex., and (2) designated it for hearing in consolidated proceeding with application for modification of construction permit and applications of Southwestern Operating Co. for renewal of license of KGNS-TV Laredo, and for construction permit to make certain changes. Issues are to determine whether there are adequate revenues available to support additional TV without loss or degradation of service to area, also comparative considerations. Commissioner Cox dissented in part and concurred in part and issued statement in which Commissioner Lee joined. (On appeal

by KGNS-TV to 1964 grant, court of appeals remanded case to commission for further consideration.) Action Nov. 22.

■ By memorandum opinion and order review board denied appeal by WFTL Broadcasting Co. (WFTL-AM-FM), Fort Lauderdale, Fla., from examiner's Sept. 20 action which denied its petition for leave to intervene in proceeding on application of Boca Broadcasters Inc. for new FM in Pompano Beach, Fla. Action Nov. 19.

■ By memorandum opinion and order review board (1) granted petition by Saul M. Miller and accepted his late filed reply but (2) denied his petition for reconsideration of June 25 decision and for reopening of record in Doc. 14425, 14440. Decision denied Miller's application for new AM to operate in 1510 kc, 250 w, D, in Kutztown, Pa., and that of A-C Broadcasters for new station to operate on same frequency with 5 kw, DA, D, in Annville-Cleona, Pa. Action Nov. 19.

■ Members Nelson, Pincock and Slone on Nov. 17 adopted review board decision granting petition by Antennavision Service Co. Inc. (now American Television Relay, Inc.) to terminate proceedings in Doc. 14436-14340 and granted its applications for renewal of licenses of domestic public point-to-point microwave radio stations KPH82, Wildcat Peak, KPH83, Jack's Peak, and KOU61, Hutch Mountain, Ariz., and modification of license and CP to increase power and change antenna of KOU61, all subject to interim conditions for protection of local TV station set forth in Sec. 21.710(a) of proposed rule making in Doc. 15233. Termination of proceeding and grants of applications are also subject to American's submitting to review board by Feb. 17, 1966, complete showing that terms and conditions of agreement between it and Vumore Co., CATV subscriber, resulting in elimination of any affiliation or control between American and subscriber have been consummated. Agreement was entered into subsequent to Aug. 6, 1963, initial decision which looked toward denying applications.

■ Review board scheduled oral argument for Dec. 17 in proceeding on applications of Lorenzo W. Milam & Jeremy D. Lansman, and Christian Fundamental Church for new FM's in St. Louis. Action Nov. 18.

■ Following stations were granted renewal of license: KAGE Winona, Minn.; KRAI Craig, Colo.; KUBC Montrose, Colo.; KSLV Monte Vista, Colo.; WTCN-TV Minneapolis; KUKA San Antonio, Tex.

KUKA is being advised by letter that in renewing its license commission was placing reliance upon licensee's assurances concerning its future commercial policies and practices. Commissioner Bartley dissented to letter. Commissioner Cox concurred in WTCN-TV renewal. Action Nov. 17.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission, by Commissioners Henry (chairman), Lee, Cox, Loevinger and Wadsworth, on Nov. 22 granted request by ITT World Communications Inc., to extend time from Dec. 1 to Dec. 31 to file reply comments to notice of inquiry concerning authorized entities and authorized users under Communications Satellite Act.

By Acting Chief Hearing Examiner
Jay A. Kyle

■ Scheduled oral argument for Nov. 24 on petition of Potomac Valley TV Co. to change place of Dec. 13 evidentiary hearing from Cumberland, Md., to Washington, in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland. Action Nov. 17.

■ Designated examiners to preside in following proceedings and hearings as shown:
Jay A. Kyle—AM applications of WMGS Inc. (WMGS) and Ohio Radio Inc., both Bowling Green, Ohio; prehearing conference for Dec. 15 and hearing for Jan. 10, 1966;
Chester F. Naumowicz Jr.—AM applications of Rowland Broadcasting Co., (WQIK) Jacksonville, Fla., and Williamsburg County Broadcasting Co., Kingstree, S. C.; prehearing conference for Dec. 15 and hearing for Jan. 17, 1966;

H. Gifford Irion—FM applications of Tri-City Broadcasting Co., Eufaula, and Henryetta Radio Co., Henryetta, both Oklahoma;

Broadcasting

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 24

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,018	22	22	76	384
FM	1,391	26	26	184	256
TV-VHF	471 ¹	22	22	20	151 ²
TV-UHF	93 ¹	17	17	75

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 24

	VHF	UHF	Total
Commercial	513 ³	185	698 ¹
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,013	1,379	564 ¹
CP's on air (new stations)	26	29	37
CP's not on air (new stations)	71	191	94
Total authorized stations	4,110	1,599	695
Applications for new stations (not in hearing)	298	202	89
Applications for new stations (in hearing)	66	43	56
Total applications for new stations	364	245	145
Applications for major changes (not in hearing)	210	52	15
Applications for major changes (in hearing)	36	1	14
Total applications for major changes	246	53	29
Licenses deleted	3	1	0
CP's deleted	0	1	0

¹ Includes two licensed VHF stations and one licensed UHF station off the air.

