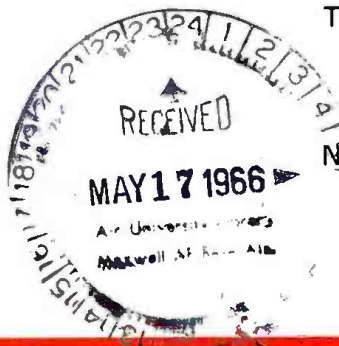




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIAL ACG SEC
AIR UNIV LIB
BLDG 1405
MAXWELL AFB AL 36112
BC EXP 1/67



TV sales abroad expected to hit \$80 million in '66. p27
ABC-TV unveils new rate card at hearing on Hill. p50
Mutual goes to seventh owner for \$3.1 million. p46
NAB clinics analyze hits, misses of radio programs. p70

COMPLETE INDEX PAGE 7

Each week more people spend more time with WCCO television
than with any other Twin City TV station, Twin City Radio station,
*or Twin City newspaper**

(2,334,400 DIFFERENT PEOPLE)

(16,574,000 VIEWING HOURS)

Based on January 1966 ARB, Sign-on to Sign-off (Twin City Market) and special ARB Tab.

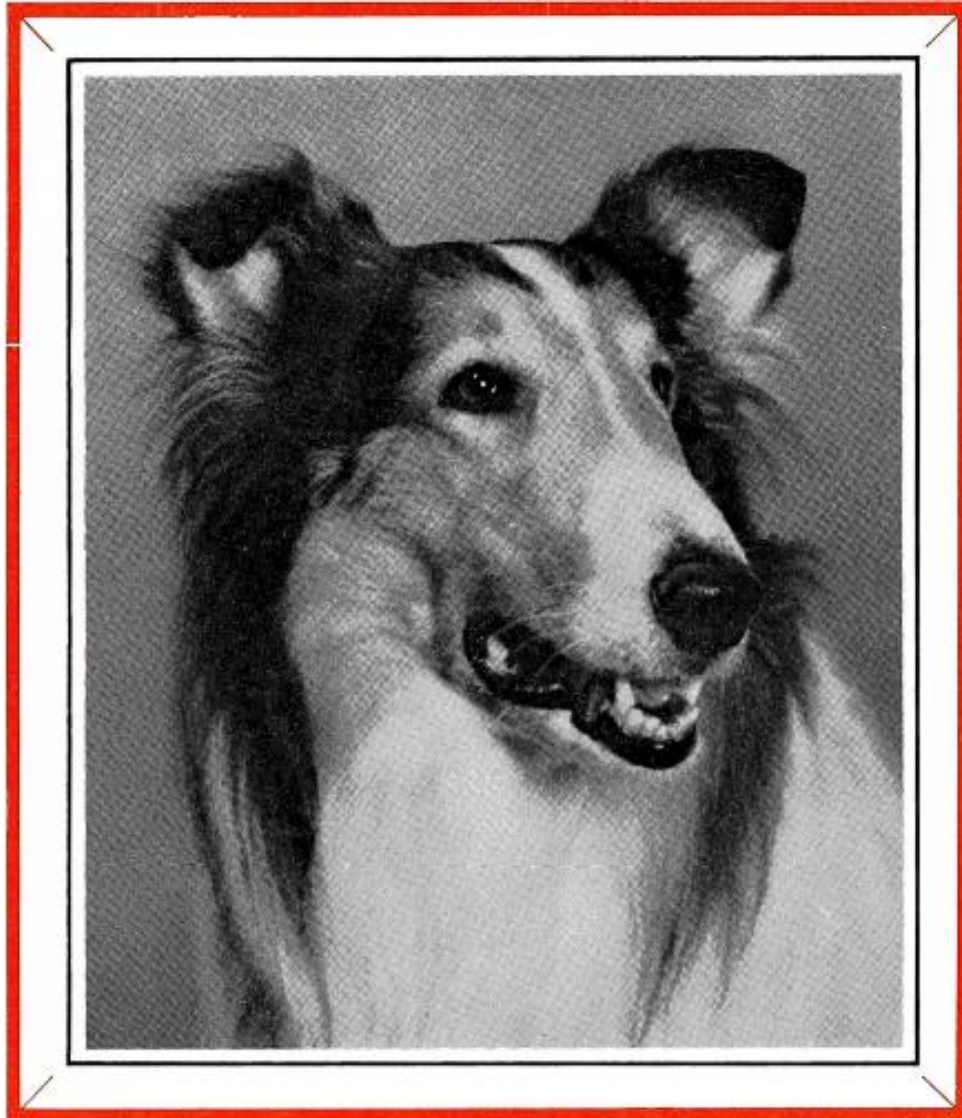
**NOTE: Audience data are estimates only, based on information supplied by indicated source, and subject to the limitations thereof.*

Other Measure of the Difference Between Good and Great in the Twin City

Communications Media.



Reps. Peters, Griffin, Woodward, Inc.

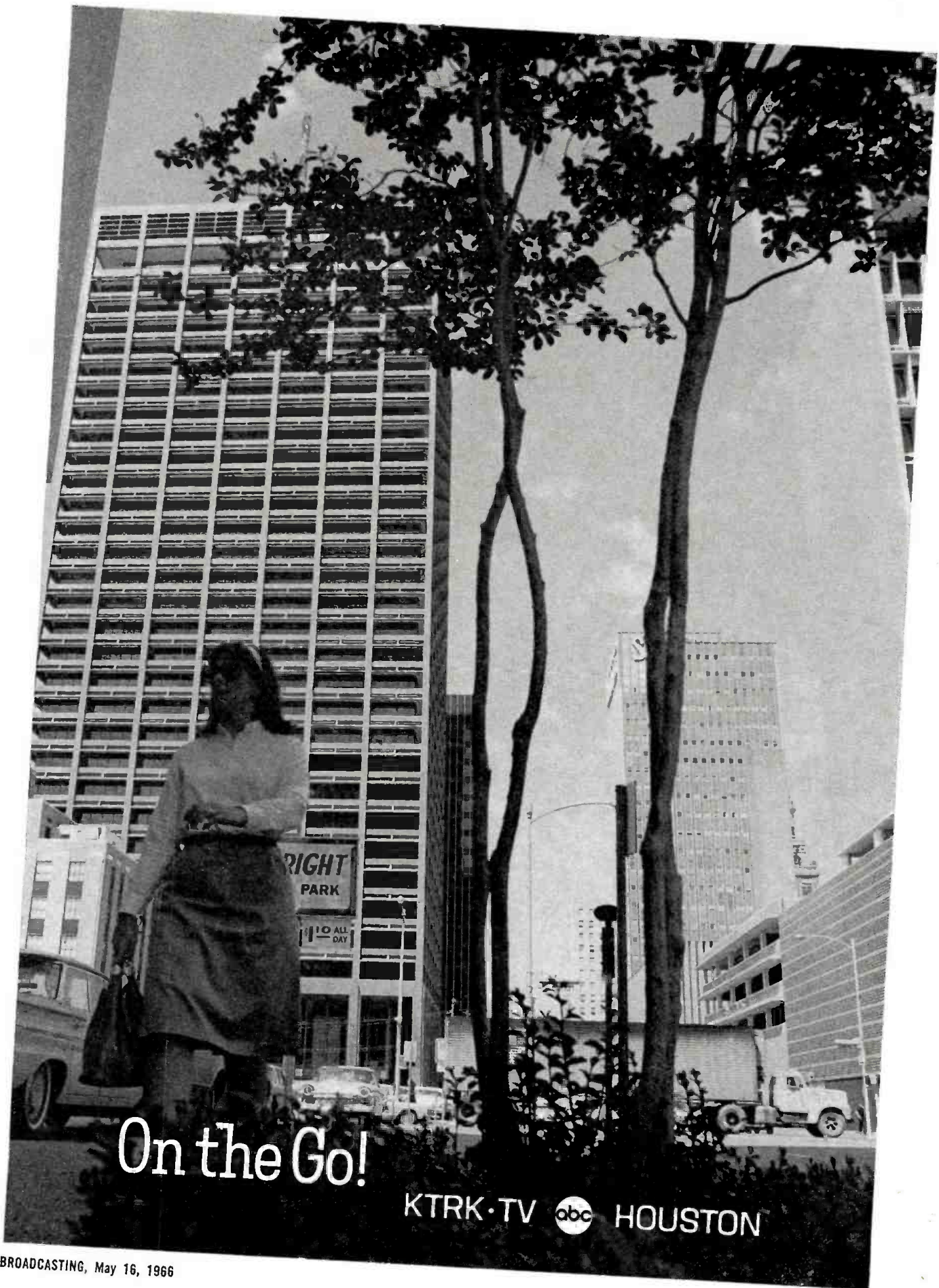


LASSIE

Lassie, television's most beloved and most publicized all-family show is now available to you. We are offering 156 first-time off-the-network episodes entitled "Timmy and Lassie." For information wire or phone collect to

Telesynd A DIVISION OF WRATHIER

375 PARK AVENUE NEW YORK, N.Y. 10022
HARDIE FRIEBERG, President 212 PLaza 2-3210



On the Go!

KTRK-TV abc HOUSTON

BROADCASTING, May 16, 1966

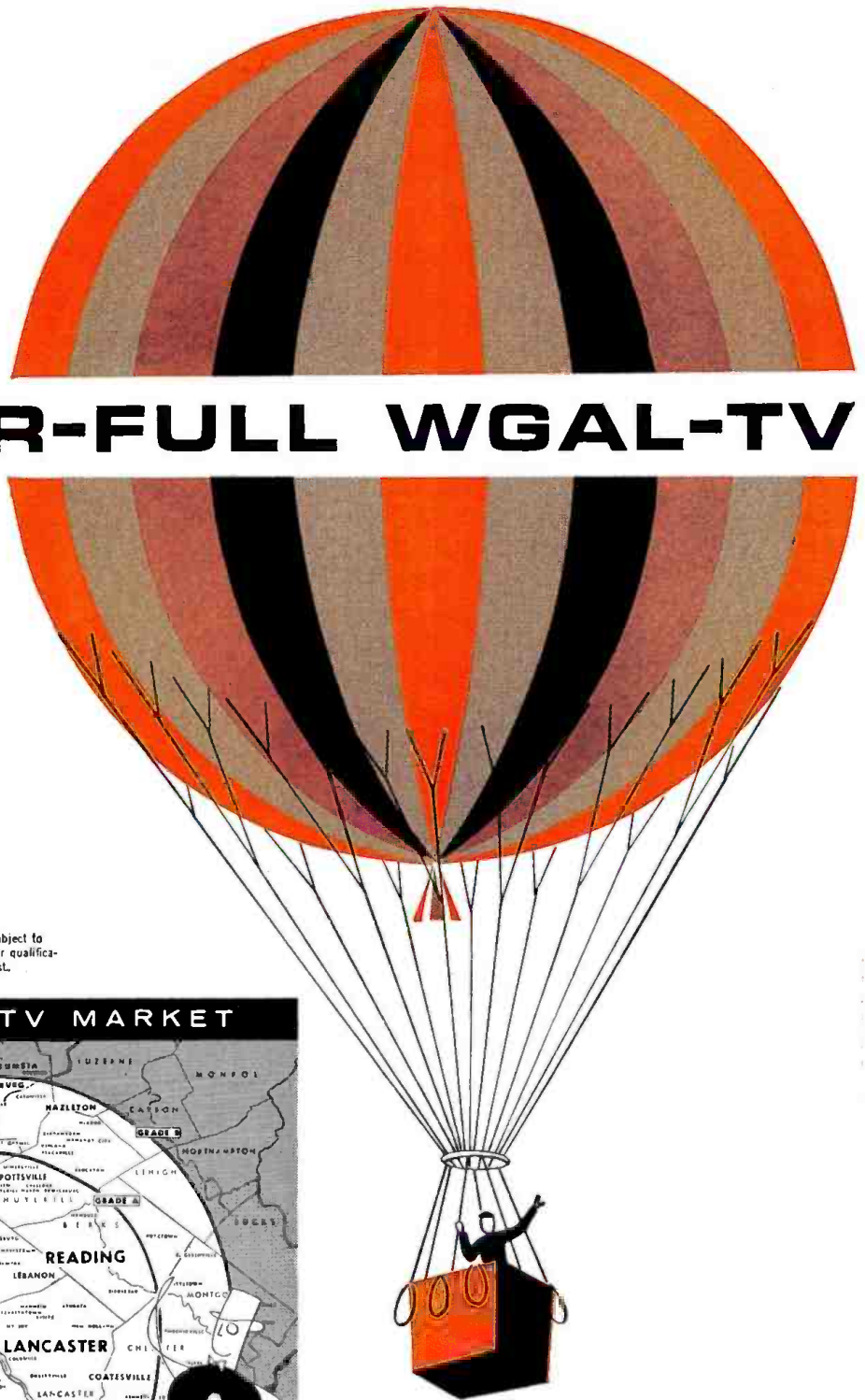
COLOR-FULL WGAL-TV

for soaring sales

Channel 8 brings color to a vital, growing multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas.

All local programs are colorcast live, on film, tape, or via color tape recorders to a market with 18% color penetration.* Give your product the exposure, the advantage, the appeal of color-full WGAL-TV and watch sales soar.

*This statistic is based on Nielson estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.



WGAL-TV

Channel 8 • Lancaster, Pa.

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

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

Fourth network?

Mutual may start television network if plans of its new owners work out. Buying group, which is expected to take over by July 1 (see page 46), wants to acquire both radio and TV stations, but recognizes that there's seller's market for both. It also has in mind eventual development of TV network, starting with relatively modest schedule of evening programming. Robert Hurlleigh, who stays on as MBS president, has already conferred on plans with new principals.

Points of contact between Mutual's present owner, 3M Co., and Ohio-based group to which it's selling Mutual are William L. McKnight, 3M chairman, and Loren M. Berry, chairman of L. M. Berry Co., telephone-directory firm in Dayton, Ohio. Messrs. McKnight and Berry are longtime winter neighbors in Florida. When Mr. Berry's son-in-law, John P. Fraim, who's vice president of Berry company, got notion of making bid for Mutual, Mr. Berry set up meeting with 3M principals through Mr. McKnight.

Auto business

Major auto company production cutbacks to adjust inventories are unlikely to hurt heavy advertising campaigns in TV or radio, Detroit station representatives feel. Situation actually may generate even more spot dollars if dealers need extra help in July-August period clearing decks for new models. Outlook for 1967-model drives may depend on buyer mood between now and then. So far this year auto money is well ahead of last year in both media, especially radio.

Head to head again

It's still unofficial, but it seems virtually certain all three TV networks, for second year in row, will kick off new programming for fall season on same date. Sept. 11 is pencilled in as Premiere Day on ABC-TV, CBS-TV, NBC-TV, weekend after Labor Day and virtual end of summer vacation season.

Petry goes abroad

Talks are approaching final stage on deal in which Edward Petry & Co., pioneer station rep, would become associated with major European rep and thus embark on what it expects

CLOSED CIRCUIT®

to become fully international operation. Setup, believed to be first of its kind by independent rep, would give Petry stations services abroad similar to those provided by Petry in this country. New alliance would work at highest levels to promote expansion of overseas businesses into U.S. market and, since most are now oriented toward newspaper or network TV advertising, would show them uses and advantages of spot broadcasting over others.

European company is Television International Enterprises (TIE), headed by Colonel David Sterling, one of Britain's biggest war heroes. Export-import officials are said to have indicated full support for efforts to get major European manufacturers to become more involved in U. S. economy. When deal is set, Petry's overseas operations will have headquarters in London with more than score of people working on broadcasting from beginning.

Room at the top

Change in top management of CBS-owned WCBS New York is in offing with expected resignations of Ralph W. Goshen as vice president and general manager of radio station. Top contender reported for Mr. Goshen's slot is John O. (Jack) Downey, vice president and general manager of CBS-owned WCAU Philadelphia. Mr. Goshen's plans are not known at this time.

Visitor's bureau

National Association of Broadcasters is aiming for fall start of plan to have U. S. broadcasters sponsor foreign broadcast newsmen in this country for extended stay. However, NAB is suggesting to Leonard Marks, director of U. S. Information Agency, father of plan, that 30-day visits might be more within range of U. S. broadcasters than originally proposed 60 days.

Mr. Marks made proposal last fall at Broadcasters Promotion Association convention, and NAB subsequently got in act to handle details. NAB inquiry among larger members indicated only about dozen that felt they could afford cost of bringing foreign broadcaster over and putting him on payroll for two months. Association thinks more

broadcasters might go along with shorter visit period. NAB hopes to bring over all broadcasters at one time.

Help wanted

It will be few weeks before FCC takes up broadcaster Gordon McLendon's unprecedented proposal to transform KGLA(FM) Los Angeles, which he wants to buy, into all classified-ad station. But there is considerable speculation that commission will hold oral argument on assignment-of-license application before deciding whether to approve sale or set application for hearing. There seems to be no hard-line opposition to proposal. (Former Chairman E. William Henry, for instance, who was tough on over-commercialization, had said his initial reaction to idea was "favorable".) But some staffers feel that uniqueness of McLendon proposal would bar routine grant.

Marshall called

Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., will soon be announced as chairman of National Association of Broadcasters American Values Committee. Last January NAB joint board approved committee be made permanent to establish clearing house for collection and distribution of broadcast material—though without "editorial judgment." Charles Crutchfield, Jefferson Standard Stations, Charlotte, N.C., chairman of predecessor ad hoc committee, has agreed to work on permanent group.

Daytime sign-on

FCC staffers who feel they have grown old in effort to draft rule that would permit presunrise operation by daytimers (notice of proposed rule-making was issued in November 1962) now say end of project may be in sight. Details are being kept under wraps, but rule being put in final shape for submission to commission, possibly within next couple of months, would provide for uniform presunrise sign-on time (notice had proposed 6 a.m.) for certain daytimers, generally class III regionals. Drafters say rule would afford affected daytimers "substantial relief." Full-time stations, however, will probably howl that such presunrise operation will cause them interference.

HIT OF THE SHOW

Once again the Norelco exhibition was outstanding in attraction and performance . . . and the Norelco Plumbicon* is now firmly acclaimed the pickup tube for *modern cameras*.

The new Norelco PC-70 Color Camera introduced at the NAB, features operational simplicity, short warm-up time, stabilized deflection circuits, built-in test functions and newly designed solid state camera controls utilizing both transistor and integrated circuitry.

The Norelco PC-70 Plumbicon Color Camera permits hours of "hands-off" operation and precise color matching between cameras . . . even for close-up flesh tones and over wide variations of light levels—including highlights and shadows.

Performance at the show was obvious. The Norelco three-tube Plumbicon cameras functioned faultlessly throughout . . . clearly demonstrating the advantages of the three-tube system in producing unmatched resolution, sharp and snappy pictures in both color and black-and-white. The color was magnificent under an array of textures and hues and lighting conditions. It can be magnificent for you too! That's why we say, "Color it Faithful"—with Norelco Plumbicon Color Cameras.

**PLUMBICON is a registered trademark*



NORTH AMERICAN PHILIPS COMPANY, INC.
900 South Columbus Avenue, Mount Vernon, New York 10550



WEEK IN BRIEF

Overseas market for U.S. television programs should reach \$80 million this year, increase of 6% over 1965's volume. At least \$60 million will be tied up in current on-network series. See . . .