² Breakdown on UHF and VHF applications not available.

³ Includes three noncommercial stations operating on commercial channels.

prehearing conference for Dec. 16 and hearing for Jan. 12, 1966. Actions Nov. 16.

By Hearing Examiner Basil P. Cooper

■ In Nov. 9 order of examiner in Washington, TV channel 50 proceeding, date for exchange of direct written case exhibits should be changed from Dec. 16 to Dec. 17. Action Nov. 16.

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Co. (KMMJ), Grand Island, Neb., in Doc. 15812-3, denied petition by KMMJ in so far as it requests stay of this proceeding until commission has acted on its pleading to review Oct. 25 action by review board which rejected previously tendered amendment; scheduled evidentiary hearing for Feb. 7, 1966. Action Nov. 15.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by European Broadcasting Union for leave to intervene in proceeding regarding rates, terms and conditions of tariff schedules filed by Communications Satellite Corporation to cover its satellite services to common carriers. Action Nov. 22.

By Hearing Examiner Walther W. Guenther

■ Approved certain procedural rules made at Nov. 19. prehearing conference and transcript of conference and continued Dec. 13 hearing to Jan. 24, 1966, in proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C. Action Nov. 19.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., granted request by Mid-Ocean to continue certain procedural dates and continued Dec. 15 hearing to Feb. 28, 1966. Action Nov. 19.

By Hearing Examiner Isadore A. Honig

Granted motion by Darrell E. Yates (KRBA), Lufkin, Tex., for waiver of Sec. 1.594 of rules, and accepted his Nov. 2

notification of publication and broadcast of notice of hearing, with its AM application remaining in hearing status. Action Nov. 17.

■ Granted motion by Radio Southwest Inc. to extend time from Nov. 16 to Nov. 18 for all parties (other than applicant) to request additional information concerning applicant's engineering exhibits heretofore exchanged and for giving notification as to applicant's witnesses required for cross-examination in proceeding on AM application of Darrell E. Yates (KRBA), Lufkin, Tex. Action Nov. 16.

By Hearing Examiner H. Gifford Irion

■ Cancelled Dec. 14 hearing date and scheduled further prehearing conference for Jan. 7, 1966, in proceeding on applications of Keith L. Reising and Kentucky Central Broadcasting Inc. for new FM's in Louisville, Ky. Action Nov. 22.

By Hearing Examiner Forest L. McClenning

■ In proceeding on FM applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp., Toms River, N. J., granted motion by Ocean County to extend time from Nov. 15 to Nov. 30 to file proposed findings. Action Nov. 16.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on application of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, granted petition by Chicagoland for leave to amend its application to modify details of its financial and equipment proposals. Action Nov. 22.

■ In Chicago TV channel 50 proceeding, in Doc. 15668, 15708, upon request by Chicagoland TV Co. continued date for exchange of exhibits from Dec. 1 to Dec. 8. Action Nov. 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 19

WRKB Kannapolis, N. C.—Granted license

covering change in ant.-trans. location.

WGPA Bethlehem, Pa.—Granted license covering change in ant.-trans. location.

KLIR Denver—Granted license covering change in ant. system.

WLOU Louisville, Ky.—Granted license covering installation of new auxiliary trans.

WRBC Jackson, Miss.—Granted license covering installation of new trans. to be used as main nighttime and auxiliary daytime trans., non-DA, with remote control.

WHAP Hopewell, Va.—Granted license covering installation of new ant. system.

WCRO(FM) Providence, R. I.—Granted license covering removal of vertical polarization from ant.

WRFM(FM) New York—Granted license covering increase in ERP (Main)

KERN-FM Bakersfield, Calif.—Granted license covering change in ant.-trans. and studio location; and installation of new ant.

KCLE-FM Cleburne, Tex.—Granted license covering change in ant.-trans. location; installation of new trans., remote control permitted; installation of new ant.; and increase in ERP and ant. height.

WFMZ(FM) Allentown, Pa.—Granted license covering installation of vertical ant. and operation on vertical ERP.

WKNT-FM Kent, Ohio—Granted license covering installation of new trans., and changing ERP and ant. height.

KFOG(FM) San Francisco—Granted license covering change in vertical ant. and vertical ERP.

KOCM(FM) Newport Beach, Calif.—Granted license covering installation of dual polarized ant.; change in ant. system; and increase in ERP and ant. height.

KWWL Waterloo, Iowa—Granted license covering new auxiliary trans.; remote control permitted; DA.

WRKT Cocoa Beach, Fla.—Granted license covering use of main daytime trans. as nighttime auxiliary trans., DA.

KSPO Spokane, Wash.—Granted license covering increased daytime power, change in studio location, remote control, and installation of new trans.; specify type trans.

KWIC Salt Lake City—Granted license covering change in frequency; increased power; installation of new trans.; change in ant., trans., and studio location; and change in ant. system.

KFQD Anchorage—Granted license covering frequency change.

KODE Joplin, Mo.—Granted license covering change in ant.-trans. and studio location, and changes in ant. system; remote control permitted.

KELO-TV Sioux Falls, S. D.—Granted mod. of license to reduce aur. ERP from 158 kw to 66.1 kw and to change type trans.

KLCN Blytheville, Ark.—Granted CP to replace permit for auxiliary trans.

■ Granted licenses for following FM stations: KGRI-FM Henderson, Tex.; WTRF-FM Wheeling, W. Va., and specify studio location and type trans.; WAAZ-FM Crestview, Fla., and specify type trans. and type ant.; KPLC-FM Lake Charles, La.; WOLA-FM San Juan, P. R.

■ Granted licenses for following AM stations: WEZQ Winfield, Ala., and specify type trans.; WODI Brookneal, Va., and specify type trans.; and WKAJ Saratoga Springs, N. Y.

WHPL-FM Winchester, Va.—Granted mod. of CP to change type ant.; increase ERP to 21 kw; and ant. height to 330 ft.

■ Granted renewal of licenses of following California main stations and co-venting auxiliaries: KBMX Coalinga; KCAL-AM-FM Redlands; KIBS Bishop; KLBS Los Banos; KOXR Oxnard; KVEC San Luis Obispo; KCHQ-FM and SCA Coachella; KEBR(FM) and SCA Sacramento; KPMJ(FM) and SCA Oxnard; KUFY(FM) and SCA San Mateo; *KCRW(FM) Santa Monica; KBVM Lancaster; KGFJ Los Angeles; KKIS Pittsburg; KNKS Hanford; KSBW Salinas; KWG Stockton; KDFM(FM) Walnut Creek; KECR(FM) El Cajon; KRHM(FM) and SCA Los Angeles; *KEBS(FM) San Diego; KCHV Coachella; KHOT Madera; KKOK Lompoc; KOFY San Mateo; KUBA Yuba City; KXOA-AM-FM Sacramento; KEAR(FM) San Francisco; KHIC(FM) Sacramento; *KCMA(FM) San Francisco; *KHSC(FM) Arcata; *KEMR(FM) Loma Linda.

■ Following stations were granted extensions of completion dates as shown: WANY-FM Albany, Ky., to Feb. 1, 1966; WQXR-FM New York, to Feb. 11, 1966; WBRB-FM Mt. Clemens, Mich., to April 15, 1966; WHYZ Greenville, S. C., to May 10, 1966; KASA Phoenix to May 23, 1966; WTEL Philadelphia, to June 14, 1966; WNJZ Port Chester, N. Y., to May 9, 1966; WBEL-FM South Beloit, Ill., to April 30, 1966; WITA-FM San Juan, P. R., to Jan. 30, 1966; WKKD-FM Aurora, Ill., to May 1, 1966; KCRS Midland, Tex. (main), to May 24, 1966;

WRLM(FM) Taunton, Mass., to Jan. 15, 1966; and KERR(FM) Salinas, Calif., to March 10, 1966.

Actions of Nov. 18

*KTCI-TV St. Paul—Granted license for noncommercial educational TV.

KABO Albuquerque, N. M.—Granted license to install new auxiliary trans. at main trans. site; remote control daytime, non-DA.

KYW-TV Philadelphia—Granted mod. of license to reduce aural auxiliary trans. output power from 3.15 kw to 2.18 kw.

■ Granted renewal of licenses for following stations and co-pending auxiliaries: KOLO Reno; KRTN Raton, N. M., and KSEO-FM Durant, Okla.

Actions of Nov. 17

KRGI Grand Island, Neb.—Granted change of remote control authority.

KPTL Carson City, Nev.—Granted CP to change ant.-trans. location, change main studio location, and operate by remote control daytime only.

WEBB Baltimore—Granted CP to install install auxiliary trans. at main trans. site.

WCRT Birmingham, Ala.—Granted CP to change ant.-trans. location and make changes in ant. system.

WMOA Marietta, Ohio—Granted mod. of CP to make changes in ant. system; condition.

KGAS Carthage, Tex.—Granted CP to change ant.-trans. location and delete remote control.

WJQS Jackson, Miss.—Granted CP to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; and to install new trans.; remote control permitted; conditions.

WFMY Greensboro, N. C.—Granted licenses covering changes for main trans. and ant., and to utilize former main trans. as alternate main trans.

*WGBH-TV Boston—Granted CP to change ERP to 49 kw vis., 5.01 kw aur.; change trans. and studio location; type ant.; ant. height to 1,040 ft., and make other equipment changes.

*WHIQ Huntsville, Ala.—Granted extension of completion date to Dec. 12.

■ Following stations were granted remote control authority on dates shown: KBYU-FM Provo, Utah; WHFS Bethesda, Md. (Actions Nov. 15); WDAE-FM Tampa, Fla. (Action Nov. 10), and KBMC Eugene, Ore. (Action Oct. 28).