WORLD MARKET UP . . . 27

Mutual Industries will pay 3M Co. \$3.1 million to take over Mutual Broadcasting System on July 1. John P. Fraim is president of new corporation. Hurleigh will stay on as MBS president. See . . .

MUTUAL'S \$3.1 MILLION TAG . . . 46

Food-grocery advertisers, with \$465 million outlay, were biggest category of television time buyers in 1965; spent 8% more than '64. TVB figures show TV, radio, phonograph and instrument spending increased 58%. See . . .

TV CLIENTS . . . 30

Sheridan recommends maximum fine of \$10,000 be levied against McLendon's KABL Oakland for violation of city identification rule. FCC gives green light for full hearing to reply to charges. See . . .

FACES MAXIMUM FINE . . . 48

NAB radio clinics open 1966 road show to almost 200 broadcasters at Portland and Houston. Ideas flow freely. KIRO's Ash rips into general apathy of many radio men towards news operations. See . . .

WHY SOME RADIO CLICKS . . . 70

ABC-TV gets commendations from Capitol Hill as it announces new prime-time rate card with only one discount for long-term advertisers. CBS-TV's Reynolds says small businessman not hurt by networks. See . . .

PULLS REINS ON DISCOUNTS . . . 50

Upcoming four decades will bring about changes almost before they're identifiable, Scott tells NBC affiliates in Hawaii. Durgin indicates NBC-TV will have extra charge for color programs. See . . .

LOOK AHEAD TO 2006 . . . 58

Reaction to CATV copyright plan varies with point of view of broadcaster or system operator. Jennes says subcommittee's idea undercuts TV's structure. L'Heureux likes it, says it should go further. See . . .

NEW APPROACH . . . 62

NAB radio code board supports ban on intimate feminine hygiene product ads; agrees cautionary statement on hemorrhoid advertising unneeded; approves derogation amendment; urges movie advertising guidelines. See . . .

FEMALE HYGIENE . . . 31

Pulse to embark on three-month national radio station coverage study in '67's first quarter. Rodlow says survey will cost \$750,000. Estimates 200,000 to 250,000 households in 48 states will be covered. See . . .

AMBITIOUS RADIO STUDY . . . 54

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**You say
it's drier than dry?
With lots more pleasure
in every gulp?**



**KNX Radio says
talk is cheap.**

If you think it's easy to sell beer, you aren't in the beer business. Brewing companies spend more than \$100 million each year on advertising alone. And they work hard to see that not a drop of it is wasted.

When they decide on media, naturally they include radio. They agree it's a sure way to tap lots of people at a low cost. But . . .
they won't settle for just any radio.

They put down a good-sized chunk of their money for the kind of stations that make radio an even more efficient buy. The stations

whose listeners pay more attention. News/Talk/Information stations. Audience Involvement Radio. Like KNX in Los Angeles. Like all the CBS Owned radio stations.

How do brewers know which stations listeners listen closer to? Until recently, common sense. A person will get involved in *talk*. But he'll let music fade into the background. Now, a new research study shows just how much more attention listeners pay to our talk stations.

Send for a free copy of our study, *Mike and Mike*. You'll find it brim-

ming over with new facts and figures that show that these talk stations deliver more attentive listeners. And to the man who pays for these listeners, this means getting more for his money. Or as we say: talk is cheap.

THE CBS OWNED RADIO STATIONS

Audience Involvement Radio.
WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco. Represented by CBS Radio Spot Sales.

Creative radio for sales noted

Radio success stories tumbled over each other Friday (May 13) as commercial creators told International Radio and Television Society's annual radio commercials workshop in New York how some of radio's best-known current advertising messages were developed (early story page 42).

John Bergin, BBDO, said "radio can still be the promise of what advertising should be," if it is "not researched to dullness," if it is "not so costly it scares the dare out of you or your client." Radio, he said, "is a great place for writers—for the words that TV has no room for and print has no space for."

Mr. Bergin suggested advertisers use radio's imagery-transfer values to take advantage not only of advertising themes developed on TV but also those from other media. He also challenged contentions that advertising should be judged solely by its sales results and not by its quality. "What you do in this medium," he said, "can be a gift to the public as well as a profit to the client."

Ray J. Mauer, Geyer, Morey, Ballard, said in describing origins of Irish International Airlines campaign that radio "had much to do" with making Irish "major" airline. "And radio became increasingly important as time went by," he added. "Media analysis was partly responsible for all this, but the big reason for choosing radio was the creative opportunity it offered this particular client to stand out in a highly competitive business."

Mel Blanc, of Mel Blanc Associates, said that when advertiser avoids radio it's because his agency "cannot put him in radio in an exciting way."

Chuch Blore, of Chuck Blore Creative Services, played series of commercials to demonstrate "that awesome power of radio when it is done well," and stressed what he called his "absolute and passionate belief in radio, the extreme mobility of radio, the immediacy of radio, the intimacy of radio and the power of radio."

Starkey heads 4A division

W. M. Starkey, vice president and regional manager of BBDO, Los Angeles, elected chairman of Western Region of American Association of Advertising Agencies Friday (May 13).

He succeeds King Harris, executive vice president of Campbell-Ewald Co., San Francisco.

Duncan Jennings, president of Jennings & Thompson Advertising Inc., Phoenix, elected vice-chairman, and David Botsford Jr., chairman of Botsford, Constantine & Mc Carty Inc., San Francisco, secretary-treasurer.

Naegele outdoor ad firm added to Mullins folio

Mullins Broadcasting Co. announced Friday (May 13) it had acquired assets of Naegele Outdoor Advertising Co., Denver, bringing its outdoor advertising division to 1,600 poster panels (billboards) plus 200 painted bulletins.

Mullins's investment in outdoor business is now up to over \$4 million, it was said.

Broadcast properties owned by John C. Mullins are: KBTR and KBTW(TV) Denver and KARK-AM-FM-TV Little Rock, Ark.

Network TV candy push

Beech-Nut Life Savers Inc., Canajoharie, N.Y., through Benton & Bowles Inc., New York, plans early fall network TV campaign for new candy, Yipes! Stripes!! sour bites. One 30-second color commercial will be used extensively on Saturday and Sunday morning children shows.

Pitch for Ford account

Leo Burnett Co., Chicago, this week is to make presentation to Ford Motor Co. for \$8 million-plus corporate advertising account now handled by Kenyon & Eckhardt, New York.

Helping auto sales

WGN Continental Broadcasting Co. stations Friday (May 13) began campaigns of free promotional announcements to stir sales of autos and help overcome market softening which might affect economy. WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver are reminding listeners "now is the time to visit your friendly neighborhood auto dealer."

Senate Commerce group clears packaging bill

Ending week of delay, Senate Commerce Committee gave final approval to "truth in packaging" bill by 14 to 3 vote Friday (May 13). Officially titled "Fair Packaging and Labeling Act" (S 985), bill is compromise between original version by Senator Philip A. Hart (D-Mich.), and modifications by chairman, Senator Warren Magnuson (D-Wash.).

Aimed at giving consumers accurate information, bill sets requirements for description and display of weights and measures on product packages and labels, use of ingredient information and bans qualifying adjectives such as "giant economy size", "large" and "family-size" in references to quantities.

Major provision gives industry opportunity to use present Commerce Department product standards before weights and measures regulations would be drafted by federal agencies responsible for enforcing bill. It allows one year, with possible extension of six months, for voluntary implementation by industry. If they are not in use by then, Federal Trade Commission and Food and Drug Administration would establish mandatory measures.

Keep intra-industry fights in family, Wasilewski asks

Squabbles in private and unison in public. That is what broadcasters should strive for, Vincent Wasilewski, president of National Association of Broadcasters, said Friday (May 13) to Montana Broadcasters Association meeting.

NAB, he said, must act in best interest of entire industry and rarely does NAB stand please 100% of membership. "Occasionally, some members will inevitably feel they or their organizations have been injured," he noted.

Way to counteract forces is to argue differences in private and reach unified position so NAB does not become "public forum for intra-industry squabbles which destroy its effectiveness."

Real test of member, he added, is to put aside his differences in "larger interest of the whole industry's welfare."

'Stripe' to Ogilvy & Mather

Estimated \$2 million Stripe Toothpaste account of Lever Brothers, New York, will leave J. Walter Thompson Co., New York, "by mutual consent"

WEEK'S HEADLINERS



Mr. Perris



Mr. Gordon

Donald L. Perris, general manager of WEWS(TV) Cleveland; **Robert D. Gordon**, general manager of WCPO-TV Cincinnati, and **Chester E. Pike Jr.**, general manager of WPTV(TV) West Palm Beach, Fla., named VP's of Scripps-Howard Broadcasting Co., Cincinnati. Mr. Perris has been with WEWS since 1948. He became assistant general manager in 1958 and general manager in 1964. Mr. Gordon also was appointed general manager of WCPO-TV in 1964. He joined station in 1960, after serving at WHEN-TV Syracuse, N. Y., and KTUL-TV Tulsa, Okla. Mr. Pike, formerly general manager of WTAL Tallahassee, Fla., has been general manager of WPTV since January, 1958.

Stephen C. Riddleberger, VP, administration, ABC-TV, New York, appointed VP, talent and program administration, NBC-TV, New York. He succeeds **Herbert S. Schlosser**, recently named VP, programs, West Coast, NBC-TV (BROADCASTING, March 28). Mr. Riddleberger joined NBC in 1941 as page and left in 1948 after serving in traffic, radio recording and financial planning positions. He joined

ABC as radio budget officer in 1952 and was named business manager in November 1955; elected ABC Radio administrative VP in March 1957; VP and controller of ABC and assistant treasurer of American Broadcasting-Paramount Theatres Inc., parent company, in October 1957. In 1959 Mr. Riddleberger was elected VP of ABC's owned-and-operated stations and in May 1963 was appointed VP and general manager for ABC News. **Marty Pompadur**, director of business affairs in ABC legal department, is expected to be named to succeed Mr. Riddleberger as head of administration for ABC-TV.

Arthur M. Mortensen, whose resignation as VP and general manager of KTLA(TV) Los Angeles was announced



Mr. Mortensen

earlier this week (see page 77), appointed VP of Bonneville International Stations, broadcasting subsidiary of Corp. of President of Church of Jesus Christ of Latter Day Saints. Mr. Mortensen reports to Arch L. Madson, president of KSL-AM-FM-TV Salt Lake City, KIRO-AM-FM-TV Seattle, KID-AM-FM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, WFRM(FM) New York and international shortwave station WRUL Scituate, Mass. Before joining Golden West Broadcasters' KTLA, Mr. Mortensen managed first KFMB San Diego and then KERO-TV Bakersfield, Calif. In his

new position, which becomes effective June 1, he will be stationed in Salt Lake City.



Mr. Michaels

Bill Michaels, VP - television division of Storer Broadcasting Co., Miami, since Nov. 1, 1961, named executive VP. Mr. Michaels joined Storer in 1953. He began in broadcasting in 1940 at KABC, now KBAT San Antonio, Tex. He moved to WJBK-TV Detroit in 1954, and was elected VP of Storer in 1956. Mr. Michaels' successor as VP-television division is to be announced soon.

M. J. (Bud) Rifkin, executive VP of United Artists Television, New York, resigns to become executive



Mr. Rifkin

VP of Wolper Productions Inc. and president of Wolper Television Sales, both Metro-media companies. **Pierre Weis**, VP and general manager of syndication for UA, succeeds Mr. Rifkin (BROADCASTING, May 9). Mr. Rifkin will be based both in New York and at Wolper Productions in Hollywood. His departure ends 28-year association with UA and its predecessors (Frederic W. Ziv Co., Ziv Radio, Air TV Inc.).

For other personnel changes of the week see FATES & FORTUNES

and be reassigned to Ogilvy & Mather, New York, effective Aug. 15.

Geographic specials again

CBS-TV will present four National Geographic Society color specials again next season. Subjects include: British anthropologist Dr. Louis S. B. Leakey's study of early African man, insects in *The Invisible World*, Alaskan documentary, and Captain Irvin Johnson aboard ketch *Yankee* visiting Europe. Sponsors are Aetna Life & Casualty Co., Hartford, Conn., through Remington Advertising Inc., Springfield, Mass., and Chirurg & Cairns Inc., New York; and Encyclopaedia Britannica, Inc., through McCann-Erickson Inc., both Chicago.

NAB's small market team

Seven broadcasters have been named to National Association of Broadcasters newly created small-market radio committee.

Appointments made by NAB President Vincent Wasilewski Friday (May 13): Raymond A. Plank, WKLA Ludington, Mich., chairman; John Hurlbut, WVMC Mount Carmel, Ill.; John W. Jacobs, WDUN Gainesville, Ga.; Robert E. Thomas, WJAG Norfolk, Neb.; Frank Balch, WJOY Burlington, Vt.; Julian F. Hass, KAGH Crossett, Ark., and Ted A. Smith, KUMA Pendleton, Ore.

Committee will have first meeting Tuesday (May 17) in Washington.

Disney profit up for half

Shareholders of Walt Disney Productions, Burbank, were told Friday (May 13), that consolidated net profit of company and its wholly-owned domestic subsidiaries set new all-time high for six-months ended April 2.

Current first half net was up almost 9% over last year's corresponding period. Gross income for six months also set record. Projection was made in report that annual revenues for full year will be approximately \$110 million.

Six months ended April 2:

	1966	1965
Earnings per share	\$2.32	\$2.23
Gross income	45,433,000	40,212,000
Consolidated net profit	4,502,000	4,136,000

BROADCASTING, May 16, 1966

How do you know you're getting the truth out of Viet Nam?

Would you believe a Pulitzer Prize winner? Would you believe three?



1964 MALCOLM BROWNE—THE AP



1965 HORST FAAS—THE AP



1966 PETER ARNETT—THE AP

In a war as complex, scattered and confused as the current military and political struggle in Viet Nam, it's difficult to separate hard facts from wishful thinking—or reality from well-intentioned propaganda. How do you know you're getting the truth fully and factually? If you're a member of The Associated Press, you're getting the news from a remarkable AP team of reporters and photographers in Viet Nam. For three consecutive years, a member of this team has been

singled out for the highest honor in journalism: The Pulitzer Prize. In 1964, it went to AP special-assignment writer, Malcolm Browne. In 1965, Horst Faas won. And this year, war correspondent Peter Arnett carried off the prize. All three have been part of a large contingent of courageous and skillful AP men covering the war daily from every angle. As fast as we know what's happening, you know. And you can believe it.

The Associated Press
The Prestige Service

A message to the Nationa

“This is your 40th anniversary year, and as we gather with you at our annual meeting, there are a few sentiments we’re most eager to express.

“First, you really don’t *look* 40. And you certainly can’t *feel* 40—not the way you keep setting the pace in radio and television.

“But it *was* 40 years ago when you were formed to create something new—a regular daily national broadcast service. In showing it could be done, you got

the whole broadcasting system this country started.

“Since then, you’ve been leading the way to all the big developments in broadcasting. For example, expanding radio in the early days...developing black-and-white television, when it was so risky and uncertain...pioneering color television.

“We’ve a lot to remember from the past 40 years. The innocence and merriment of Fibber McGee and Molly, Fred Allen, Jack Benny

Broadcasting Company:

he creation of the magnificent NBC news service...the radio coverage of World War II.

“You helped make radio an American habit—and you helped modernize it when television called for such updating.

“As for television itself, you’ve made it come alive with new forms and approaches year by year—the creation of the “special” program...the development of operas-in-English specially adapted for television...history-through-art as in

“The Louvre” and “The Kremlin”...the unprecedented three-hour program on civil rights.

“We’ve been with you long enough to know this is only the beginning. With your habit of leadership, you’re sure to be in the forefront of all the great broadcasting developments ahead.

“We congratulate you on your accomplishments. And—on this 40th anniversary—we compliment you for carrying the years as gracefully as you carry your honors.”

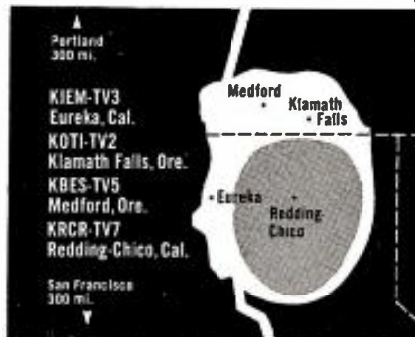
**THE INDEPENDENTLY-OWNED
RADIO AND TELEVISION
STATIONS AFFILIATED WITH NBC**

DATEBOOK

More selling opportunities for you on the West Coast

CAL-ORE TRIO TELEVISION STATIONS

EUREKA—Ch. 3 MEDFORD—Ch. 5
KLAMATH FALLS—Ch. 2



A \$873,826,000 EBI market on the California-Oregon border reached only from within

THE CAL-ORE TRIO

adam young inc.
New York, Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, St. Louis, San Francisco

IN AUGUSTA
We have what you want
COVERAGE!

Represented by
The Katz Agency, Inc.

12
WRDW-TV
A RUST CRAFT STATION

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

■Indicates first or revised listing.

May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. The Inn, Buck Hill Falls.

May 16—Alfred I. duPont Awards dinner. Mayflower hotel, Washington.

May 16—Annual awards luncheon of the Station Representatives Association. Plaza hotel, New York.

May 16-17—Tax seminar, National Community Television Association. Speakers include Ralph M. Fratkin, Arnold H. Brown and William Campbell. Marriott motor hotel, Dallas.

May 16-20—Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska. Nebraska Center for Continuing Education, university campus, Lincoln.

May 16-27—Seminar on earth station technology and space communications, sponsored by the U. S. in cooperation with the International Telecommunication Union. Richard T. Black, Office of Telecommunications, U. S. State Department, is coordinator. State Department, Washington.

May 17—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect 12 directors and to transact other business. Waldorf-Astoria hotel, New York.

May 17—Annual meeting of stockholders of Foote, Cone & Belding to elect 16 directors and to transact other business. Statler Hilton hotel, Los Angeles.

May 18—Dinner meeting of the National Association for Better Radio and Television. Ralph Blumberg, WCBS-TV New York newsman who sold WBOX Bogalusa, La., after fight with Ku Klux Klan, receives Lee De Forest Award. Sheraton-Blackstone hotel, Chicago.

May 18—Annual meeting of the stockholders of The Outlet Co. to elect directors, approve an amendment to the qualified stock option plan, and transact other business. 176 Weybosset Street, Providence, R. I.

May 19—Broadcast industry forum presented by the Educational Foundation of American Women in Radio and Television at the state meeting of the Pennsylvania Federation of Women's Clubs. Sheraton hotel, Philadelphia.

May 19—Annual convention of the American Council for Better Broadcasts with Tact. Speakers include Edward M. Stanley, NBC, New York; Henry Alter, National Educational Television, New York; and Edward Bleier, ABC vice president in charge of public relations and planning. Sheraton Columbus hotel, Columbus, Ohio.

■May 19—Annual meeting of stockholders of Walter Reade-Sterling Inc. to elect directors and to transact other business. 34th Street East Theatre, New York.

May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Sterling C. (Red) Quinlan, Field Communications, Chicago; Lionel F. Baxter, Storer Broadcasting Co., Miami; Lee Fondren, KLZ Denver; Maurice (Doc) Fidler, Radio Advertising Bureau; Alan Wagner, director, nighttime programs and development, CBS-TV; Gordon Coffman, National Association of Broadcasters legal department. Voyager Motor Inn, Youngstown.

May 19-21—Annual meeting of Iowa Broadcasters Association. Speakers include Stephen Labunski, president, NBC Radio, New York; Douglas A. Anello, general counsel, Na-

tional Association of Broadcasters; George W. (Bud) Armstrong, WHB Kansas City, Mo.; Lloyd Griffin, Peters, Griffin, Woodward, New York. Blackhawk hotel, Davenport.

May 19-21—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.

May 19-21—Annual spring meeting of Alabama Broadcasters Association. Speakers include Hank Parkinson, executive director, Kansas Association of Radio Broadcasters; Charles Stone, manager, National Association of Broadcasters radio code. Parliament House, Birmingham.

May 19-22—Conference of the Western States Advertising Agencies Association. Theme is "Let's Communicate." Speakers include Gordon McLendon, president of McLendon Broadcasting. Canyon Club Inn, Palm Springs, Calif.

May 20—Deadline for reply comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC also has invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators.

May 21—Annual meeting of Chesapeake Associated Press Broadcasters Association. Speakers include Leon Sachs, director of the Baltimore Jewish Community Council; Robert Eumson, assistant general manager, Associated Press for broadcast operations; General George Gelston, acting commissioner of police, city of Baltimore; Col. Carey Jarman, chief, Maryland state police. Emerson hotel, Baltimore.

May 22—18th Annual Emmy Awards, presented by the National Academy of Television Arts and Sciences, and telecast from 10 p.m. to 11:30 p.m. (EDT) over CBS-TV. Americana hotel, New York, and the Palladium, Hollywood.

NAB RADIO PROGRAM CLINICS

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

May 23-24—Annual conference of the National Association of Television Program Executives. Ambassador hotel, Chicago.

■May 24—Special meeting of stockholders of Metro-Goldwyn-Mayer Inc. to consider a proposed amendment which would result in a 2-for-1 stock split. Hotel Astor, New York.

May 25—Deadline for comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

May 25-27—Spring convention of Washington State Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters; Andrew Haley, Haley, Bader and Potts, Washington; Jim Felton, Seaboard Finance Co., Los Angeles. Alderbrook Inn, Union.

May 26-27—Annual spring meeting of California Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Mark Hopkins hotel, San Francisco.



**Bruce Merrill
Answers:**

What are the real issues in TV versus CATV?

Television broadcasters have, with regard to other broadcasters outside their coverage area, exclusive access to the public's television sets in their coverage area. They seek to maintain this monopolistic position without regard for the wishes of the public. CATV breaks down this monopoly and offers the public a wider choice of signal reception, allowing broadcasters to compete with each other on a broader base.

The real issue is one of monopoly versus freedom of choice. The monopoly enjoyed by broadcasters was created by limited availability of channels and network affiliation. CATV provides the freedom of choice the public wants.

CATV regulations proposed by the FCC, the NAB and AMST would perpetuate existing broadcasting monopolies and deprive 90% of the American public of the freedom of television reception.

Monopolies are self-destroying. Monopolies seeking government protection must pay the price through regulation of their profit. Hence, the broadcaster loses money; CATV loses the right to do business, and the public loses the freedom of choice.

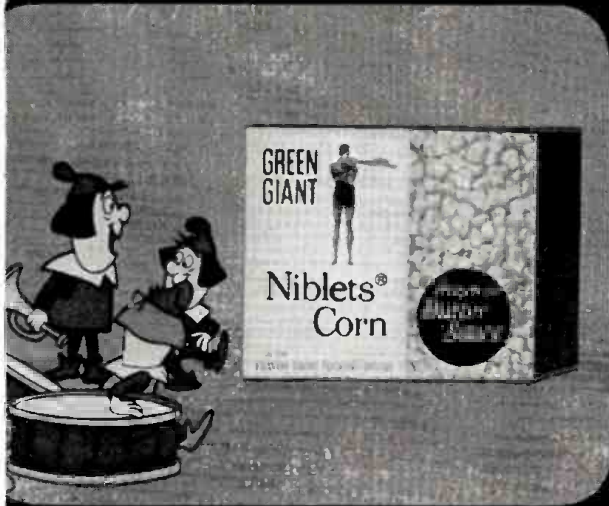
This may become an "everybody loses — nobody wins" situation — unless you call bureaucratic control over reception of TV a victory. I don't.



ameco

How can a radio commercial compare with this?





Compare? Why compare?
Why not say "how can a radio commercial
add to this"? One way radio adds
to a television commercial
is by driving home the same sound
message to a housewife
when she's about to make a buying decision.
Radio and television are an effective team.
Together they make the most natural...
most powerful...media-mix of all.
A housewife can be transported to the

Valley of the Jolly Green Giant one night
while she's watching her favorite television
program. The next day, when she's in her
kitchen working up her shopping list
nothing can take her back to that valley
as fast and as well as a "Ho Ho Ho" Jolly
Green Giant chuckle coming
right from her radio. She may even hear
that "Ho Ho Ho" when she's just a
minute away from the frozen food
department. Because radio is the
only media she can take right up
to the parking lot of her favorite
supermarket. Millions of housewives

listen to Group W Radio when they're
seconds away from a shopping cart.
They listen to Group W for a good reason.
They like what they hear. Perhaps it's
time you asked yourself this question.
What's the last thing you want
a housewife to hear when she's driving
her car into a supermarket parking lot?
Your sales message — or your competitor's?



WESTINGHOUSE BROADCASTING COMPANY
BOSTON WBZ • NEW YORK WINS • PHILADELPHIA KYW • PITTSBURGH KDKA • FORT WAYNE WOWO • CHICAGO WIND
REPRESENTED BY AM RADIO SALES COMPANY

IN '64... AP SAID WE HAD THE #1 NEWS OPERATION IN THE STATE! (FOR OUR SIZE)

IN '65... WE DID IT AGAIN! INCLUDING 8 OTHER 1ST PLACE AWARDS!

ARB SAID WE HAVE 51% OF THE AUDIENCE... IN A 4 STATION MARKET TOO! (JAN. 1966)*

AND... WE'RE MIDDLE OF THE ROAD!

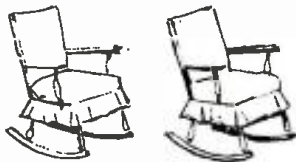
wbtm
danville, virginia

*QUALIFICATIONS ON REQUEST

If your St. Louis prospects are too old for



and too young for



they're listening to

1380
kwk

Phone your H-R salesman or call 314-617-6800 collect and ask for Don Hamel or John Lotz.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

May 31—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.

May 31—Eighth annual dinner-awards telecast of Chicago chapter, Academy of Television Arts and Sciences. Emmy awards on WBBM-TV Chicago at 9 p.m. Martiniue Restaurant and Drury Lane theater, Evergreen Park, Ill.

JUNE

June 1—New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals. Former deadline was March 1.

June 1—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was May 16.

June 2—Luncheon of the Broadcasting Executives Club of New England. Theme is: "The critics meet the broadcasters." Boston newspaper TV critics will address the luncheon. Sheraton-Plaza hotel, Boston.

June 2-3—Annual summer meeting of Alaska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Cordova.

June 3-5—Annual spring meeting of North Dakota Broadcasters Association. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Edgewater Inn, Detroit Lakes, Minn.

June 3-5—Annual spring meeting of Wyoming Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Sheridan.

June 4—Deadline for reply comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

June 4—Spring meeting of the North Dakota Broadcasters Association. Speakers include George Bartlett, National Association of Broadcasters vice president for engineering. Edgewater Inn, Detroit Lakes, Minn.

June 5—Commencement exercises of Washburn University. Robert W. Sarnoff, RCA president, will receive an honorary doctor of fine arts degree and will deliver the commencement address. Topeka, Kan.

June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel. Las Vegas.

June 7-9—Forty-second annual convention of the Electronic Industries Association. Continental Plaza hotel, Chicago.

June 7-9—Annual convention of the Armed Forces Communications and Electronics Association (AFCEA). Featured speakers will be Dr. Hans K. Ziegler, chief scientist, U. S. Army Electronics Command; Leo Cherne, executive director, Research Institute of America; Dr. Edward C. Welsh, executive secretary, National Aeronautics and Space Council. Sheraton Park hotel, Washington.

June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina. University of

North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations, 4100 City Line Avenue, Philadelphia.

June 9—Annual spring meeting of Vermont Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee. Cupola motel, Burlington.

June 9-11—Annual summer meeting of South Dakota Broadcasters Association. Sheraton-Johnson hotel, Rapid City.

June 9-30—Broadcasters' European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

June 10—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.

June 11-15—62nd annual convention of the Advertising Federation of America. Speakers include Leonard Marks, director of the United States Information Agency. Americana hotel, Bal Harbour, Fla.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

June 14—Annual meeting of stockholders of United Artists Corp. to elect 10 directors, to act upon a proposal to increase the authorized number of common shares, and to transact other business. Astor Theatre, New York.

June 14-24—Educational television production workshop sponsored by the University of Utah. University of Utah, Salt Lake City. For information write KUED(TV), University of Utah, Salt Lake City, or call (801) 322-6338.

June 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals. Former deadline was March 15.

June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code. Hotel Roanoke, Roanoke.

June 16-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include FCC Commissioner Kenneth Cox; Alvin M. King, National Association of Broadcasters director of state association liaison. Stanley hotel, Estes Park.

June 17-18—Summer meeting of the Oklahoma Broadcasters Association. Arrowhead Lodge, Lake Eufaula, Canadian.

June 17-19—Annual summer meeting of Wisconsin Broadcasters Association. Pioneer hotel, Lake Winnebago.

June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code. Robert Meyer hotel, Jacksonville.

June 20—Internation Day at Hollywood Advertising Club. Special guests include TV executives from Japan, Korea, Australia, England, France, Italy, Germany, Lebanon, Nigeria, Canada, Switzerland, South America and the United States. Continental hotel, Hollywood.

■Indicates first or revised listing.

Television's most successful dropout.



Go figure it.

"The Wackiest Ship In The Army" is the only hour series we know that delivered an average of 18.5 million viewers weekly and a 30% share of audience—and still was dropped by the network.

Certainly it had an awful lot going for it.

Jack Warden, Gary Collins and Mike Kellin were the stars. And the characters they played were real-life blood and guts types; no mamby-pamby, cardboard stuff. And the stories were finely written, exciting adventures spiced with just the right amount of humor. And each of its 29 episodes was filmed in magnificent color.

Need we say more?

Except that WPIX New York, WGN-TV Chicago and KCOP Los Angeles have already picked it up for this coming fall.

Which sort of restores our faith in television. **SCREEN GEMS**

Source: Nielsen NTL, Sept. II-April I. Nielsen audience data are estimates only subject to normal sampling variations and other qualifications as described by Nielsen.

Color commercials: a precise art with its own ground rules

Color television, after kicking around in swaddling clothes and knickers for almost a decade, has done a lot of growing up, particularly in the past year.

With the color explosion in full force, I was struck in recent months by the numerous changes that have taken place in the production of color commercials. More than a decade ago I set forth my experiences in color TV production in an article in *BROADCASTING* and in retrospect, I can say in all honesty: How much we have had to learn.

More than 11 years ago I produced and directed a series of color commercials for the Sunbeam Co. (Frypan, toaster, Shavemaster). At the time they were praised highly by the press and in advertising circles, but obviously they would suffer in comparison with color commercials in the 1966 style. But one must remember we were working, to a large extent, in the dark. It is surprising we achieved so much with so little.

Here are some of the noticeable changes and trends over the past decade:

- In 1956 there were few universal guides to follow—and some disagreed with the then limited color TV fundamentals. Now, for the first time, the Society of Motion Picture and Television Engineers has set forth recommended practices for all people—labs, designers, producers and agency men.

- The phenomenal growth of color programming, TV sets, station equipment and cameras is almost unbelievable in the short span of 10 years. The keen color consciousness of agencies and clients, the new packaging of many products are a direct result of this avalanche.

- The color camera, heavy and cumbersome in the old days, has been replaced by a new, light, much more mobile kind with sharper images, better color response and is much easier to handle (GE, Norelco, RCA).

- Color tape which was in its experimental stage 10 years ago has new, proved quality now. Color film is vastly improved, particularly Eastman (#5251), which, in my opinion, leads the field.

Of course, there are still things to learn. The primary mistake made down through the years has been the experienced film man's inability to study the color video system and its special requirements. As a result they frequent-

ly have not been cognizant of the color system's limitations. Using theatrical motion picture standards for color TV just won't do. This situation has played havoc with hundreds of thousands of dollars worth of film time and energy.

The limitations of the RCA color system remain the same, and although talented men have been making films for many years, they *must carefully* use the recommendations now set down by the SMPTE, and not go only by their theatrical film experiences.

"Print is too dark." "That's okay, we'll thin it out in the lab." No! To get optimum color, you must control all elements in your staging (on set), and *not in the final printing*. If this rule is followed, better color will be the result.

Not the Same ▪ Agency art directors, getting their feet wet in color TV, frequently fail to understand its limitations and intricacies. It comes as a shock to them when they cannot achieve the same color fidelity that they get from a four-color print ad. For example: vibrant colors will saturate an entire frame, and dark colors will turn black. They fail to realize that the color tube is small, and that the eye responds with critical color judgment under these conditions. A color mismatch will be greatly exaggerated and enlarged, much more so than in a print ad or on the movie screen.

The use of color without a particular point of view is a common error. For example, when one has a product in the foreground, don't back it up with a rich vibrant color that will take the eye away from the product you're selling. Use something complementary and in keeping with the product. The garish look still prevails on many commercials. The mood of your commercial connotes the

type of color to be used, always bearing in mind the limitations of the system.

After all these years, Hollywood's experienced directors of photography have become aware that the networks keep a score sheet on cinematographers, rating their work as to its reproduction over the color TV system. The cameramen who want to do color TV film work have to adapt their methods to the requirements of the system. This tally sheet could be transposed to the New York scene. It would be interesting to see what ratings the commercial production giants of the East come up with. We might be shocked at the results!

A few standards that will prevail after 10 years of color:

- Only consider colors that range from pastel to medium value. Anything darker will not get optimum response from the system.

- The quality of color TV reproduction will be evaluated on the basis of the naturalness of skin tones.

- To get good reproduction of facial detail, make sure that your backgrounds are held down in brightness, or less bright than the skin tone.

- As a rule of thumb, daytime scenes (interior) should have a ratio of key light plus fill light to fill light alone of about 2:1.

In closing, we must ponder the interesting statement by one of Hollywood's great cameramen, Hal Mohr. He said: "Video transmission today is *not* much more refined than motion picture sound was when I photographed 'The Jazz Singer' in 1926. Sound has come a long way since then, and surely the video system will likewise become more sophisticated. But we must recognize the fact that there are vast qualitative differences between motion picture photography and video transmission."



Elliott Saunders, a native New Yorker, was graduated from Columbia University and attended the Sorbonne in Paris. He has been a senior producer with Geyer, Morey, Ballard, New York, for more than a year, and previously operated his own production consultancy company, Saunders International, in Europe. Mr. Saunders also has been a senior producer and member of the radio-TV plans board at Kenyon & Eckhardt. Earlier he was a director and program executive at CBS-TV.

Good Company On The Road!



Connecticut General backed up its news program on WELI with this neat travel kit for policyholders.

Your best insurance in New Haven radio — and Long Island East, too — is WELI, the Sound of New Haven.

WELI

5000 Watts
960 The Sound of New Haven

National Representatives: H-R Representatives, Inc.
Boston: Eckels & Company



COUGH...GASP
...WHEEZE...
COUGH...

Sound familiar?

Many people have breathing problems—shortness of breath, persistent cough, too much phlegm—and they brush them off.

They hardly notice—until their fun and work are interrupted, their happiness threatened, even their lives.

Don't let it happen to you. It might be emphysema or some other respiratory disease. See your doctor. Use the coupon.

Paste on postcard

NTA
GPO, Box 2400
New York, N.Y. 10001

Send me the free booklet, "Your Breathing Troubles: Understand Them, Face Them, Treat Them"*

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

*Published by National Tuberculosis Association, paid for by Christmas Seals.

OPEN MIKE®

Good guys in mink hats

EDITOR: "Rolls-Royce gets its hub cap wet in TV" (BROADCASTING, May 2) . . . states that this marked the first time that Rolls-Royce has been advertised on U. S. television.

While we do not question the belief of the parties concerned that they did, indeed, do the first Rolls-Royce TV commercials, I call attention to the [fact that] . . . on Feb. 25, 1962, WPTV(TV) West Palm Beach, Fla., had as a local co-sponsor of NBC's *Meet the Press* Taylor Imported Motors Inc., one of the largest Rolls-Royce dealers . . .

The series of one-minute commercials . . . were shot partially on film and along with live portions taped in the WPTV studios.

To the best of our knowledge, this was when Rolls-Royce got its hub caps wet in TV.

During the course of the Taylor sponsorship, a commercial was prepared for a used Rolls-Royce. It rang the cash register before the close of business the following day with an out-of-town buyer to the tune of \$17,500.—*Stan Doyle, administrative assistant to general manager, WPTV West Palm Beach, Fla.*

Agency proud of Andy

EDITOR: With reference to your May 2 article, "Actor Aloofness to Selling Fades," please add the name of Andy Griffith to your roster of stars. For the second successive year, the commercials Andy cut for our client, Hess & Clark, won top honors in the National Agricultural Advertising and Marketing Assn. competition.—*Herbert F. Grayson, vice president, Cooper, Strock & Scannell, Milwaukee.*

Dodd or not, fact remains

EDITOR: BROADCASTING May 2 claims that "whatever the outcome of charges of skullduggery against Senator Thomas J. Dodd . . . broadcasters shouldn't have to worry henceforth about [his] tirades against television as the cause of juvenile delinquency." Why not?

We have seen little evidence that broadcasters have "worried" about this up to now. But as long as they ignore the findings of experts, they are operating against the public interest.

If Senator Dodd is discredited, the fact remains, attested to by many qualified experts, that television programs are a cause of the enormous increase in juvenile crime and delinquency.—*Mrs. Elizabeth Livingston, corresponding secretary, National Association for Better Radio and Television, Los Angeles.*

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*Reg. U. S. Patent Office
Copyright 1966: Broadcasting Publications Inc.

Lowell Thomas is in a new movie that's quite revealing. It can only be shown to select groups of people. Like to know what's in it?



The facts, man. The facts.

It's called "One of a Kind."

And it's all about one-of-a-kind WJR.

We asked Lowell Thomas to introduce our 22-minute movie because he knows a thing or two about what it takes to be unique. (How many Lawrences of Arabia do you know?)