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Live Oak, Fla.—Norman O. Protsman (WNER). Requests amendment of rules as follows: Green Oak Springs, substitute 224A for 296A; Live Oak, substitute 290 for 221A; Madison, substitute 285A for 290; Starke, substitute 296A for 288A. Ann. Nov. 9.

■ Cleveland—Superior Broadcasting Corp. Requests amendment of table of assignments as follows: Cleveland—from 3, 5, 8, 19, *25,

61 to 3, 5, 8, 19, *25, 43; Lorain—from 43 to 61. Ann. Nov. 10.

■ Washington—National Committee for Utilities Radio. Requests amendment of rules to provide for regular assignment of certain so-called "band edge" or "guard band" frequencies in frequency band 152-160 mc to radio service whose allocations are immediately adjacent to particular frequencies involved. Ann. Nov. 10.

■ Henryetta, Okla.—Henryetta Radio Co. (KHEN). Requests amendment of rules so as to add channel 258C, 99.5 mc to Henryetta. Ann. Nov. 15.

New call letters requested

■ Chatham, Va.—George G. Beasley. Requests WKBY.

■ Allentown, Pa.—Muhlenberg College. Requests WMUH.

■ Urbana, Ill.—Illini Publishing Co. Requests WPGU.

■ Waco, Tex.—Baylor University. Requests KWBU.

■ Dumas, Ark.—Alan W. & Mrs. T. W. Eastham & Thomas O. Graves. Requests KDDA.

■ Kansas City, Mo.—Westport Television Inc. Requests KBMA-TV.

■ Hot Springs, Ark.—Radio Hot Springs Co. Requests KGUS.

■ WSTI St. Ignace, Mich.—Mighty-Mac Broadcasting Co. Requests WIDG.

■ Lubbock, Tex.—K-B Co. Requests KKBC-TV.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 23, 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.

■ Merced, Calif.—General Electric Cablevision Corp., a subsidiary of General Electric Co., Schenectady, N. Y. (group owner), has been granted a franchise. Under the agreement the firm will charge \$4.55 installation fee and a \$4.95 monthly service rate.

Redding, Calif.—Happy Valley Telephone Co. has applied for a franchise to serve part of Shasta county, Calif. Finer Living Inc., Redding, has also applied for a franchise to serve nonincorporated areas of western Shasta county.

Palisade, Colo.—Community Television Inc., Grand Junction, Colo., has applied for a franchise. The firm would pay the city 2½% of the gross revenue. Wentronics Inc., Casper, Wyo., is also an applicant.

■ Mattoon, Ill.—Two firms have been awarded 20-year franchises: Central Communications Co., a subsidiary of Illinois Consolidated Telephone Co., and General Electric Cablevision Corp., a wholly owned subsidiary of the General Electric Co. Central Communications will pay 4% and provide 20 free connections initially, and General Electric will pay 4½% of the gross monthly service charges, providing free service to city hall, schools, police and fire stations.

Savannah, Ill.—Three firms have applied for a franchise. They are: TH Publishing Corp., Savannah, Ill., Soundvision Inc., Dixon, Ill. and Galena Cable Inc.

■ Watseka, Ill.—Iroquois Cable Co. (Lloyd Kingdom, president) has been awarded a franchise. The firm will offer nine television and FM radio signals.

■ Angola, Ind.—Twin Valley CATV Inc., Hillsdale, Mich. (Howard Sharpley, president), has been granted a franchise. The company will provide free service to hospitals, schools and municipal buildings. Customers will be charged \$15 for installation and \$4.75 monthly.

■ Albion, Mich.—Wolverine Cablevision Inc., a subsidiary of Time-Life Broadcasting and Fetzer Broadcasting Co., has been granted a franchise. Triad Stations Inc. (WALM Albion, Wis.) also holds a 10-year franchise.

■ South Haven, Mich.—General Telephone

and Electronics has been granted a franchise.

Perryville, Mo.—Donze Enterprises Inc., Perryville (Elmer L. Donze, president), has applied for a franchise. The firm would charge a \$15 installation fee and a \$5 monthly service rate.

Wayne, N. J.—Tele-Mark Communications, Newark, N. J., has applied for an exclusive franchise. Under the agreement the firm would charge a \$15 installation fee and a \$5 monthly service fee. The firm is represented by William J. Daisey.

■ Clayton, N. Y.—A franchise has been awarded to Clayton TV Cable Inc. Bob Davis is president of the company.

■ Manlius, N. Y.—The New Channels Corp. (WSYR-AM-FM-TV [Newhouse Broadcasting] Syracuse, N. Y.) has been awarded a franchise. Installation fee will be \$19.50 with a \$5 monthly service charge.

Newburgh, N. Y.—Time-Life Broadcast Inc., a group broadcast owner, has applied for a franchise. Hightower Telesystems Inc. (Henry J. O'Neill, president), already has a nonexclusive franchise in the area.