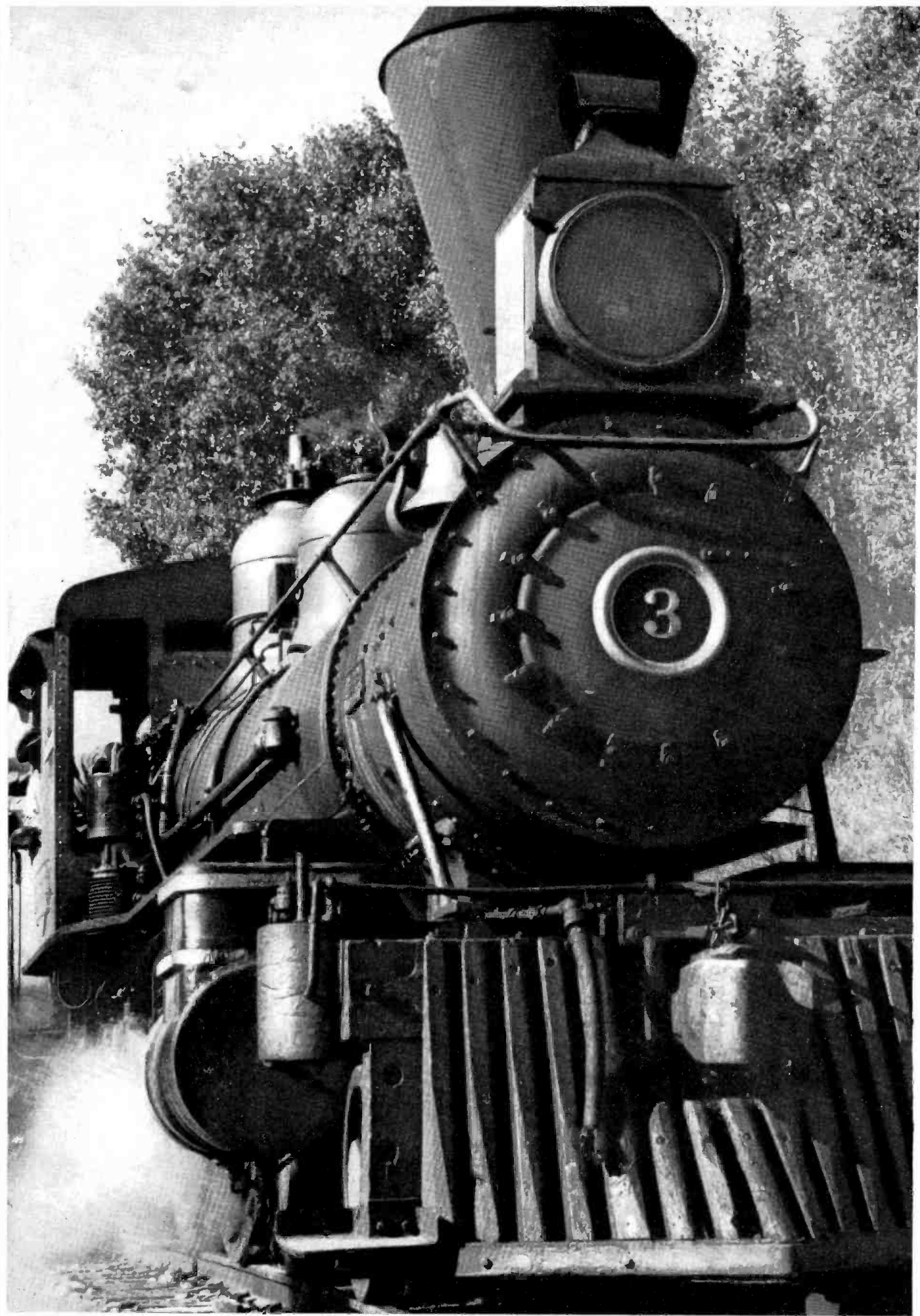
Our programming is known around Detroit as "something for everyone." We have DJ shows and news and sports. Of course. But we also have fine music, talk shows, farm programs, live studio music shows (yes, we have our own studio orchestra), business news, interviews, as well as CBS programming. If you can't find something to like on WJR—you're just not trying.

The market? Boomsville. Detroit has 15% more disposable income than the national average. It's the 5th richest retail market. And with total programming, we cover it like a chaperon at a teen-age dance. All in all, we cover 112 counties in four states plus southwestern Ontario (where 25% of all Canadians live).

But why not see "One of a Kind" yourself? Call your Henry I. Christal Co. rep. He'll even buy the popcorn.



DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION



On September 12, 1879 ABC will introduce the Iron Horse.

The roistering, wide-open days of American empire-building return. The days when a man could make a fortune overnight—if he had the courage and the vision. And for the man named Calhoun, the “Iron Horse” was the way to do it...on 50 tons of steel barreling into a challenging wilderness. The man at the throttle: Dale Robertson



as Calhoun, the gambler-adventurer who wins a railroad in a poker game...and sets out to build his own empire. This is the action program that will thunder into ABC's Monday night schedule at 7:30. And in color. The “Iron Horse” is just one of the many exciting new ABC television shows now in preparation for Fall '66.

ABC Television Network





CG can start things popping in Indiana. If you want it to put more fizz in your soft drink sales, uncap a schedule with ATS.

The Communicana Group Includes:



WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **43** NBC

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

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



World market for U.S. TV up 6%

Overseas sales expected to total \$80 million in '66;
buyers wary of short-run series that leave their
audiences abroad stranded when production is stopped

The selling season for U. S. television programs abroad was moving at a comfortable pace last week amid expectations that international sales would reach a record high of \$80 million this year.

There were a few "cool spots" emerging in the global market to temper the enthusiasm of American exporters, but overall prospects pointed to an approximate 6% increase over the estimated \$76 million sales volume in 1965.

Springtime is traditionally the period for negotiating with buyers from abroad for the new and untried crop of network programs for series that have been dropped by the networks, for feature films and for syndicated product.

Same Problems ■ This is the time for decision for overseas buyers, who, like their counterparts at the networks and stations here, must decide, for example, whether *Run, Buddy, Run*, or *Green Hornet*, or *Girl from U.N.C.L.E.* will be a smash in Venezuela, Japan, Thailand or Australia.

The backbone of international program sales is the contemporaneous network program—the series that currently is carried on one of the three TV networks here. The markets that bring in the "big dollars" (the United Kingdom, Australia, Canada, Japan and Latin America) as well as some of the less well-heeled areas of the world want and demand the series that are being presented on the U. S. television networks.

To buttress this point, authorities estimated last week that at least \$60 million (or about 75%) of the total \$80 million projected for the world market this year will accrue from the so-called "on-network" series.

But this year, for the first time, the mania for concurrent programs may prove to be a deterrent to sales in some foreign markets. The reason: Many network series have been "bombing out" and some overseas buyers are being persuaded to take a second look at the growing movement toward a second season that is stockpiled with replace-

ment shows that too often fizzle, too.

Need Continuity ■ "It's pretty distressing," a representative of an overseas TV network said, "to buy a series that is cancelled out after 13 or 17 or even 26 weeks. Our people spend a lot of money promoting these shows, and then they're out. What's even more painful, some of these series do well in our country. And we can't get additional episodes. This seems to be happening more and more."

His lament can be documented with statistics. Of the 46 new programs scheduled by the three networks in 1965-66 for their premieres or dur-

ing the so-called "second season" starting early this year, 29, or almost 70%, are being dropped (see below).

Though discontent over the high casualty rate of U. S. network programs has been expressed by all major overseas buyers, the most outspoken and critical have been representatives from Australia.

A contingent of Australian broadcasters visited the U. S. two weeks ago and made two salient points: They asked for a reduction in prices for U. S. programs, and they served notice that this year they would not make their purchases until fall, to guard against acquir-

Demand is for more continuing series

Overseas television stations and networks, which increasingly have been buying American series concurrent with their presentation on U. S. networks, must consider the success potential of a program here in buying for their markets. They have to be experts in selecting series that will score well in the U. S. to assure continuity of programming abroad.

The mortality rate among new shows is a source of concern to international buyers. The experience of the 1965-66 season is a case in point.

ABC-TV scheduled 11 new shows in the fall of 1965. Eight shows (73%) were cancelled: *Jesse James*, *Shenandoah*, *Gidget*, *Okay Crackerby*, *Long Hot Summer*, *Tammy*, *Honey West* and *Amos Burke*—*Secret Agent*. Three were renewed: *F.B.I. Story*, *Big Valley* and *F Troop*. During its second season, starting in January, ABC-TV began six series, of which four (67%) were cancelled: *Henry Phylfe*, *Blue Light*, *Court Martial* and *The Avengers*.

Two programs, *Batman I* and *Batman II* were renewed.

Last fall NBC-TV introduced 15 programs. Eight shows (53%) were dropped: *Wackiest Ship in the Army*, *John Forsythe Show*, *My Mother, the Car*, *Mona McCluskey*, *Camp Runamuck*, *Hank*, *Convoy* and *Mr. Roberts*. Seven shows were renewed: *Run for Your Life*, *Please Don't Eat the Daisies*, *I Spy*, *Laredo*, *Dean Martin Show*, *I Dream of Jeannie* and *Get Smart*. Early this year NBC television launched three series and all have been cancelled: *Mickey Finn's*, *Sammy Davis Show* and *The Saint*.

CBS-TV began the fall of 1965 with eight new series, of which four (50%) were cancelled: *Steve Lawrence Show*, *Smothers Brothers*, *Trials of O'Brien* and *Loner*. Four series were renewed: *Lost in Space*, *Green Acres*, *Wild, Wild West* and *Hogan's Heroes*. In mid-season, CBS-TV scheduled three new programs, of which two (67%) were cancelled: *Talent Scouts* and *Secret Agent* and one was renewed; *Daktari*.

WORLD MARKET FOR U.S. TV UP 6% continued

ing "failure" series.

Distributors here are understandably concerned over the Australian move though they are convinced that the "cartel from down under," as one American described it, will "fall into line," with some concessions made on prices. Australia is a key international market, the number-two area behind Canada in total dollar expenditures, spending up to \$16 million a year on U. S. product.

Though U. S. syndicators are pleased with the progress achieved to date in the global market, they are reconciled to certain economic facts of life that they believe will tend to decelerate the rate of expansion. These are a few they cited:

- The major markets—Canada, Australia, Japan, United Kingdom and Latin America—seemed determined to hold the line on prices or press for reductions

at the same time that costs for producing series in the U. S. and distributing them abroad are rising.

- The television audience is not likely to rise appreciably in the developed nations of the world over the next few years, because they have approached set saturation. Expansion will come in the emerging nations, but these are the areas that can afford to pay only modest prices.

- There are growing movements for increased local production in Canada, Japan and Latin America particularly. Though these overseas areas are not likely to attain the production goals sought by their governments or opinion-leaders, distributors believe that the impact of home-grown production will be felt increasingly.

Though precise figures on international sales are not available, authorita-

tive sources provided this projected breakdown on U. S. busines through-out the world for 1966:

Market Values ■ Canada, \$20 million; Australia, \$16 million; Japan, \$12 million; Latin America and Caribbean, \$11 million; United Kingdom, \$7 million; Western Europe, \$7.5 million; Near East and Africa, \$3 million; Far East (outside of Japan), \$3.5 million.

U. S. distributors cited few significant changes in prices this year over 1965 but stressed that the "blockbuster" series will command above-average dollars. Canada and the United Kingdom are still the "price champ," paying an average of \$3,000 for a half-hour show and \$5,000 to \$6,000 for an hour program. But American exporters moan that there are almost 14 million sets in Britain and the prices are exceptionally low because of quota restrictions that limit foreign product (meaning largely U. S.) to about 11% of the prime schedule.

They conceded that Australia to date had been paying equitable prices, based on set circulation of slightly more than two million (approximately \$5.500 for an hour program nationally). The Australian "cartel" recently decreed that the top payment for 1966-67 product would be \$3,000 for one-hour programs in the four main cities and approximately \$1,000 more for the remainder of the country, which translates into a sharp cut.

Price Rise in Japan ■ Prices are expected to rise modestly in Japan, which has been paying \$4,000-\$5,000 for an hour program, considered low in view of the 20 million sets there. Germany is regarded as a growth market where set circulation has exceeded 11 million (prices: about \$2,000-\$3,000 for network use of a half-hour show and \$4,000-\$5,000 for an hour).

Color is making some strides internationally. It is scheduled to begin in Canada next fall and is used in Japan on a limited basis. There is usage also in Puerto Rico. Distributors project color is about a year off in the United Kingdom, where it is set to begin on the second BBC network.

Among U. S. distributors, the sharpest gain internationally has been made by 20th Century-Fox, tied to its success in landing in prime network slots in the U. S. In 1963-64, Fox had no network programs; it gained four-and-a-half hours in 1964-65, seven-and-a-half hours in 1965-66 and 10 hours for next season (see page 29).

The following is a summary of comments and observations by leading American officials in the international field:

William H. Fineshriber Jr., vice president in charge of TV for the Motion Picture Association of America and the Motion Picture Export Association of America, voiced the view that U. S.

International TV men want satellite access

WORLDVISION MEMBERS TO START PROGRAM EXCHANGE

Assurance that communications satellites will be put to regular use for international television transmission was asked last week at the second annual Worldvision symposium in Mexico City.

The members of Worldvision, representatives of television stations from 25 countries, voted to move "to secure for television its inherent right of access and priority to the global communication satellite system."

The organization of independent international broadcasters also voted to undertake a programing exchange that would see each member contributing half-hour productions representative of its country's characteristics.

Donald Coyle, president of ABC International, moving force behind the Worldvision cooperative, said "development of a truly effective global television system calls for satellites with a much greater capability than those now planned."

The ABC-organized symposium, called "TV in the Space Age—New Opportunity for the Global Advertiser," followed three days of workshop meetings by Worldvision members planned in conjunction with the International Advertising Association's 18th world congress.

Lower Cost ■ Mr. Coyle called for a satellite system worthy of the tremendous international service it could provide and asked that it be provided to broadcasters around the world at a reasonable price.

The ABC International president took part in a panel discussion with Romulo

O'Farrill Jr., vice president and director, Telesistema Mexicano; George Christie, Latin American coordinator, Communications Satellite Corp.; Edward Ney, executive vice president, Young & Rubicam; H. M. Connelly, Kraft Foods international division marketing and operations manager, and Miguel Aleman Jr., president of Teleprogramas de Acapulco.

Mr. Christie told the group he thought satellite costs to broadcasters would be reduced now that Comsat has solved many of its technical problems, noting that worldwide TV satellite communication should be a reality by the 1968 Olympic Games.

Young & Rubicam's Ney suggested that agencies that don't open their eyes to international "total selling" may lose out in expertise to those that do.

Olympic Plans ■ Mr. Aleman described Mexico's preparation of temporary ground stations to be used for global satellite Olympic coverage. There are plans, he said, for transmitting 150 hours of Olympic Games coverage over the world.

ABC International made a presentation to the Worldvision group entitled "The Known and the New" citing the growth of international televising to the point where the world TV set count had reached 190 million last year.

The presentation proposes a "world view" to the international advertiser, rather than a local view. It suggests coordination of an international television campaign rather than leaving advertising plans to local field managers.

These are the leaders in new international syndication

For the 1966-67 season, CBS Films and Twentieth Century-Fox Television are tied for first place in total number of hours of new prime-time TV series for international syndication.

Based on latest available information, here is a run-down of new series and their distributors:

Twentieth Century-Fox TV: *The Man Who Never Was*, *Men Against Evil*, *Peyton Place*, *Batman*, *Them Monroes*, *Lost in Space*, *Daniel Boone*, *Green Hornet*, *Time Tunnel*, *12 O'Clock High*, *Voyage to the Bottom of the Sea*, and *Tammy Grimes Show*. Total: 10 hours.

CBS Films: *Run, Buddy, Run*, *Petticoat Junction*, *CBS Reports*, *Beverly Hillbillies*, *Green Acres*, *My Three Sons*, *Wild, Wild West*, *Ho-*

gan's Heroes, *Jackie Gleason*, *Pistols 'n' Petticoats*, *Gunsmoke*, *Ed Sullivan*, *Garry Moore*, *Candid Camera*. Total: 10 hours.

MCA-TV: *Family Affair*, *Jean Arthur*, *Road West*, *Run for Your Life*, *Virginian*, *Chrysler Theatre*, *Andy Williams*. Total: 6½ hours.

ABC Films: *Combat*, *Fugitive*, *Phyllis Diller*, *Milton Berle*, *Hollywood Palace*, *Stage 67*. Total 5½ hours.

Screen Gems: *Iron Horse*, *Monkees*, *Jeannie*, *Love on a Rooftop*, *Occasional Wife*, *Bewitched*, *Hawk*, *Dean Martin*. Total: 5½ hours.

MGM-TV: *Rounders*, *Daktari*, *Girl from U.N.C.L.E.*, *Jericho*, *Man from U.N.C.L.E.*, *Flipper*, *Please Don't Eat the Daisies*. Total: 5½ hours.

NBC International: *Roger Miller*,

I Spy, *The Hero*, *T. H. E. Cat*, *Laredo*, *Get Smart*, *Bonanza*. Total: 5 hours.

Desilu Sales: *Lucy*, *Star Trek*, *Mission Impossible*.

United Artists TV: *Rat Patrol*, *Gilligan's Island*, *It's About Time*, *Hey, Landlord!* Total: 2 hours.

William Morris Agency: *Andy Griffith*, *Gomer Pyle*, *That Girl*. Total: 1½ hours.

Warner Bros. TV: *F Troop*, *F.B.I. Story*. Total: 1½ hours.

Paramount: *Shane*. One hour.

Four Star: *Big Valley*. One hour.
Van Bernard Productions: *Red Skelton*. One hour.

Ashley Famous: *Danny Kaye Show*. One hour.

Wrather Corp.: *Walt Disney*. One hour.

sales abroad in 1966 would make "modest gains." Because of "tightening situations" in the key markets abroad, the industry cannot look forward to substantial increases this year. But he added that with the advent of color, there should be definite advances in American sales in 1967 and in the ensuing years.

Could Level Off ■ Charles Michelson, who represents the buyers viewpoint as representative in the U. S. of Australian and Japanese broadcast interests, felt there well could be a levelling off of business in those nations because of intensified competition and the clamor for local production. He reported that Australian officials have adopted the position that they will not buy new U. S. program series until next fall in order to "get a reading" on the popular shows here. He added they seem adamant on holding the line on reduced prices. Mr. Michelson noted that the U. S. faces sterner competition in the world market from overseas producers, particularly the British, who were active at the recent Cannes Film Festival.

Manny Reiner, executive vice president, Four Star International, projects comfortable gains this year for his company, based on sales achieved to date for *The Rogues*, *Honey West* and particularly *The Big Valley*. He said *Valley* may well be a record-breaker in terms of dollars per episode. He agreed that sales in Japan, Canada and Australia this year will be more difficult to make with buying becoming more sophisticated because overseas officials have gained considerable expertise and U. S. agencies with branches abroad are contributing their judgments and

skills.

A spokesman for Warner Brothers TV division reported there has been a sales upsurge with their product overseas, including *The F.B.I.*, *F Troop* and *Mr. Roberts*, which is coming off the network this season. He said he had noted little change in the buying pattern of major overseas markets this selling season. He added that color TV is gathering interest in the Far East and in England and noted that Puerto Rico already has an operating color system.

Art Barron, assistant general manager of Desilu Sales, noted that international sales have spurted at Desilu in recent months, largely because it has added *Mission Impossible* and *Star Trek* to its roster for 1966-67 whereas last year it had only *Lucy*, which it retains. In the two months of March and April, Desilu wrote about \$1 million in syndicated sales, he reported, and the bulk was in overseas business. *Lucy* has been sold to the BBC and to the Canadian Broadcasting Corp.'s French network, in color, he pointed out, and *Mission Impossible* and *Star Trek* have also been sold in Canada.

Sales are Good ■ Lloyd Burns, president of the international division of Screen Gems, said business to date has been good. Screen Gems, he noted, is well represented in number of new series for next year, which always is a factor in success abroad. He pointed out that SG has done particularly well with *The Adventures of Sea Spray*, a series produced for overseas distribution. He said SG may sell it in the U. S.

Ralph Baruch, vice president, international sales, CBS Films, expressed the

opinion that his company's volume, which is already high, would be about the same in 1967. He pointed out that a plateau is being reached in the global market as set circulation levels off in the advanced countries that can pay the higher prices. He was optimistic about the coming impact of color, pointing out it will begin on Canada's CBC in the fall and is limited use in Japan.

George A. Graham Jr., president, NBC enterprises, predicted that overseas sales of NBC international film properties will show a healthy increase for 1966. He pointed out that 1965's gain was about 22% over 1964 and said prospects for 1966 are even better. The figures show that *Bonanza* has been sold in 62 markets; *Dr. Kildare* in 58; *Get Smart* in 35 and *I Spy* in 24.

Alan Silverbach, vice president in charge of syndicated sales, 20th Century-Fox Television, was highly pleased with the progress of international sales to date, pointing out that they are "at an all time high." With 12 prime-time series set for a total of 10 hours, he noted, Fox is in a particularly favorable position. The company has registered impressive sales in Canada, having signed contracts on *Time Tunnel*, *The Green Hornet*, *Lost in Space*, *Voyage to the Bottom of the Sea*, *Batman*, *Peyton Place*, *Daniel Boone* and *Them Monroes*.

Mr. Silverbach felt that at present color is a factor mainly in Japan, but said that country has not bought appreciably yet from the 1966-67 supply. He noted that Australia is attempting to reduce prices and is delaying purchases until programs have proved their worth in the U. S.

TV clients: which kind spent how much

FOOD-GROCERY CATEGORY FIRST WITH \$465.5 MILLION IN '65, SAYS TVB

Television expenditures in 27 out of 31 product categories increased in 1965 over 1964, according to figures being released today (May 16) by Television Bureau of Advertising.

The food and grocery products class, once again the biggest TV investor, increased its television spending by 8%, to \$465.5 million. Cosmetics and toiletries moved up 10.6% to \$318.3 million, while drug products took the number three position by pushing ahead 6.7% to \$212.8 million.

Others in the top 10, in rank order: Tobacco products and supplies, down 1.5%; confections and soft drinks, up 11%; automotive products, up 1.1%; household laundry products, up 3.3%; ale, beer and wine, down 0.1%; dental products, up 27.2%, and household cleaners, cleansers, polishes and waxes, up 11.6%.

Other Cutbacks - The categories with reduced spending, aside from tobacco and ales, wines and beers, were consumer services, down 16.2%, and household furnishings, down 6.6%.

Among groups singled out by TVB as showing "outstanding" gains were amusements and entertainment, which cut back 17% in 1964 but increased 46% in 1965; household equipment and appliances, which went from minus 13% to plus 32%; pet products, from plus 19% to plus 28%; television, radio, phonographs and musical instruments, from plus 50% to plus 58%, and transportation and travel, from plus 21% to plus 39%.

The complete TVB estimates follow. The figures include both network and spot TV spending. The network figures,

compiled for TVB by Leading National Advertisers-Broadcast Advertisers Reports, are estimates of net time and program costs; the spot figures, by N.C. Rorabaugh Co., represent gross time charges only.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS—JANUARY-DECEMBER 1965

	SPOT TV	NETWORK TV	TOTAL TV	% Change '65 vs. '64
AGRICULTURE	\$ 889,000	\$ 579,500	\$ 1,468,500	+ 9.1
Feeds, meals	336,000	336,000	
Miscellaneous	553,000	579,500	1,132,500	
ALE, BEER & WINE	72,943,000	20,343,700	93,286,700	- 0.1
Beer & ale	64,986,000	20,198,400	85,184,400	
Wine	7,957,000	145,300	8,102,300	
AMUSEMENTS, ENTERTAINMENT	3,503,000	2,846,900	6,349,900	+45.6
AUTOMOTIVE	38,942,000	97,695,100	136,627,100	+ 1.1
Anti-freeze	991,000	2,432,000	3,423,000	
Batteries	40,000	2,030,300	2,070,300	
Cars	32,167,000	71,909,600	104,076,600	
Tires & tubes	4,002,000	14,092,700	18,094,700	
Trucks & trailers	188,000	4,284,800	4,472,800	
Misc. accessories & supplies	1,554,000	2,935,700	4,489,700	
BUILDING MATERIALS, EQUIPMENT, FIXTURES, PAINTS	5,766,000	15,951,000	21,717,000	+ 0.4
Fixtures, plumbing supplies	31,000	31,000	
Materials	1,409,000	8,556,800	9,965,800	
Paints	1,166,000	5,686,400	6,852,400	
Power tools	938,000	1,577,800	2,515,800	
Miscellaneous	2,222,000	130,000	2,352,000	
CLOTHING, FURNISHINGS, ACCESSORIES	11,181,000	15,279,900	26,460,900	+11.5
Clothing	4,366,000	11,250,500	15,616,500	
Footwear	4,480,000	1,062,500	5,542,500	
Hosiery	1,804,000	2,574,900	4,378,900	
Miscellaneous	531,000	392,000	923,000	
CONFECTIONS & SOFT DRINKS	113,544,000	29,662,600	143,206,600	+11.0
Confections	50,967,000	19,903,800	70,870,800	
Soft drinks	62,577,000	9,758,800	72,335,800	
CONSUMER SERVICES	27,544,000	28,382,400	55,926,400	-16.2
Dry cleaners & laundries	
Financial	5,031,000	1,685,600	6,716,600	
Insurance	5,676,000	15,345,300	21,021,300	
Medical & dental	847,000	768,500	1,615,500	
Moving, hauling & storage	35,000	117,800	152,800	
Public utilities	11,006,000	9,637,400	20,643,400	
Religious, political, unions	2,147,000	2,147,000	
Schools & colleges	634,000	634,000	
Miscellaneous services	2,168,000	827,800	2,995,800	
COSMETICS & TOILETRIES	102,237,000	216,094,100	318,331,100	+10.6
Cosmetics	10,130,000	9,236,500	19,366,500	
Deodorants	7,800,000	26,378,400	34,178,400	
Depilatories	147,000	873,400	1,020,400	
Hair tonics & shampoos	17,368,000	33,581,800	50,949,800	
Hand & face creams, lotions	9,279,000	13,930,500	23,209,500	
Home permanents & coloring	21,137,000	47,676,400	68,813,400	
Perfumes, toilet waters, etc.	3,477,000	2,143,400	5,620,400	
Razors, blades	5,781,000	23,551,700	29,332,700	
Shaving creams, lotions, etc.	3,162,000	17,071,800	20,233,800	
Toilet soaps	18,305,000	25,386,500	43,691,500	
Miscellaneous	5,651,000	16,263,700	21,914,700	
DENTAL PRODUCTS	28,999,000	57,323,500	86,322,500	+27.2
Dentifrices	15,101,000	39,373,600	54,474,600	

Continues

College to study radio

A full-day seminar on radio as a marketing tool will be held in Chicago June 8 at the Conrad Hilton hotel by the American College of Radio Arts, Crafts and Sciences. The date was announced last week by ACOR's president, Ed Wallis, general manager of WIND Chicago. Midwest agency executives will conduct the sessions on "Radio: Salesmanship in Sound," Mr. Wallis said.



HOMETOWN NEWS
 ...9216 miles away from home

On Jan. 16th, WHIO-TV and WHIO Radio newsmen Don Upthegrove left Dayton, destination Saigon. On Feb. 14th they returned to Dayton having visited military installations throughout South Vietnam, and interviewing on film and tape large numbers of Dayton-area servicemen. ~ Result: among other things, more than three miles of film resulting in more than eight hours of television reports, over five hours of radio time. ~ Mighty welcome reports, we might add, to the families and friends of a host of local soldiers, sailors, airmen and marines, and to an entire market eager for on-the-spot news about local men participating in the Asian conflict. ~ How far does WHIO-TV and WHIO Radio go to cover local news? In this case, around the world.



Don Wayne did the interviewing



Chuck Upthegrove got the footage



Represented by Petry



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh

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Audio in color boom

The accent on color is spurring an expansion in personnel and facilities at Audio Productions, New York, and contributing heavily to projected 25% increase in business this year over 1965.

Peter Mooney, president of the 33-year old industrial film-TV commercial production organization, reported in an interview last week that Audio has grown gradually over the past three decades and now encompasses 120 full-time staffers. The emphasis on color, which now totals about 90% of Audio's activity, has prompted the establishment recently of the company's own optical and stop-motion departments and the ad-



Mr. Mooney

dition of several directors, cameramen and salesmen.

Audio's business is approximately 50% in the TV film commercials field and 50% in industrial and public relations films.

Mr. Mooney recalled that the firm was established in 1933 by Western Electric to produce films that would promote developments in the sound recording field. Since 1942, Audio has had no connection with Western Electric.

He estimated that color will account for about 15% of Audio's increase in sales this year over 1965 and added that color is having the effect of improving the business of long-established companies which are staffed and equipped in depth. Mr. Mooney noted a decided swing toward the employment by the larger producers of their own staff cameramen and directors and added:

"The same cameramen and directors provide a continuity of effort. These are high-priced, skilled specialists and production companies have realized that there are financial and esthetic advantages in having them on staff rather than risking that they will be available for free-lance assignments."

Among the prestige clients for which Audio has produced commercials during the past year have been Eastern Airlines, Bristol-Myers, General Foods, AT&T, Atlantic Oil, Traveler's Insurance Cos., Procter & Gamble, General Mills, Vick Chemical, Gulf and General Electric.

	SPOT TV	NETWORK TV	TOTAL TV	% Change '65 vs. '64
Mouthwashes	\$ 12,905,000	\$ 12,186,100	\$ 25,091,100	
Miscellaneous	993,000	5,763,800	6,756,800	
DRUG PRODUCTS	76,170,000	136,669,100	212,839,100	+ 6.7
Cold remedies	16,543,000	30,201,600	46,744,600	
Headache remedies	24,165,000	42,054,000	66,219,000	
Indigestion remedies	2,667,000	20,412,500	23,079,500	
Laxatives	4,587,000	10,801,000	15,388,000	
Vitamins	5,945,000	10,684,600	16,629,600	
Weight aids	9,397,000	3,958,400	13,355,400	
Miscellaneous drug products	12,103,000	18,557,000	30,660,000	
Drug stores	763,000	763,000	
FOOD & GROCERY PRODUCTS	264,146,000	201,403,600	465,549,600	+ 8.0
Baked goods	32,659,000	11,796,100	44,455,100	
Cereals	48,785,000	45,969,000	94,754,000	
Coffee, tea & food drinks	43,123,000	19,409,900	62,532,900	
Condiments, sauces, appetizers	19,006,000	23,582,800	42,588,800	
Dairy products	20,309,000	18,505,100	38,814,100	
Desserts	6,929,000	10,279,600	17,208,600	
Dry foods (flour, mixes, rices, etc.)	11,641,000	12,505,500	24,146,500	
Fruits, vegetables, juices	16,345,000	21,008,800	37,353,800	
Macaroni, noodles, chili, etc.	6,936,000	4,933,300	11,869,300	
Margarine, shortenings	8,392,000	8,750,800	17,142,800	
Meat, poultry & fish	13,269,000	5,851,200	19,120,200	
Soups	5,864,000	6,947,500	12,811,500	
Miscellaneous foods	15,913,000	10,968,100	26,881,100	
Miscellaneous frozen foods	5,415,000	895,900	6,310,900	
Food stores	9,560,000	9,560,000	
GARDEN SUPPLIES & EQUIPMENT	3,659,000	1,061,100	4,720,100	+ 9.6
GASOLINE & LUBRICANTS	38,731,000	23,605,100	62,336,100	+ 7.1
Gasoline & oil	38,217,000	23,323,200	61,540,200	
Oil additives	366,000	281,900	647,900	
Miscellaneous	148,000	148,000	
HOTELS, RESORTS, RESTAURANTS	2,285,000	531,900	2,816,900	+98.3
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	33,494,000	49,565,100	83,059,100	+11.6
Cleaners, cleansers	23,305,000	19,535,500	42,840,500	
Floor & furniture polishes, waxes	5,325,000	22,255,000	27,580,000	
Glass cleaners	1,447,000	3,226,200	4,673,200	
Home dry cleaners	1,100,000	401,000	1,501,000	
Shoe polish	856,000	1,337,200	2,193,200	
Miscellaneous cleaners	1,461,000	2,810,200	4,271,200	
HOUSEHOLD EQUIPMENT—APPLIANCES	12,034,000	19,517,400	31,551,400	+32.0
HOUSEHOLD FURNISHINGS	2,442,000	7,489,400	9,931,400	- 6.6
Beds, mattresses, springs	1,107,000	1,048,500	2,155,500	
Furniture & other furnishings	1,335,000	6,440,900	7,775,900	
HOUSEHOLD LAUNDRY PRODUCTS	66,953,000	63,342,800	130,295,800	+ 3.3
Bleaches, starches	10,561,000	5,816,200	16,377,200	
Packaged soaps, detergents	46,714,000	51,745,000	98,459,000	
Miscellaneous	9,678,000	5,781,600	15,459,600	
HOUSEHOLD PAPER PRODUCTS	24,651,000	15,316,500	39,967,500	+ 7.8
Cleansing tissues	3,406,000	1,732,400	5,138,400	
Food wraps	5,119,000	10,315,800	15,434,800	
Napkins	463,000	200,800	663,800	
Toilet tissues	4,306,000	4,306,000	
Miscellaneous	11,357,000	3,067,500	14,424,500	
HOUSEHOLD GENERAL	7,308,000	17,422,200	24,730,200	+ 6.9
Brooms, brushes, mops	62,000	83,600	145,600	
China, glassware, crockery, containers	990,000	1,638,400	2,628,400	
Disinfectants, deodorizers	1,243,000	8,718,400	9,961,400	
Fuels (heating, etc.)	685,000	51,000	736,000	
Insecticides, rodenticides	2,145,000	2,177,300	4,322,300	
Kitchen utensils	654,000	1,159,300	1,813,300	
Miscellaneous	1,529,000	3,594,200	5,123,200	
NOTIONS	753,000	482,400	1,235,400	+43.6
PET PRODUCTS	19,488,000	21,233,400	40,721,400	+27.9
PUBLICATIONS	2,252,000	1,598,500	3,850,500	+13.5

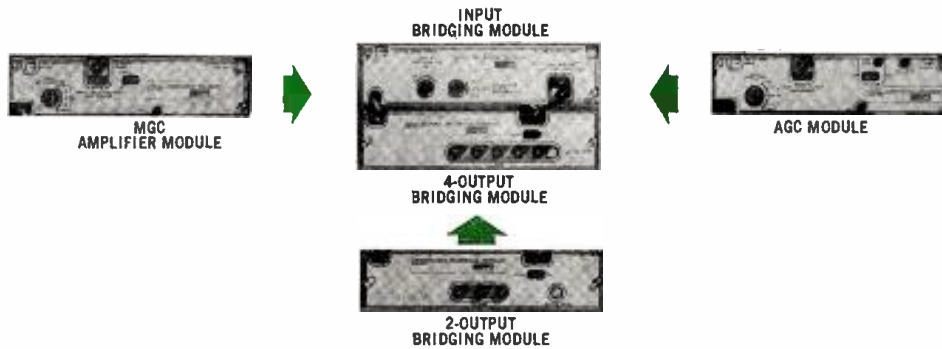
Continues

GET MORE CATV SYSTEM FOR THE

MONEY

From one basic, solid-state design a full range of 8 trunkline and bridging amplifiers can be developed. Plug-in interchangeability permits custom design at mass-production prices.

ALL THESE MODULES ARE INTERCHANGEABLE!



SPECIFICATIONS

	TRUNK AMPLIFIERS	TRUNK/BRIDGING AMPLIFIERS	BRIDGING AMPLIFIERS
TRUNKLINE FULL GAIN @ Ch. 13	30 db. min.	30 db. min.	— — —
FEEDER LINE FULL GAIN @ Ch. 13 — 2-outputs	— — —	33 db. min.	31 db. min.
— 4-outputs	— — —	30 db. min.	28 db. min.
TRUNKLINE OPERATIONAL GAIN — Spacing @ Ch. 13	25 db	25 db	— — —
MAX. OUTPUT CAPABILITY @ 1/2 TILT† —			
Trunkline	35 dbmv @ Ch. 13	35 dbmv @ Ch. 13	— — —
Feeder Line — 2-outputs	— — —	43 dbmv @ Ch. 13	43 dbmv @ Ch. 13
Feeder Line — 4-outputs	— — —	40 dbmv @ Ch. 13	40 dbmv @ Ch. 13
NOISE FIGURE @ Operational Gain	12 db. nom.	12 db. nom.	— — —
TRUNKLINE INSERTION LOSS	0	0	1 db.
BANDWIDTH	50-220 Mc	50-220 Mc	50-220 Mc
RESPONSE FLATNESS — Trunkline	±0.25 db	±0.25 db	— — —
— Feeder Line	— — —	±0.5 db	±0.5 db
AGC RANGE (Automatic GAIN & TILT) — Automatic Gain Units Only	±1 db output change with up to 6 db (cable equivalent) input change		
TRUNKLINE CONTROLS —			
INPUT ATTENUATOR (Switchable Pad)	Range: 0, 3, 6, 9, 12 db (steps)		— — —
GAIN (Variable) — MGC Units Only	Range: 0-5	Range: 0-3	— — —
TILT (Variable) — AGC Units	Range: ±3 db (cable equivalent)		— — —
— MGC Units	Range: 22 to 28 db (cable equivalent)		— — —
LINE POWER (Switch)	Function: AC power source selection — (IN, OUT, BOTH)		
EQUALIZER (Switchable)	— — —	— — —	Range: 0-3, 4-9, 10-15 db (steps)
AGC LEVEL (Variable) — AGC Units Only	Function: set automatic control output level		— — —
MGC LEVEL (Variable) — AGC Units Only	Function: set manual control output level		— — —
AGC-MGC (Switch) — AGC Units Only	Function: AGC-MGC operation selection		— — —
FEEDER LINE CONTROLS —			
GAIN (Variable)	— — —	Range: 0 to 3 db (continuous)	
TILT (Variable)	— — —	Range: 0 = 3 db (continuous)	
INPUT ATTENUATOR (Switchable Pad)	— — —	— — —	Range: 0, 3, 6, 9, 12 db (steps)
ISOLATION (between feeder outputs)			
IMPEDANCE MATCH — Trunkline Input	21 db Return Loss (VSWR 1.2:1)		
— Trunkline Output	15 db Return Loss (VSWR 1.4:1)	21 db Return Loss (VSWR 1.2:1)	
— Feeder Line Output	— — —	18 db Return Loss (VSWR 1.3:1)	
TEST POINTS			
— Trunkline Input	-20 db (RF)	-20 db (RF)	-20 db (RF)
— Trunkline Output	-20 db (RF)	-20 db (RF)	-20 db (RF)
— Feeder Line Output	— — —	-20 db (RF)	-20 db (RF)
AMBIENT TEMPERATURE RANGE			
— Trunkline Input	-40° to +140° F	-40° to +140° F	-40° to +140° F
POWER REQUIREMENT			
— Trunkline Input	18 to 30 volts RMS, 0.8 ampere max.	18 to 30 volts RMS, 1.2 ampere max.	18 to 30 volts RMS, 0.8 ampere max.
HOUSING DIMENSIONS			
— Trunkline Input	4" x 9 1/2" x 1 1/2"	4" x 9 1/2" x 1 1/2"	4" x 9 1/2" x 1 1/2"
SHIPPING WEIGHT			
— Trunkline Input	10 lbs. MGC Unit	13 lbs. 2-outputs	12 3/4 lbs. 4-outputs
— Trunkline Output	10 1/2 lbs. MGC Unit	14 lbs. 4-outputs	13 3/4 lbs. 4-outputs

† For -57 db cross-modulation and 32 amplifiers in cascade, 12 channels
* See footnote on inside back page.