Ravenna, Ohio—Armstrong Utilities Inc., Kittanning, Pa., has applied for a franchise. The firm would pay 3% of the gross receipts and would charge a \$4.25 monthly fee.

Vermilion, Ohio—Lorain Cable Television Inc. (Harry R. Horvitz, president) has applied for a 25-year franchise. The firm was recently awarded a franchise in Lorain, Ohio.

Cain, Pa.—Two firms have applied for a franchise: Chester County Broadcasting Co. (WCOJ Coatesville, Pa.), and Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia). Chester County Broadcasting currently holds a franchise in West Chester, Pa.

Hanover, Pa.—The Hanover (Pa.) Evening Sun has applied for a franchise. A previous applicant is Radio Hanover Inc., which operates WHVR Hanover.

■ North Apollo, Pa.—GT&E Communications Inc., a subsidiary of General Telephone Co., has been granted a franchise after reaching an agreement with the Kittanning Telephone Co. for the use of telephone poles. The installation fee will be \$10.00 with \$4.00 monthly service fee.

■ Spring Twp., Pa.—Suburban TV Cable Co. has been granted a nonexclusive franchise. The firm has been granted similar franchises in Shillington, Mohnton and West Reading, all Pennsylvania.

West Whiteland, Pa.—Chester County Broadcasting Co. (WCOJ Coatesville, Pa.) has applied for a franchise. Chester County Broadcasting already holds a franchise in West Chester, Pa.

Eau Claire, Wis.—Gene Halker, Ashland, Wis., has applied for a franchise. The firm would charge a \$5 monthly fee and would pay the city \$500 annually plus 2% of the gross income. Halker has systems in Ashland and Merrill, both Wisconsin.

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BROADCASTING

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- All other classifications, 35¢ per word—\$4.00 minimum.
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RADIO

Help Wanted—Management

Manager-sales manager, midwest non metropolitan market. Opportunity unlimited with expanding group. Successful employment and credit record essential. Box L-80, BROADCASTING.

Manager-Metropolitan market over 200,000 population. Outstanding opportunity for man with proven record in sales and/or management. Complete resume, photo, references 1st letter. Must stand rigid investigation. Box L-114, BROADCASTING.

Selling manager needed at Maryland day-timer. Write: Manager, P.O. Box 28, Westminster, Maryland, or phone 301-848-5511.

Aggressive manager needed for one of the larger New York State markets. Sales, and administrative experience with a popular music station. Excellent opportunity for growth in a broadcasting group. Send resume, and letter to Box B-1979, 125 W. 41st, N. Y. 36.

Sales

Earn \$10-\$15,000 per year in top midwest small market regional sales opportunity. Will train if you have broadcast experience. Protected accounts. Guarantee. Good rate card. Sales management opportunity. Don't accept another position until you learn about this one. Write Box L-34, BROADCASTING.

Aggressive, skilled and experienced radio time sales man, top notch customer list and presentation story. 50 kw quality music station in top 5 maj. market. You must have had tested & proven career in broadcast sales. Syndication experience helpful. Send resume, picture, references. Box L-195, BROADCASTING.

Sales-announcer—Must pull morning shift and sell. North Florida metro market offers excellent opportunity and working conditions. Send resume and tape to Box L-220, BROADCASTING.

Like to be with number 1? Experienced radio salesman is wanted. Good opportunity for proven, family man of 30-40 years of age. Good salary gets you started, plus active account list, in one of Wisconsin's fastest growing markets. An ideal opportunity in an ideal city. Right now, write now! Box L-291, BROADCASTING.

Needed immediately a well qualified sales manager. Excellent base, plus strong incentive. Midwest network, full timer. Box L-295, BROADCASTING.

Aggressive, experienced salesman for New York suburban area station. You must have proven track record. Salary, excellent commission, company benefits. Complete resume required. Write Box L-299, BROADCASTING.

Unlimited opportunity for aggressive experienced salesman in two-station midwest market of 150,000. Call 815-727-5176 or send resume. Box L-307, BROADCASTING.

Good music station in state of Washington. Announcing ability helpful. Must be experienced. Box L-328, BROADCASTING.

Washington, D. C.'s No. 1 radio station looking for hard driving salesman. Opportunity to earn big money with a group operation and advance to management. Best salary and incentive plan in market. Call or write Mr. Charles Stewart, WOL Radio, HO 2-3900, Washington, D. C.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

Help Wanted—Announcers

Swinger for No. 1 rated top 40 station, metro market—quarter million population. Send aircheck, resume, photo. Box L-116, BROADCASTING

Afternoon drive-rock station in market over 200,000 looking for man with proven ratings record. Tape, references, picture, 1st letter please. Box L-139, BROADCASTING.

Morning man—popular music station with top ratings. Must have mature voice, tight board. Resume, tape, snapshot to Box L-140, BROADCASTING.

Are you looking for a spot to become a great morning man? Top medium market station, northeast, is looking for a well read adult AM announcer. We need a man who is clever, up on current events, and wants to become totally involved in the community. He must be able to handle conversation radio. Top salary, and you become part of a large chain with opportunities in TV and FM as well. Rush resume and tape to Box L-157, BROADCASTING.

Leading station in Western Michigan is seeking experienced announcer-dj—strong on music & news. Good pay, fringe benefits. Opportunity for TV com'l's. Send tape, photo & resume to Box L-169, BROADCASTING.

Announcer-sales—Morning man who can do some sales for north Florida metro market. Excellent opportunity and working conditions. Send resume and tape to Box L-219, BROADCASTING.

Eastern Iowa, first station in market needs competent staff announcer. Please send tape, references and picture to Box L-223, BROADCASTING.

Solid Oklahoma AM, needs personality with air salesmanship. Immediate opening, send full information and tape. Third ticket, first preferable. Box L-225, BROADCASTING.

Major Ohio market top 40 station looking for mature voiced daytime dj. Send tape, resume and salary to Box L-231, BROADCASTING.

Wanted: Announcer-salesman to help overburdened station manager in small market station in New Hampshire. No kids, please. Send tape, resume and salary desired to Box L-232, BROADCASTING.

There will soon be an opening for an afternoon drivetime personality in medium size midwest market. We are top rated in this market of over 300,000. Our requirements: Bright, clever, humorous, fast moving type air work and ability to become a member of a team effort. Send complete resume and tape to Box L-257, BROADCASTING.

1st phone announcer. Bright sound, tight board. Eastern Kansas AM station. Send resume, photo and tape to Box L-271, BROADCASTING.

Experienced classical music announcer. No affections. Voice with a midwestern American sound. Language-oriented. Control room operation oriented. To work for San Francisco classical music station. Send letter with bg info only to Box L-290, BROADCASTING.

New Jersey: Adult music station 1 hour from New York seeks experienced announcer-newsman. Send tape, resume. Box L-309, BROADCASTING.

DJ with first phone wanted for central New York evening show. Good working conditions. Box L-314, BROADCASTING.

Announcers—(cont'd)

One of Florida's most progressive, contemporary music stations, in one of the state's most beautiful beach resort cities seeks a bright, smiling but not screaming personality. Our sound has captured a 200 mile area and we want a swinger to join our professional team. All new studios, good creative production a must, chance for sales. Send tape, photo and resume immediately. Box L-315, BROADCASTING.

Top 40 dj for fast moving, promotion minded station in New England. Resume, tape and photo. Box L-325, BROADCASTING.

Personality deejay for mid-western market of 35,000. Some experience necessary. No floaters. Good working conditions. Starting salary: \$90. Send tape and resume to Box L-326, BROADCASTING. Tapes will be returned.

Kentucky CBS Radio affiliate has opening for versatile and dependable announcer. Should be able to do adult-music programs; write and deliver professional quality newscasts, and fill in on play-by-play football and basketball. Sales ability not necessary but helpful. Must have third class license. Send complete background, recent picture, tape, work and character references, plus expected starting salary. Box L-327, BROADCASTING.

Program director for Country station in one of nation's top 10 markets. Above average salary and full potential of major market success to man who can produce successful modern country sound. Limited air shift, prefer man with PD experience but will consider all knowledgeable applicants. Rush tape and resume to Box L-340, BROADCASTING, it may well be the best move you will ever make!

DJ-salesman . . . must be sharp . . . wanted for middle-of-the-road format. Excellent facilities and working conditions, in the entertainment capital of the world. Salary plus commission. Chance for excellent income. Send resume, photo, etc. Box L-341, BROADCASTING.

Morning man with production ability and smooth professional delivery to do bright but natural sounding morning program with emphasis on time, temperature, road reports, sports, and brief items of local interest. This is two station small-medium market in desirable upper midwest city. Good music format. Salary \$600 month. Box L-347, BROADCASTING.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Morning man wanted—KROS, Clinton, Iowa needs mature, wake-up man who is also interested in adding to income through sales. Tape, references, picture first letter please. Replies to General Manager, KROS, P.O. Box 518, Clinton, Iowa.

Arkansas directional needs first phone announcer no maintenance. George Whitaker, Manager, KZOT Marianna. 501 CY 4-2195.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

Michigan station—Immediate opening for experienced announcer. Adult format. Good working conditions. Send tape, resume and photo to Leo Jylha, WBCM, Bay City, Michigan.

Mature, experienced announcer—not a dj—wanted for highly regarded good music station in medium size growth market between Birmingham and Atlanta. Must be strong on news and production. Opportunity to advance to program director. No drifters, drinkers or persons with bad credit will be considered. Must be draft exempt. Send air check, complete resume, expected starting salary, and photo. All material will be returned. No phone calls, please. WDNG Radio, P.O. Box 1290, Anniston, Alabama.

MARION, Ohio, circa 1940—conservative, population 30,000 and diminishing, schooling inadequate, recreational facilities nil, hospital facilities worse, disadvantages many. But it wasn't despite these disadvantages that Robert Tussing Mason decided that Marion would be the site of his radio station; it was because of them.