MAKE US PROVE IT! Write, phone collect or visit KAISER-COX CATV for details:



KAISER-COX CORPORATION / P. O. Box 9728, Phoenix, Ariz. 85020, Phone (602) 944-4411

DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW

	SPOT TV	NETWORK TV	TOTAL TV	% Change '65 vs. '64
SPORTING GOODS, BICYCLES, TOYS	\$ 26,348,000	\$ 18,222,700	\$ 44,570,700	+39.1
Bicycles & supplies	248,000	474,400	722,400	
Toys & games	25,713,000	17,086,900	42,799,900	
Miscellaneous	387,000	661,400	1,048,400	
STATIONERY, OFFICE EQUIPMENT	358,000	6,747,900	7,105,900	+12.5
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	3,116,000	14,038,800	17,154,800	+58.4
Radio & television sets	1,293,000	9,507,000	10,800,000	
Records	1,518,000	1,518,000	
Miscellaneous	305,000	4,531,800	4,836,800	
TOBACCO PRODUCTS & SUPPLIES	48,659,000	145,427,300	194,086,300	- 1.5
Cigarettes	43,273,000	128,782,300	172,055,300	
Cigars, pipe tobacco	4,676,000	16,540,000	21,216,000	
Miscellaneous	710,000	105,000	815,000	
TRANSPORTATION & TRAVEL	21,813,000	5,051,500	26,864,500	+38.7
Air	16,492,000	3,664,000	20,156,000	
Bus	2,085,000	2,085,000	
Rail	878,000	878,000	
Miscellaneous	2,358,000	1,387,500	3,745,500	
WATCHES, JEWELRY, CAMERAS	3,970,000	23,354,700	27,324,700	+12.9
Cameras, accessories, supplies	499,000	13,699,900	14,198,900	
Clocks & watches	15,000	4,330,800	4,345,800	
Jewelry	186,000	186,000	
Pens & pencils	3,180,000	2,678,500	5,858,500	
Miscellaneous	90,000	2,645,500	2,735,500	
MISCELLANEOUS	11,322,000	4,089,700	15,411,700	+ 0.9
Trading stamps	694,000	1,904,900	2,598,900	
Miscellaneous products	4,107,000	2,162,800	6,269,800	
Miscellaneous stores	6,521,000	22,000	6,543,000	
TOTAL	\$1,075,500,000	\$1,260,319,800	\$2,335,819,800	+ 8.0

NOTE: As of this 1965 report, institutional advertising investments are absorbed by the appropriate sub-category.

SOURCES: Network TV-LNA/BAR

Net time & program costs by TVB categories.

National & regional spot TV—N. C. Rorabaugh Co. Gross time charges only by TVB categories.

Y&R's Bond looks at regulation, ad image

The government is getting deeper and deeper into regulation of advertising matters and the trend is not apt to be halted unless advertising people regulate themselves more effectively, Edward L.



Mr. Bond

Bond Jr., president and chief executive officer of Young & Rubicam, New York, asserted last week.

He predicted congressional passage of a modified "truth in packaging" bill this year and foresaw, among other regulatory moves,

new efforts to require health-hazard warnings in cigarette advertising.

Specifically in the broadcasting field, Mr. Bond anticipated an investigation of TV's volume discounts, possible hearings on TV programming and on the

length and frequency of commercials, closer scrutiny of broadcast ratings, and continued efforts by the FCC to limit TV network ownership of programming and to concern itself with what it "seems to feel is a conspiratorial avoidance by national advertisers of UHF stations."

In the current Washington climate, Mr. Bond said, "it would behoove everyone in any way connected with advertising to be straight-forward and truthful. It is slickness and borderline honesty that leads to complaints, investigations and unfriendly legislation."

Positive Side — Addressing a meeting of the Magazine Promotion Group in New York last Wednesday (May 11), Mr. Bond also called upon media to maintain high advertising standards and to pay more attention to advertising's "positive" side in their editorial pages and programs.

Instead of depicting the advertising man as "something you wouldn't want your daughter to marry," he asked, why don't media take a more constructive approach? How come the only ones who ever defend the ad man and advertising are the ad men themselves? . . . For my dough, the various media have been poking the wrong keys too long."

Female hygiene banned on radio

NAB code board action

approves amendment

on derogatory ads

Personal-product advertising continues to be a major problem area for the National Association of Broadcasters radio code. Meeting in Washington last Wednesday and Thursday (May 11-12), the code board supported a ban on intimate feminine hygiene product advertising and agreed that a cautionary statement on hemorrhoid advertising was not needed.

The code board also approved an amendment on derogation, and urged the code authority to come up with guidelines for movie advertising.

Feminine-hygiene products were included in the personal-product category, which had been banned until last June when the NAB radio board lifted the ban (BROADCASTING, June 28, 1965). Last week, however, Howard Bell, code director, in an interpretation said the advertising for products such as sanitary napkins, Tampons and vaginal products are "unacceptable under the taste standards" of the code.

He added that advertising of such products "would be objectionable to a substantial segment of the listening audience and would offend listener sensitivities, particularly in mixed audiences."

Oral Hygiene OK — The code director distinguished between the intimate feminine-hygiene products and those taken orally for relief of feminine pain or distress. He said advertising for the latter category would be acceptable as long as it is presented in accord with the code's standards of good taste.

The cautionary statement on hemorrhoid advertising—to see a doctor if symptoms persist—was dropped from the guidelines issued last year. Robert Hurleigh, MBS president, appeared before the code board to express the radio board's concern over the statement. At its January meeting the radio board had suggested that the code authority re-evaluate the need for such a statement.

Mr. Hurleigh had been successful last June in getting the radio board to lift the personal-product ban. Following that action, Mutual accepted a \$140,000 order from American Home Products for its Preparation H hemorrhoid remedy. That one-year buy runs through Aug. 1.

The new language on derogation would allow factual product compari-

question:

What Syndicated Show Beat All Competition* { INCLUDING NETWORK SHOWS }

Saturday, April 16 at 10:30 p.m.
In The Nation's No. 1 Market?

answer: "AN EVENING WITH... ALLEN & ROSSI"

*NEW YORK ARBITRON WEEKLY REPORT April 10-16, 1966

"AN EVENING WITH..."

high rated...star studded...versatile...appealing

Each half-hour show features one of the following: Pete Fountain • Julie London
Phyllis Diller • Xavier Cugat & Charo • Back Porch Majority • Louis Prima • Gretchen Wyler
Arthur Lyman • Earl Wrightson & Lois Hunt • Hildegard • Roberta Sherwood
Eddy Arnold • Jean Pierre Aumont & Marisa Pavan • New Christy Minstrels
Jane Morgan • Phil Ford & Mimi Hines • Johnnie Ray • Billy Daniels • Sarah Vaughan
Gary Lewis & The Playboys • Gene Pitney • Allen & Rossi • King Sisters & Alvino Rey
Chita Rivera • Rosemary Clooney • The Serendipity Singers

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Telephone 312 528-2311 • TWX: 910-221-1324

"Very well



"By any standards, the two-hour production was a masterpiece... Last night's 'Death of a Salesman' was better than the original stage play, far superior to the motion picture... The cast, headed by Lee J. Cobb and Mildred Dunnock, was brilliant."

CLEVELAND PRESS



"An evening of exalted theater came to television... a veritable landmark in studio drama, an occasion of power so shattering and poignancy so delicate that there is no earlier parallel to cite... The two-hour presentation over the network of the Columbia Broadcasting System was more than a revival; it was a work of fresh interpretation."

THE NEW YORK TIMES



"Unquestionably the outstanding single program of the television season... a glorious, thrilling, awesome event that should live forever as a TV classic... the greatest American television drama to date."

BOSTON RECORD AMERICAN

iked!"



o saw last night's magnificent
Arthur Miller's 'Death of
in' should be richer for it the
ir lives... Alex Segal's crowning
ent was his imaginative
camera."

PHIA BULLETIN

"A splendid television special...
especially remarkable for impeccable
casting and flawless direction."

WASHINGTON POST

"As fine a drama as the medium has
ever presented... It emerged as a television
landmark. It is a standard by which all
television drama will be judged for
years to come."

DETROIT NEWS

CBS

where television is really special.

sons and identifications of competing products but bans advertising used for "discrediting, disparaging or unfairly attacking competitors, competing products, other industries, professions or institutions." This language is considered softer than the terminology adopted by the TV code board. The TV language does not allow any comparisons by product name. The derogation amendment must be approved by the radio board at its June meeting.

Movie Ads ■ Concern over motion-picture advertising on radio led the code board to urge development of guidelines for such advertising similar to those developed in other areas. The code board said efforts should be continued in this direction through work with interested groups and individuals in the motion-picture industry.

The code board also agreed with a code authority interpretation that opening and closing billboards under 10 seconds and confined to the sponsor's name, address and established slogan not be included as commercial time. Billboards containing other material are considered as advertising time.

Charles M. Stone, radio code manager, reported a 4.9% increase in subscribers from April 30, 1965, to April 30, 1966. During that period subscribing stations went from 2,244 to 2,355 (42.6% of all stations on the air).

Robert L. Benwitt, assistant to Mr. Stone, reported that 1,652 stations had been monitored in the fiscal year ended April 1, compared to 1,479 for the previous year. He said 3,000 station monitorings are planned for the current fiscal year.

Jonah Gitlitz, assistant to Mr. Bell,

said a new promotional record with Jack Benny (BROADCASTING, April 11) would be out in about two months, and that a booklet, "The Challenge of Self-Regulation", would be published in about a month.

RCA computer starts automation at NH&S

RCA's newest entry in the computer field, the Spectra 70, went into action last week at Needham, Harper & Steers, Chicago, and ultimately will become a central data bank and media research tool linking together all of the agency's offices.

Initial use will be for processing of media estimates, billing, accounting and other internal "housekeeping." RCA plans to use the NH&S installation as a demonstration model in the Midwest. It is described as the first such computer of its type in an agency.

Paul C. Harper, Jr., president of NH&S, explained that the value of the computer "is limited only by the imagination of the people who plan its use." He said the agency plans extensive programming of the machine in the areas of media research, market research and the management sciences.

Blair Vedder, senior vice president of administration and corporate media at NH&S, also cited the unlimited potentials of the computer for media research and planning. He emphasized, however, that the computer will not replace human judgment and evaluation in the final selection of media.



Giving their new RCA Spectra 70 a test run are Needham, Harper & Steers's executives (l to r) Paul C. Harper Jr., president; Blair Vedder, senior vice president of administration and corporate media, and William R. Schumacher, electronic data processing manager.

"In other words, we do not intend to set up mathematical models and automate our media buying," he explained, but the system will enable various media approaches and mixes to be studied and considered.

The Spectra 70 will store all of the available demographic information for all the different media, Mr. Vedder said, so that advertising program selection can accurately match the demographics of the product being advertised. "Another important feature will be the ability to compute almost instantaneously the correlation between audience delivery and sales on a market-by-market basis," he added.

Wide Use ■ Other possibilities cited for the system: determining what factors or attitudes are related to brand purchase behavior; determining which of several alternate advertising or marketing strategies to employ, and finding and ranking the factors of brand preference and brand changing.

William Schumacher, the agency's electronic data processing manager, said NH&S spent two years in an exhaustive study of computers before making its final decision. The system will be expanded in succeeding years, he was noted.

President Harper and other agency executives are going to computer school to learn how to get the most out of their new device.



The 11-member radio code board had seven new faces when it met last week in Washington. Among them were the first two network representatives to sit on the board.

(Seated l-r): Clint Formby, KPAN Hereford, Tex.; NAB President Vincent Wasilewski; Virginia Pate, WASA Havre de Grace, Md.; Richard M. Brown, KPOJ Portland, Ore., chairman; Grace Johnson, ABC, New York, and

Howard Bell, director of the code authority.

(Standing l-r): Joseph Keating, MBS, New York; John Alexander, WFLA Tampa, Fla.; J. Allen Jensen, KID Idaho Falls; Andrew M. Ockershausen, WMAL Washington; James H. Quello, WJR Detroit; Morton H. Henkin, KSOO Sioux Falls, S. D.; Michael J. Cuneen, WDLA Walton, N. Y., and Charles M. Stone, radio code manager.



If it's a producer, 5 of our companies can get into the act.

The petroleum industry is typical of the many process industries ITT supplies.

Five ITT companies in the U.S. and Europe make or service what is needed. This includes valves, pumps, heat exchangers, actuators, flow tubes, meters and recorders, as well as microwave communications systems.

Once out of the wellhead, petroleum takes a long trip. All along the way—

from pipeline to refinery to customer—ITT devices and equipment meter, measure, pump and control the petroleum and its by-products.

These devices and equipment are known by such brand names as Barton, General Controls, Hammel-Dahl, Henze, Marlow, Bell & Gossett.

ITT microwave systems are used for voice, data, telemetry and supervisory-

control transmissions along pipelines, from offshore rigs and remote sites.

ITT's broad-range capability for the growing needs of the process industries stretches into hundreds of fields—wherever raw material is processed into a finished product.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

Creative enthusiasm for radio

IRTS commercial workshop hears about medium's most successful sales approaches

Leading creative specialists from advertising agencies in New York, Chicago and Hollywood shared their know-how in radio commercial production last Friday (May 13) as the International Radio and Television Society held its second annual radio commercials workshop in New York.

The use of music, humor, testimonials and interviews in commercials, the length of campaigns and how often the commercials ought to be changed were explored with case histories documenting the dollars-and-cents success of the commercials under study.

During the luncheon session of the all-day workshop Bob Elliott and Ray Goulding, the "Bob and Ray" of numerous humorous commercials, presented awards to the creative supervisors on the 21 commercials picked by the Radio Advertising Bureau as "most effective" of 1965 (BROADCASTING, May 9).

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, who was chairman of the work-

shop, cited a "growing creative enthusiasm for radio," that he said was evident in "agency after agency."

He cited the trend toward specialization among radio stations, saying it enables advertisers to reach specialized audiences more easily and makes it possible "to tailor commercials to the type of station, just as you vary copy and layout in magazine ads for certain types of books."

More 10-Second Spots ■ Mr. Webster predicted that 10-second commercials, used relatively little in radio in recent years, "will become more popular in the next year, as stations and advertisers realize that this is one way to get a client into a time period that is otherwise 'sold out.'"

"Good stations," he explained, "are tough about commercial restrictions, but it is worthwhile to drop one 60-second spot for two or three 10's."

Emery T. Smyth, vice president and division copy director of Needham, Harper & Steers, cited the success of

his agency's campaign for Campbell V-8 juice in undertaking to answer the question "How Many Commercials Make a Campaign?"

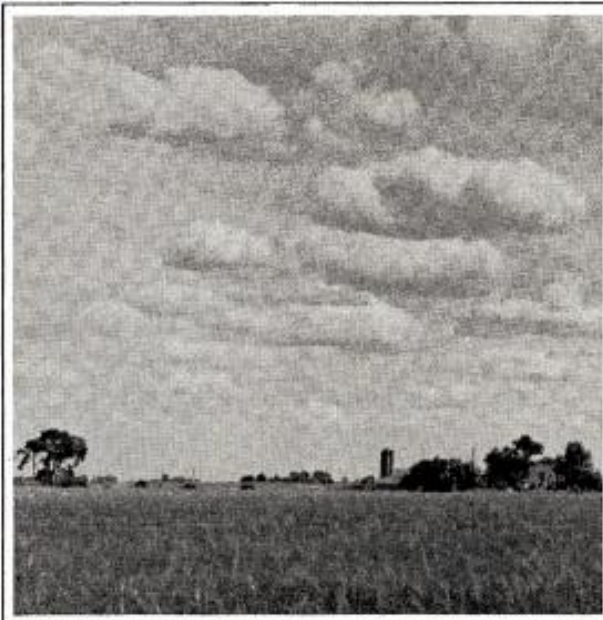
The 1961 campaign to distinguish V-8 from tomato juice in the public mind was so successful the company cancelled it after 22 weeks because it was running out of product. Since then, he said, execution of the commercials has been improved "but the personality of the commercial remains the same."

Mr. Smyth said: "We work hard to keep it fresh, keep it contemporary, keep it in the idiom," but "to change a solidly based winning campaign just for the sake of change—never."

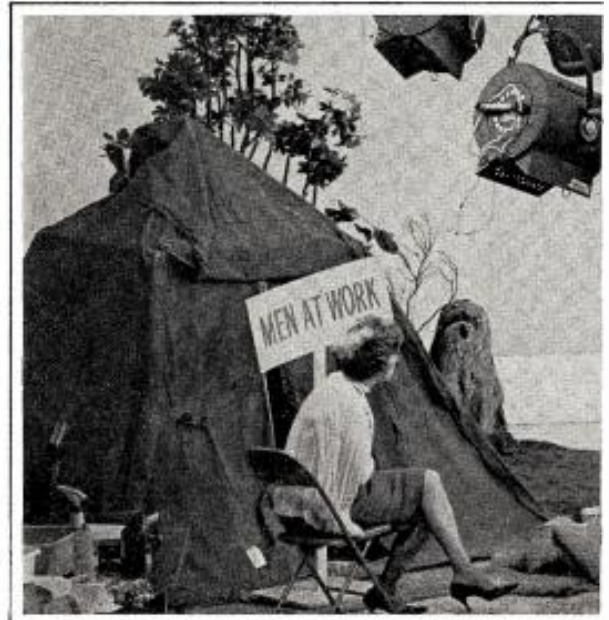
Double Awareness ■ He also cited NH&S's campaign for Humble Oil's heating oil, based on the "watch dog" theme, as "an example of how radio can be used to build a distinctive image for a service." In a single year, he said, "in cities where Humble had previously established a benchmark for heating-oil advertising awareness, we saw the awareness double."

State Farm Insurance, Mars Candy, Kraft Margarine and Household Finance Co. were other companies cited by Mr. Smyth as having "clear-cut stories of success in the use of radio."

"We've learned," he said, "that our



There is space . . .



Then, there is space . . .

Like our Studio A which is as big and colorful as all outdoors (almost) . . . with extensive production area and full color facilities for programs, commercials . . . room enough for a car lot, chorus or camp site. Call Jim Pratt, our space agent, for particulars.

most successful campaigns have had as their common denominators soundness, single-mindedness, uniqueness and intrusiveness."

Michael Davenport and Martha Everds, Grey Advertising copywriters, described the use of "happenings" in commercials for Revlon. Martin Solow, president and creative director of Solow Wexton Inc., reported on a campaign for Vita herring, and Ray Mauer of Geyer, Morey, Ballard on one for Irish International Airlines.

Uses of music, humor, testimonials-interviews and imagery transfer were examined respectively by Roy Eaton, Benton & Bowles; Mel Blanc, Mel Blanc Associates; Dominic Cerulli, W. H. Schneider Inc., and John Bergin, BBDO. Richard Mercer, Clyne-Maxon Inc.; Chuck Blore, Chuck Blore Creative Services, and Thomas Laughlin, Leo Burnett Co., participated in a series of afternoon panel sessions.

Rep. appointments . . .

- KRDO-TV Colorado Springs-Pueblo: National Television Sales Inc., N. Y.
- KCAC Phoenix: Tele-Radio and TV sales, New York and Tracy Moore and Associates, Los Angeles-San Francisco.

ABC daytime, nighttime sales grow in April

ABC-TV's April sales totaled \$42 million, James E. Duffy, vice president in charge of TV network sales, announced last week. He said \$20 million was in nighttime programing, \$18.5 million in daytime shows and \$3.5 million in sports.

Biggest buyer was Singer Sewing Machine Co. (\$3 million), through J. Walter Thompson Co., both New York, in *ABC Stage 67*. Other major nighttime sales were by S. C. Johnson & Son (\$2.5 million), Racine, Wis., through Needham, Harper & Steers, Chicago; Brown & Williamson Tobacco Corp. (\$2 million), Louisville, Ky., through Ted Bates & Co., New York, and Carnation Co. (\$1.3 million) through Erwin Wasey Inc., both Los Angeles.

The daytime buyers included General Mills (\$2.5 million), Minneapolis, through Needham, Harper & Steers Inc., Chicago; The Sweets Co. of America (\$1.75 million), Hoboken, N. J., through Henry Eisen, New York; International Latex Corp. (\$1.3 million), through Ted Bates & Co., both New York; and Calgon Corp. (\$1.2 million) through Ketchum, MacLeod and Grove,

both Pittsburgh.

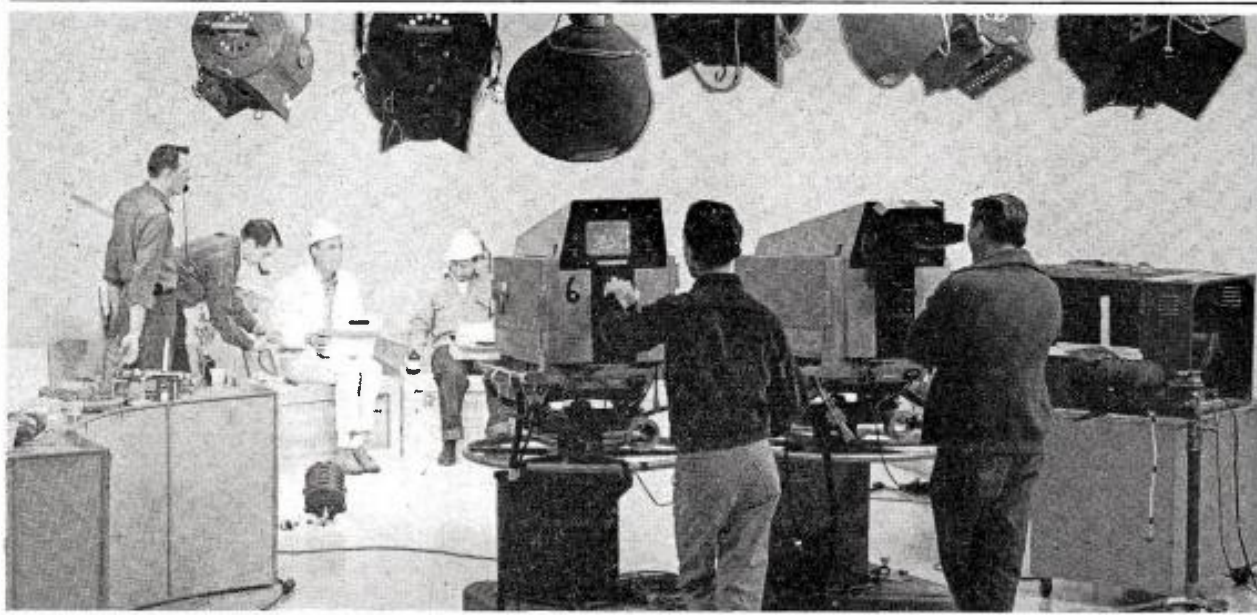
A combined daytime-nighttime sale totaling \$5 million was made by Armour & Co., through Foote, Cone & Belding Inc., both Chicago.

TV up 5%, radio 3% in Blair's '66 forecast

Advertisers will spend \$900 million in radio and \$2.55 billion in television this year, according to estimates released last week by John Blair & Co., radio and TV station representatives.

The figures were contained in *1966 Statistical Trends in Broadcasting*, an annual Blair & Co. review and projection covering 32 segments of broadcast advertising, revenues and expenditures. It was prepared under the direction of Melvin A. Goldberg, vice president for planning and research.

John Blair, chairman of the sales organization, predicted that total advertising in 1966 would reach \$15.36 billion, a gain of about 4% over 1965 levels. The estimated gain for television was put at about 5%, for radio at about 3%. Spot television was expected to reach \$845 million in 1966, network television \$1.265 billion and



the Quality touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

local television \$440 million.

The 36-page report, second in Blair's annual series, also includes such data as estimates and projections of population from 1950 through 1985, a profile of U. S. population by age and sex, color TV set circulation, relationships between advertising expenditures and national economic statistics, market-by-market reports on radio and TV station revenues, expenses and income as reported by the FCC.

Maurie Webster sees radio liked by all

Radio so far in 1966 not only looks brighter to agencies and advertisers but it must look so to customers too, if the trend in set purchases is any indication, Maurie Webster, vice president and general manager, CBS Radio Spot Sales, told the Broadcast Advertising Club of Chicago last week.

"The listeners like what they hear so well they'll spend another \$900 million this year for sets . . ." Mr. Webster said. "This may well make radio the only major medium where the investment by consumers is greater than the investment by advertisers," he added, noting last year's radio billings estimates total about \$800 million.

Mr. Webster observed that advertisers and their agencies now are giving radio more attention, creative effort and money. "The first four months of 1966 are well ahead of last year in national sales and I hear the same thing locally," he commented.

Mr. Webster's talk was titled "Pictures in the Air—By Radio." So naturally, the only man to introduce him, the BAC said, was another picture salesman, Jacob Evans of the midwest office of the Television Bureau of Advertising. Mr. Evans also is BAC program chairman.

Business briefly . . .

General Electric Co., through Clyne-Maxon Inc., both New York, will sponsor a 12-week color series, *Sportsman's Holiday*, on NBC-TV, beginning June 19 (5:30-6 p.m. EDT). Baseball player Ted Williams and sportsman Lee Wulf head list of experts who will film activities such as big game tracking at Mount McKinley, Alaska, and fishing in Argentina.

General Mills Inc., Minneapolis, through Needham, Harper & Steers, Chicago, has signed to participate in NBC Radio's *News on the Hour, Emphasis, Monitor* and *News of the World*.

Institute of Life Insurance, through J. Walter Thompson Co., both New York, has purchased time in NBC-TV's

The Girl from U.N.C.L.E. and *Star Trek*, both new entries for the 1966-67 season, and in *Tuesday Night at the Movies, I Spy, The Virginian, Laredo, Please Don't Eat the Daisies*, all of which start the 1966-67 season during the week of Sept. 11.

Also in advertising . . .

Agency's demise ■ Wade Advertising Inc.'s Los Angeles office has closed its doors after a two-month struggle to stay alive. Last straw was last month when two of its more important local accounts switched to other agencies. Signal Oil Co., Los Angeles, went to Campbell-Mithun Inc. and Barbara Ann Baking Co., Los Angeles, moved over to the San Francisco office of Young & Rubicam Inc. Wade Advertising disbanded its headquarters office in Chicago in April (BROADCASTING, Jan. 31).

Merger ■ Frye-Sills & Bridges Inc. (Gilbert C. Frye, president), Denver, will merge with the Dean Faulkner Co., public relations specialists. Mr. Faulkner will be director, public relations division.

Chicago production group expands studios

A large new film production studio that will specialize in "actuality" or documentary type commercials and programs has been opened formally in Chicago by Hedman, Gray & Shea. The company, formed earlier this year, already is producing for both New York and Chicago agencies.

The 11,000-square-foot plant at 430 West Grant Place has been under construction since January and represents an investment of about \$300,000 for renovations and new equipment. It features advanced motion picture sound mixing facilities as well as sound stages and editing rooms. Hedman, Gray Inc. and Mike Shea Films Inc. had merged to form the present operation. Lars Hedman is president. Phone: 528-1500.

Smith heads new Gardner post

Gardner Advertising, St. Louis and New York, has established a western division with headquarters in Los Angeles at 1717 North Highland Avenue, where the agency has had a broadcast service office. The new division is headed by Mel Smith, formerly of Erwin Wasey. Don Forbes continues as Los Angeles manager and radio-TV director for Gardner.

Commercials in production . . .

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

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 75204.

Dr. Pepper Co., Dallas (soft drinks); one 60 for TV, live on film, color. L. F. Herndon, production manager. Agency: Grant Advertising, Chicago. Floyd Sease, account executive. Approximate cost: \$7,500.

B. Manischewitz Co., Newark, N. J. (kosher foods); four 10's for TV, live on film. John Bronaugh, production manager. Agency: Kane, Light, Gladney Inc., New York. Norm Gladney, account executive and agency producer. Approximate cost: \$100,000.

Coca-Cola Co., Atlanta (Coke); eight 60's for TV, live on film, color. L. F. Herndon, production manager. Agency: McCann-Erickson, New York. Bill Mackey, account executive. Wally Gordon and Woody Walters, agency producers. Approximate cost: \$100,000.

Orkin Exterminating, Atlanta (termites and pest control); 10 60's for TV, live and animation on film, color. Tom Young, production manager. Agency: Kinro Advertising, Atlanta. Jim Llewellyn, account executive and agency producer. Approximate cost: \$60,000.

WXKY Inc., commercial videotape division, 20777 West Ten Mile Road, Southfield, Mich., 48076.

National Brewing Co. of Michigan, Detroit (Ales beer); one 60 for TV, on tape. Lyle Rees, director. Agency: W. B. Doner, Detroit. Brud Doner, account executive. Don Solomon, agency producer.

Capital Finance Corp., Cleveland (savings & loan); five 60's for TV, on tape. Arno Marcaccio, director. Agency: Marschalk Co., Cleveland. Bill Northrup, account executive. Ron Marks, agency producer.

Logos Teleproduction, 3620 South 27th Street, Arlington, Va. 22206.

Philadelphia National Bank (services); one 60 for TV, live on tape. Agency: Albert Frank-Guenther Law, Philadelphia. Tony Trezza, agency producer.

Pittsburgh National Bank (services); six for TV, live on tape. Agency: Ketchum, MacLeod & Grove, Pittsburgh. John Murphy, agency producer.

Society National Bank, Cleveland (services); one 30 for TV, live on tape. Bob Johnson, production manager. Agency: Griswold-Eshelman, Cleveland. Ken Caifee, agency producer.

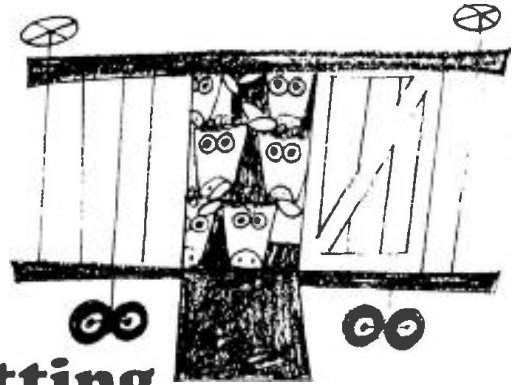
Lake Seneca, Memphis (resort area); two 60's for radio, jingle. Hub Atwood, production manager. Agency: American Realty, Memphis. Ed Belote, account executive.

Ashworth Chemical Co., Memphis (hair preparation); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Pilgrim's Laundry, Houston (laundry and dry cleaning); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

Snelling & Snelling, Richmond, Va. (employment service); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Colonel Sanders, Pittsburgh, (Kentucky fried chicken); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.



Is your advertising getting second-class treatment?

The new Number One way for you to reach the Advertising Market is through a Network: The Printers' Ink Network of Magazines.

A magazine Network is a new idea. A first-class idea.

To establish one, you need a number of magazines designed to complement each other, not compete. They need to work together to cover a market better than any single publication can, and to do it more efficiently than any other combination

of publications serving the field.

The Printers' Ink Network has three magazines: Printers' Ink, Business Advertising, Consumer Advertising.

Each magazine in the Network serves a separate and distinct segment of the Advertising Market. There's practically no duplicated circulation in the total of 83,500. Less than four per cent. That's what makes the Network a first-class advertising buy.

What's more, the magazines in the Printers' Ink Network even look first-class — from their fascinating four-color covers (almost every issue) to editorial pages throughout that are styled by a top graphic designer. Editorial and advertising communicate better than ever.

You work hard to make your advertising first rate. Send it first class, the new Number One way. Buy the Printers' Ink Network of Magazines.

Mutual's price tag: \$3.1 million

July 1 set for takeover by newly formed Mutual Industries Inc., which is expected to expand into ownership of stations

The Mutual Broadcasting System is scheduled to be sold on or about July 1 to a new corporation, Mutual Industries Inc., at a price of approximately \$3.1 million (CLOSED CIRCUIT, May 9).

The 3M Co., St. Paul, the present owner, distributed a memorandum to MBS employees last week advising them of the projected move. It was reported that Mutual Industries Inc., incorporated recently in Delaware, has paid \$100,000 for an option toward the acquisition of the radio network.

It was widely expected that the new ownership would seek to expand into the ownership of stations, an area that the 3M Co. apparently did not consider feasible.

When the sale is completed, as is expected, Mutual Industries will become the seventh owner of the network in nine years. The 3M Co. has held Mutual for six years. It bought the network in April 1960 for an estimated \$1.3 million from a group headed by attorney-industrialist Albert Gre-

gory McCarthy and attorney Chester H. Ferguson.

Robert F. Hurleigh, president of MBS, will continue in his present capacity as will other key executives, according to the memo issued by the 3M Co.

John P. Fraim is president and chairman of the board of Mutual Industries Inc. He is vice president of L. M. Berry & Co., Dayton, Ohio, a nationwide telephone directory advertising company. Mr. Fraim has been active in aviation, education and business management, having served as director of the Louisiana State University's school of aeronautics 1933-40 and in a variety of Air Force assignments, including assistant Air Force chief of staff in charge of personnel; deputy commander of the Ferry Command (later the Air Transport Command), and commander, U. S. Armed Forces in the Greenland-Iceland-Canada area.

He holds membership in many professional groups, including the American Society of Mechanical Engineers,

the Harvard Graduate School in Dayton and the American Association of University and College professors.

Before joining the Berry organization in 1957, Mr. Fraim owned automobile dealerships, insurance and finance companies in California and other western states.

During the 1964 presidential election campaign, Mr. Fraim was vice chairman of the Republican national finance committee.

The key financial figure in Mutual Industries is reported to be Loren M. Berry, founder, board chairman and principal owner of L. M. Berry & Co., and Mr. Fraim's father-in-law.

Mr. Berry is considered to be one of the richest men in Ohio, with a net worth estimated at \$100 million.

Until about five years ago, he was associated with Ronald B. Woodyard, now retired, in a number of broadcasting ventures. According to FCC files, Mr. Berry still has a 10% interest in WVKO-AM-FM Columbus, and a 20% interest in WEOL-AM-FM Elyria, Ohio, which he is selling. In the past he has had ownership interests or has been an officer or director of WONE-AM-FM-TV Dayton, WTQV(TV) Pittsburgh (ch. 47 never went on the air), and in a radio application for Indianapolis.

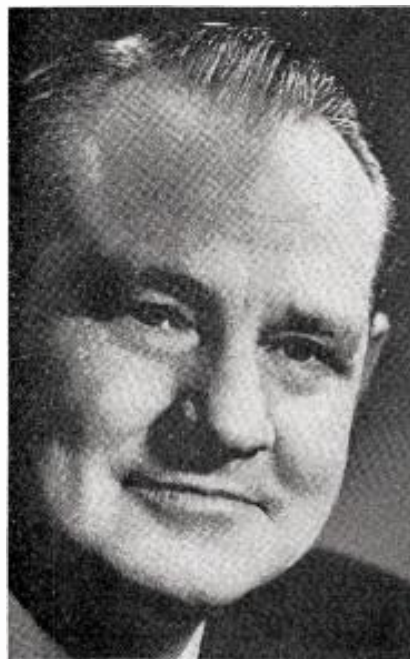
He holds major interests and directorships in a number of independent telephone companies, some in Ohio, but also in other states.

Mr. Berry is considered a staunch Republican, and was a Taft supporter during the late senator's now-famous battle with Dwight D. Eisenhower for the 1952 political campaign. He is retired and spends most of his time in Florida.

Reached at his Dayton headquarters last week, Mr. Fraim declined to discuss his plans for MBS. He said it was too early for that.

The board of Mutual Industries consists of Mr. Fraim, chairman; Mr. Berry; George C. McConnaughey Jr., secretary, and Neil F. Campbell, vice chairman for finance.

Mr. McConnaughey, an attorney in Columbus, Ohio, is the son of the late George C. McConnaughey, former



Mr. Fraim



Mr. Berry

FCC chairman. His law firm, Laylin, McConnaughey, and Stradley, specializes in corporation and communications law. He is a director and secretary of North American Broadcasting Co., which owns and operates WMNI Columbus, an MBS affiliate.

Mr. Campbell is owner and president of Neil F. Campbell Co., Los Angeles, investment and financial consultants. He formed his company in 1959. Before that, he had been with Dean Witter & Co., Los Angeles, and Paine, Webber, Jackson & Curtis, Beverly Hills, Calif., both investment firms. He is a director of the Bissett-Berman Corp., Santa Monica, Calif., in which capacity he holds a top security clearance. He is a graduate of Princeton University and was a U. S. Navy officer in the Pacific in World War II.

Mutual began to go through changes in ownership in 1957 when RKO-Teleradio (now RKO General Broadcasting) sold the network to Dr. Armand Hammer (oil interests) and associates. Dr. Hammer sold MBS in September 1958 to Hal Roach Studios. Shortly before the transaction, Roach Studios had been bought by Scranton Lace Corp., controlled by A. L. Guterma's F. L. Jacobs Co.