Fortunately the picture wasn't entirely black. The town did have one important advantage: It was large enough to support a radio station. And besides, within a seven-county area, there was no other.

On Dec. 23, 1940, WMRN went on the air. It provided fuel for Marion's dying motor by promoting a new hospital, new Salvation Army citadel, new Catholic high school, new community swimming pool, and last year, it helped raise the funds to bring a branch of Ohio State University, Mr. Mason's alma mater, to the town. Besides all this, the station even found time to make money.

Robert Mason was born in Milwaukee in 1900. He graduated from Ohio State in 1922. In 1923 he joined Penton Publishing Co., in Cleveland. There he moved from associate editor through a succession of positions including director.

In 1938, he left Penton in search of a business of his own. While planning for this business, he joined *Newsweek* magazine in New York as a circulation specialist. Finally in 1940, Mr. Mason and his brother Frank, then a vice president for NBC, decided to apply for a radio license, and they made Marion the place. Frank Mason subsequently sold his interest and entered government service.

Need for Radio ■ Bob Mason was familiar with Marion's need of someone to awaken it from its slumber. There was no better way, he felt, than the natural choice for community leadership, a radio station. As he puts it, radio "must not wait until it is called upon for its services. It must use more than its time and frequency. It must use its initiative, intelligence, enthusiasm and aggressiveness."—precisely what WMRN did.

Bob Mason not only spoke through his station, he got into the center of things and spoke to the town in person. He joined, and became president of the chamber of commerce, organized and headed a recreation board, served on the park board, and campaigned for the betterment of almost anything including streets, fire equipment and policing.

In 1947, he went on the air with *As We View It* and became one of the first broadcasters to editorialize.

It didn't take long for others to realize that having Bob Mason around meant getting things done. In 1947 he was elected president of the Ohio Association

He didn't wait to be asked to serve

of Broadcasters (which recently presented him with its first annual "Man of the Year" award), while filling, at the same time, the National Association of Broadcasters' post of director-at-large for small stations. He was director

WEEK'S PROFILE



Robert Tussing Mason—Pres. and treas. WMRN Marion, Ohio; b. Oct. 3, 1900; Ohio State U., 1918-1922; BA; Sigma Delta Chi, 1920; S. W. Straus & Co., 1922; assoc. editor, promotion mgr., circulation dir., sec. and dir., Penton Publishing Co., Cleveland, 1923-38; circulation specialist, 'Newsweek' magazine, New York, 1940; pres. and treas., Marion Broadcasting Co. since 1940; pres. Marion Chamber of Commerce, 1946-48; pres., Ohio Association of Broadcasters, 1947; dir., National Association of Broadcasters, 1947-48 and 1960-64; vice chmn. radio board, 1959; dir., Radio Advertising Bureau, 1955-58; labor relations committee, U.S. Chamber of Commerce, 1954-55; chmn. 5th district legislative committee, Advertising Federation of America, 1953, national legislative committee 1954; AFA, 5th district, "Man of the Year" award, 1954; chmn., All-Industry Radio Music License Committee since 1958; pres., Community Broadcasters Association since 1958; National Headliners Award for editorials, 1960; Ohio Association of Broadcasters "Man of the Year" award, 1965; junior warden, St. Paul's Episcopal Church since 1954; m.—Mary N. Chaplin, Dec. 26, 1922 (deceased); children—Robert T. and Mrs. Virginia Mason Browning; remarried—Caroline; hobbies—golf, politics, community activities.

of the Radio Advertising Bureau from 1956-58, has been president of the Community Broadcasters Association since 1958, and also has been chairman of the All-Industry Radio Music License Committee since 1958. Emmanuel Dannett, counsel to the Radio Music License Committee, stressed the "wonderful job in keeping the cost of music at a reasonable level," that Mr. Mason has been doing.

But there's always time to attend parties or to join his wife Caroline in playing a few bars on the antique pump organ in the recreation room of his home. And time also to attend the local Mustache Club, which he not only founded but enhances with his own neatly trimmed addition.

Mr. Mason isn't a hard man to spot in Marion. He's easily identifiable by his yellow beret or perhaps the slightly more conservative black one. And in his lapel there is a boutonniere picked, most likely, from the garden in front of WMRN's studios.

Do's and Don'ts ■ When evaluating the mistakes he had made upon first entering the broadcasting field, Bob Mason was able to summarize some "do's and don'ts." "I knew I was going to make mistakes in radio. And I knew that the best way to avoid as many as possible was to learn all I could from those who were in the business. But some things I didn't learn—the pitfalls that face every new station operator," he told the NAB in 1947.

He decided "I would have a firm clear station policy on political broadcasts religion, labor, public and other controversial issues. And after I had established such a policy, I would stick to my guns. I wouldn't let anybody bulldoze or scare me into vacillating."

Another point Mr. Mason brought out was the importance of listening to his own programs "enough to qualify [him] as a judge of their quality. I wouldn't wait for my friends and neighbors to tell me what is on my station." But, above everything else, he emphasized the importance of fulfilling what he considers the major responsibility of broadcasters: to be of continuous motivation to their communities and to bring about the community's progress.

In December WMRN will celebrate its 25th birthday. Both the town and the station have come a long way since 1940 and still they continue to work together with no plans of stopping.

Mr. Mason is as active as ever, travelling throughout the country to speak at various association meetings and serving on the national council of the Boy Scouts of America. He demands perfection in everything he does and gets at it. As one member of his staff put it, Things crisp up when Mason's around."

Keep the leash off TV

THE chairman of the Association of National Advertisers has proposed a massive study by a special commission to plan the future of American television. "Only in that way," said Thomas B. McCabe Jr., marketing vice president of Scott Paper Co., in his speech to the ANA's annual meeting two weeks ago, "will we ever develop a national policy that makes sense."

Mr. McCabe cannot be faulted for wishing to visualize an orderly future for an enterprise that is creating new problems faster than it can solve those on hand. It would be reassuring to Mr. McCabe and to everyone else whose own fortune is in some way related to TV to know how everything was going to turn out.

There is, however, no reason to suppose that a national commission could wrestle television's future into submission—unless the product of the commission's work is a federally imposed and supervised scheme of operation that meticulously sets out the assignments and functions of every component of whatever grand design the government decrees. It is hard to believe that Mr. McCabe really wants that sort of result.

Mr. McCabe, other advertisers, and their advertising agencies are understandably concerned about the possible effects on the present television system of such potentials as wired television, pay television and satellite television. They are also concerned about the more immediate problems of dealing with the three networks that constitute the dominant force in today's television system. As Richard A. R. Pinkham of the Ted Bates agency told the ANA: "The networks are getting tougher and tougher to deal with as the demand for time expands."

The solution to Mr. Pinkham's problem is more likely to come from an increase of competition among outlets for his advertising than from artificial restraints on the operations of the system now in being. The market will adjust itself as new stations come on the air and new selling combinations are created.

So it should be with other developments that may occur. Each should be given a chance to compete, as long as that chance does not, by government favor, unfairly disadvantage the established operations. A free market will do more for television than an authoritarian plan can do.

Salvation in a coffee pot

THE 1965 road show of the National Association of Broadcasters closed last week. These were the best-attended regional meetings ever, and the NAB staff has reason for elation.

Great interest was shown in the new logging requirements embodied in the FCC's recently adopted radio license-renewal form. NAB spokesmen did what they could with what they had, but what they had wasn't good.

The new form, a decade in the making, imposes new and illegal hardships upon broadcasters. It is another strand in the FCC hangman's noose that includes commercial limitations, promise-versus-performance and the fairness doctrine—all in contempt of the basic statutes.

The FCC has met no challenges because no broadcaster would risk his license by going to court. The FCC staff merely has to question a particular practice. Invariably the licensee conforms by cutting back commercials, originating more local live programs (notably in TV) or by doling out time to nobodies.

A way should be found to challenge the constitution-

ality of the FCC's acts in programing and business affairs, and perhaps the way is this: to lay a license on the line, but on a "laboratory" basis.

Suppose a group of broadcasters should buy a sick station in a fringe market. Suppose a retired broadcaster of impeccable reputation (John Patt, Bob Swezey or Don Davis are three that come to mind) took over policy direction. An advisory committee of some of Washington's leading practitioners would contribute their counsel.

Let the station ignore the FCC's renewal form except for the technical and non-programing, non-business provisions and the flat statement that the station "will serve the public interest, convenience and necessity."

The FCC must take punitive action unless it dares to ignore its own precedents, or tries an end-run around the programing and business issues. An appeal would be automatic and the road would lead to the Supreme Court.

Broadcasters contributing to the test would not be in trouble. The FCC repeatedly has held that only the license of a particular station under attack is in jeopardy.

Are there volunteers?

Back where it belongs

IN creating for itself a separate committee to be concerned exclusively with radio, the Association of National Advertisers has taken a step that, we hope, ANA members individually will emulate in great numbers. It has taken radio out of the shadow of television and put it into perspective as a major sales instrument in its own right.

Formation of the committee may stir old memories. Broadcasters who were in radio when television first began to come on big will not recall the ANA radio committee of those days entirely with favor. That committee, then known as the ANA Radio and Television Steering Committee, created an uproar in 1950 by virtually demanding across-the-board cuts in radio rates to compensate for the growth of TV audiences. Radio rates today being what they are, however, it would seem that only the most suspicious broadcaster—and the most nervous—could seriously fear a repetition of that foray.

This is not to say that the committee and radio broadcasters will see everything in the same light. But they have a common goal in improving the effectiveness of radio advertising, and to the extent that they can work out their problems and achieve this goal together, bigger as well as more effective budgets will result.



Drawn for BROADCASTING by Sid Hix

"I say there's too damned much violence on television!"