Mutual was operating at a low point during this period and early in 1959 Mr. Hurleigh was given an option by the ownership of the network. In March 1959 Mr. Hurleigh negotiated the sale of Mutual to Malcolm Smith (recording interests), who, in turn, sold out later that year to the McCarthy-Ferguson combine. They bought the network on condition that Mutual would go through bankruptcy proceedings to clear past obligations and this action was completed in December 1959.

Under the 3M stewardship, Mutual's prospects brightened. The network is reported to have netted \$300,000 after taxes in 1965 and its projected net income for this year is \$400,000.

Early this year, 3M pleaded "no contest" to five of nine counts of an anti-trust indictment charging the company with unfair trade practices. The indictment was returned in 1961. In the consent judgment, in which 3M paid a \$190,000 fine, the federal judge recommended that the Department of Justice keep a close watch on 3M in the future.

It is speculated that 3M closed its mind at that point to any expansion into station ownership that would cause antitrust questions to be raised by the FCC or the Department of Justice.

In a May 9 memorandum to all MBS officers and staffers, Bert S. Cross, president; Harry Heltzer, group vice

The many hands that controlled MBS in 32 years

The original Mutual Broadcasting System, established in October 1934, was owned by its member stations. They were WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit. The membership list grew in the next seven years with the addition of WFBR Baltimore, WIP Philadelphia, WCAE Pittsburgh, the Don Lee Network, and the Yankee and Colonial Networks.



Mr. Hurleigh

Teleradio which gradually acquired the balance of the Mutual stock.

With the purchase of RKO Radio Pictures in 1955, General Teleradio became RKO Teleradio.

In August 1957, Mutual began three years of rapid changes in ownership when Dr. Armand Hammer (oil interests) and associates bought the network.

In September 1958 Hal Roach Studios became the next owner. Shortly before that time Hal Roach had been purchased by A. L. Guterma's F. L. Jacobs Co. The network, plagued by money losses for some time, was near bankruptcy after Mr. Guterma and his associates became involved in stock manipulation charges in 1959, [A New York federal court convicted Mr. Guterma in January 1960.]

Messrs. Guterma and Roach gave an option to Mutual President Robert Hurleigh, who negotiated still another sale to a group headed by Malcolm Smith (recording interests) in March 1959.

A little more than a year later, Mr. Smith sold to a combine of Albert G. McCarthy Jr. (investor) and Chester Ferguson (lawyer).

The Minnesota Mining & Manufacturing Co. purchased the Mutual network in April 1960.

The Mutual ownership at times bounced like a ping-pong ball, but the service of Mr. Hurleigh has been constant. He joined the network in 1944 as Midwest bureau chief in Chicago, became a vice president in 1957, was voted a vice chairman of the board in 1958, and took over the presidency on July 1, 1959.

president, and Walter S. Meyers, vice president, of the St. Paul firm told of the projected sale of MBS and said in part:

"Six years ago (April 16, 1960), as a public service, the 3M Company acquired Mutual Broadcasting System—then and now the nation's only major all-radio network—in order to give it financial stability.

"We hoped to give Mutual's exceptional management, staff and talent—all of you—the opportunity then needed to preserve and further develop one of America's great national radio networks.

"This you have achieved. You have made the network the world's largest in number of affiliates (515), reaching all 30 of the nation's top 30 markets, 97 of the top 100, and 312 markets which no other network serves.

"You have done this through consistently exceptional news and special events programming: More newscasts and news reviews than any other radio

network, more closed-circuit news service to affiliates for their own use than any other network, and such newsmaking programs as *The World Today*, *Reporters Roundup*, *Capital Assignment* and *The American Consensus*.

"We're proud of you. This achievement, however, regrettably ends the need for 3M participation by attracting the kind of ownership described above. While such an ending was inevitable, since broadcasting has always been your art and your business rather than ours, nonetheless we find it also regrettable, since we have enjoyed so much the association with you.

"You have earned the right to a parent organization dedicated to expanding in the broadcast field, and which will be as concerned as we have been with stability and security for the network and its people.

"We believe Mutual's new ownership represents such an organization, and we wish you and them even greater success in the years to come."

McLendon faces maximum fine

Its Oakland station found in violation of sponsor, city identification rules

McLendon Stations would have to pay a \$10,000 forfeiture, the largest fine the FCC can impose, under the terms of an initial decision handed down by FCC Chief Hearing Examiner James D. Cunningham.

The examiner held last week that McLendon's KABL Oakland, Calif., violated commission rules and the Communications Act by identifying itself as a San Francisco station and by failing to identify the sponsor of 57 separate spot announcements.

The commission had cited KABL as liable for a \$10,000 fine in a notice of apparent liability issued in September (BROADCASTING, Oct. 4, 1965). However, in a departure from normal procedures, it afforded KABL an opportunity to reply to the charges in a full-scale hearing rather than in written pleadings.

In proposing a \$10,000 forfeiture, Examiner Cunningham rejected a recommendation of the commission's Broadcast Bureau that the amount be reduced to \$4,000. The examiner's decision becomes final if it is not appealed or if the commission does not review it on its own motion. An appeal is expected.

The case grew out of the complaints of Oakland city officials who said the station was serving the interests and needs of San Francisco rather than of Oakland, a neighboring city, but one that is distinct and separate from San Francisco. Much of the hearing was held in Oakland.

Examiner Cunningham rejected complaints that the station has neglected the programming needs of Oakland. He said the evidence indicates the station has made efforts to determine the city's needs and to meet them.

Which City? ■ But he also said that KABL identification announcements, as well as the station's promotional statements, "obviously" are designed to create the impression that it is a San Francisco rather than an Oakland station. "On balance," he said, "it is impossible to avoid the impression" that the station has placed the interests of San Francisco above those of Oakland.

The station used as an identification announcement the message, "This is Cable, K-A-B-L Oakland—960 on your dial, in the air everywhere—in San

Francisco," followed by the sound effect of a cable-car bell.

The examiner said it was "significant" that the call letters that McLendon Stations adopted when it acquired the station in 1959 identified the outlet with the cable cars of San Francisco, and that the thousands of station identification announcements made since then contained the clang of cable-car bells.

He also quoted a KABL manager as stating, during a commission inspection of the station in 1962: "The station stresses its association with San Francisco because that is where the money is."

Money Talks ■ And he adopted a Broadcast Bureau proposed conclusion that "in addition to its intensive programming for San Francisco, KABL has used stationery, business offices, advertising contracts, advertising in newspapers and trade publications to create the impression that it was affiliated with San Francisco."

The issue involving violation of the commission's sponsor-identification rule resulted from the station's failure to identify the sponsor of 57 announcements spread over a 19-day period involving a total payment to the station of \$2,280. The station said the failure resulted from "inadvertence." But the examiner said that in the repeated broadcast of the spots, each without proper sponsorship identification, "it should have been evident even to the most negligent or apathetic licensee that an important requirement . . . was not being fulfilled." He said the circumstances can only be equated with "wilfulness."

The examiner, in recommending the full \$10,000 forfeiture, said no credit could be given the station for ascertaining and meeting the programming needs of Oakland. "The mere fact" that the station discharged the "normal obligation" that is incumbent upon all broadcasters provides no basis for reducing the fine, he said, "particularly in light of [KABL's] flagrant disregard of statutory and regulatory requirements . . ."

He also said McLendon had jeopardized its status as a licensee by KABL's actions. But he added that no further proceedings in the matter were needed.

Rev. Hartke cites TV as commercial medium

Deliverance from the "good intentions" of amateurish educational television and keeping ETV free from sponsorship were listed last week as major goals in forging the television of the future.

The Rev. Gilbert Hartke, chairman of the drama department, Catholic University, Washington, charged that TV

Henry in Tennessee

Former FCC Chairman E. William Henry is now the executive director of John J. Hooker Jr.'s (D) campaign for governor of Tennessee. Mr. Henry left the commission April 30 to work in his friend's campaign. Mr. Hooker will face Buford Ellington, former U.S. Director of Emergency Planning and a former Tennessee governor, in the Aug. 4 primary.

is "primarily an advertising medium—whose purpose is neither to entertain nor inform, but simply and almost exclusively to sell products—under one guise or another. Any presentation that inhibits that function will not long be tolerated."

Addressing the Catholic Communications Seminar in San Francisco last week, Father Hartke called "the rumbles of desire to extend commercial or sponsor involvement into educational television" a "frightening" thing.

Television, he said, is nothing to be bought and sold "at the whim of salesman who can pay more than anyone else; it is above all a service, a service of communication among men which belongs not to the few, not to the many, but to all." In this area he praised the court of appeals decision in the license renewal case of WLBT(TV) Jackson, Miss., as a reaffirmation "that the good of the public must be the paramount consideration in both the awarding and the renewal" of licenses. (The court ruled that representatives of the "listening" audience have standing and that when they ask for a hearing they should be granted one. [BROADCASTING, March 28].)

Father Hartke called for professionals to take the lead in programming, particularly in ETV where the products too often show "the evils of amateurism: affected art, dilettante drama, pretentious poetry." However, he singled out, for credit, the work of National Educational Television network "which has been steadily improving over the years . . . their general approach is proving itself to be increasingly tasteful and professional."

ETV and instructional TV, he maintained, desperately need professional skills. He suggested that the Catholic Broadcasters Association, co-sponsor of the seminar, "interest itself in scholarship programs, workshops and continuing subsidies or outright grants to institutions that are preparing future generations to take your place in mass media."

15 Years Old and Still Ahead of the Times!

E-V It may not look revolutionary today, but fifteen years ago the E-V 655 shown here was unique. Then it was the only truly omnidirectional dynamic microphone on the market. And it offered ruler-flat response from 40 to 20,000 cps, plus plenty of output for critical broadcast applications.

Even today, those specs are first rate. Many of the early 655's are still proving that in dependable daily service. But during the years, E-V has continued to refine and improve so that today's Model 655C can set even better records for performance and service.

Having proved the point, the 655 inspired a complete series of Electro-Voice omnidirectional microphones that serves every need over a wide price range. The full benefit of our fifteen years of design leadership is lavished on even the most modest model in the line.

For instance, every slim E-V dynamic microphone uses the famed Acoustalloy[®] diaphragm. This E-V exclusive insures more uniform response while withstanding the effects of high humidity, temperature, corrosion and shock. It makes E-V omnidirectional microphones almost indestructible.

You'll learn the real value of engineering leadership when you put any of these slim E-V dynamics to work in the field. You can do it with the extra assurance of a *lifetime* guarantee against defects in materials or workmanship. See them now at your franchised E-V microphone headquarters, or write for complete catalog today.



Normal trade discounts apply to list prices shown.

ELECTRO-VOICE, INC.
Dept. 562BR Buchanan, Michigan 49107

Electro-Voice[®]
SETTING NEW STANDARDS IN SOUND

ABC pulls reins on discounts

TV network reveals new rate card at Hill hearing, leaves only one rate cut; CBS-TV defines stand against change in program-production practices

ABC-TV used a congressional hearing last Thursday (May 12) to announce that a new prime-time rate card was in the works, one that would have only one discount: "a small continuity discount for the advertiser who buys for an extended term."

The announcement was made by Thomas W. Moore, ABC-TV president, as he faced the House Subcommittee on Regulatory and Enforcement Agencies, which wants to learn more about network discount practices and the FCC's proposed 50-50 rule of network program control, among other subjects.

Mr. Moore said the new card will be completed shortly and "will provide, in essence, that each commercial minute on the network be offered at a flat price; i.e., all-inclusive basis; that all frequency and volume discounts will be eliminated; . . . and that each network program and time period within which these commercial minutes are sold will be evaluated and the prices determined according to our estimate of its value."

Although no ABC official made a comparison, the new card appears to have some of the characteristics built into CBS-TV's new one which goes into effect Sept. 11. The CBS plan, announced in February (BROADCASTING, Feb. 7), establishes two sets of prices which vary according to time period and time of year to reflect varying levels of TV set usage. The only discount is one of about 3% for a 52-week continuity.

The subcommittee heard details of the CBS plan when John T. Reynolds, president of CBS-TV, testified on Tuesday (May 10). He said that "at any given time, there will be one price to all advertisers purchasing commercial time on the same network program, regardless of the amount of their CBS advertising budgets."

Don Durgin, president of NBC-TV and David C. Adams, senior executive vice president of NBC, are scheduled to testify before the subcommittee Thursday (May 26). An NBC spokesman last week said he didn't know if they would discuss any changes in the NBC-TV rate card.

Future Probabilities ■ ABC-TV's decision, according to Mr. Moore, was

based on the "basic change in the buying pattern of most advertisers" and the "highly competitive nature of our business." The resultant rate card, he said, will conform more closely to present market conditions, and will stress future probabilities rather than past practices.

Mr. Moore noted that the trend in network television is to buy participations rather than full sponsorship. About 83% of all network TV is now sold as spot carriers, he said, with ABC-TV using 94% of its programs in this manner.

The ABC-TV announcement was warmly received by the subcommittee, whose chairman, John D. Dingell (D-Mich.), called it a "progressive step . . . in the public interest."

However, the discount practices seemed of lesser interest to the subcommittee members. They were more interested in network practices regarding independently produced programs and just how much control the networks have over their programs.

Stating a belief that his testimony would "dispel any notion that the networks are standing athwart the TV programming market, eliminating producers, advertiser-supplied programs and denying equal access to the airwaves," Mr. Reynolds outlined what he called "a vital function" performed by the networks in offering programs to the public, and operations of CBS and its affiliates.

Better For Small Businessman ■ Referring to the availability of prime-time advertising to the small businessman, one of the subcommittee's primary concerns, Mr. Reynolds explained that the CBS program schedule is available to about 95% of the potential audience served by the network. He further asserted that this "enhances," because of "wide public appeal," rather than detracts from the value of prime-time advertising to the small businessman. He also said that these and other advantages attract revenue to affiliates from both national spot and local advertisers. He then described the nonnetwork prime-time periods available to affiliates as approximately 50 station breaks per week, in addition to the six-and-a-half hours of weekly prime-time during

which CBS offers no network service.

Mr. Reynolds also responded to previous charges that the major networks have discouraged independent or non-network program production, made in earlier hearings by producer-actor Robert Montgomery (BROADCASTING, April 25). The one-time producer of *Robert Montgomery Presents* told the subcommittee that network practices and control of programming were leading to the deliberate elimination of independent producers, stifling "good" programming, alienating advertisers who preferred to deal with independents and dictating the surrender of control and much of the profits of both independent and advertiser-produced programs.

Refuting the charge, the CBS executive observed that scheduling of independent programs had increased from 75% of the total prime-time schedule in 1957 to 90% in 1964. He also outlined the numerous disadvantages and risks involved in a network's production of its own shows, stating that independently produced shows offer less of a financial gamble for the network.

Size of Risk ■ Mr. Reynolds pointed out that few programs today are sponsored by one advertiser because few want to take the "all-the-eggs-in-one-basket" risk of sole sponsorship. Instead, he said, major advertisers who once developed a program or two of their own and purchased time for these programs from the network, have become aware of the risk and have chosen to minimize it by scattering their advertising. Most of these programs are independently produced and sold to the network, which then must assume the risk of acquiring enough sponsors to cover the purchase cost.

The sale of these participations, according to Mr. Reynolds, has made television available to many small advertisers who could not afford to sponsor a program alone. As evidence, he cited statistics indicating that no advertiser placed spots in more than six programs in 1957, while 39% bought time in more than six during 1964.

Mr. Reynolds then described the CBS program *The Defenders* as an example of the risk assumed by the networks. Independently produced, it was broadcast for four seasons beginning in

1961. Despite the fact that it was a multisponsored program of critical and award-winning success, with 36 participating advertisers in the 1964-65 season, he said the program lost \$826,000 over the four-year period.

Asked for clarification of his example by Representative Charles L. Weltner (D-Ga.), substituting for subcommittee Chairman Dingell, Mr. Reynolds explained that *The Defenders* cost CBS a total of \$29 million for the four years. He said that total income from time sales failed to cover the costs due to sponsor cancellations over disagreements on subject matter, unsold spots and decreasing ratings. He also stated that unless the networks

Everett H. Erlick, vice president and general counsel of ABC Inc., appearing with Mr. Moore, noted that of current prime-time shows on his network, ABC-TV does not have financial interest in 11 of them. These, he said, were all supplied to the network by producers or advertisers.

The FCC's proposed rule, he added, would have "anticompetitive effects" on ABC-TV since the network still has fewer prime affiliates than either CBS or NBC. Therefore the producer or sponsor trying to get into the most markets would be more likely to go to the other networks before ABC, he said.

Mr. Moore noted that ABC is "making a strong effort to find new independ-

but to see a satellite system operating as soon as possible. ABC, he added, realized that its own satellite would provide "great opportunity for improving access to affiliates for 24-hour service" that is not presently available through land lines.

This service would be enormously important to station management and to news departments and also would give direct access to Hawaii and Alaska, he noted.

The Moore announcement at last Thursday's hearing came at a time when there are charges by Senator Philip A. Hart (D-Mich.), that network discounts were "discriminatory" and placed an "unreasonable burden"



Thomas W. Moore, ABC-TV president (l), and Everett H. Erlick, vice president and general counsel, ABC Inc., as they testified before the subcommittee last Thursday.



CBS-TV President John T. Reynolds (l), and CBS Inc. Vice President and General Counsel Leon R. Brooks (r) as they appeared before the subcommittee last Tuesday.

continue to perform this risk function, the advertisers and independent producers would be forced to assume it, shouldering the risk of serious injury.

One Of Several Cases ■ Referring again to his statement that networks welcome advertiser-supplied programs, Mr. Reynolds told the subcommittee that *The Defenders* was only one of many similar losses. He said that CBS losses alone, over the 1960-64 period, due to network program development costs and sales to advertisers, exceeded \$61 million. Further evidence, he said, was indicated by the fact that the three major networks enjoyed \$650,000 more revenue, per half-hour series, per season, on advertiser-supplied programs as opposed to network programs.

ent suppliers," adding that "unlike the other networks we have had a very liberal open-door policy to independent producers" particularly in the nonfiction area.

A Take-Over ■ Questioned on the allegation that networks want to take over some control of an independent production which already has a sponsor, Mr. Moore said: "We do not, as policy, request or suggest that ABC get any ownership or profit participation" in such shows. There has been no deviation from this policy, he added.

Mr. Erlick touched briefly on ABC's petition to the FCC that the network be allowed to put up its own communications satellite. The principal interest, he said, was not for pride in ownership

on the small advertisers.

The ABC-TV president felt the growth of UHF, particularly addition of a fourth channel in many major markets, will create the atmosphere needed to start a fourth network. "It will take quite a while to come," he said, recalling that when ABC-TV began in 1953 it had very few station clearances and began with small advertisers. Many of these, he added, had very small budgets when they began but have grown into major accounts.

Hearings by the Senate Antitrust and Monopoly Subcommittee of the Senate Commerce Committee on the discount practices are scheduled to begin in latter part of May and are expected to continue into June.

FCC sticks to its Estes decisions

The FCC last week again reaffirmed its decision revoking the license of WMOZ Mobile, Ala., and denying a license-renewal application for WPPA Pensacola, Fla., both owned by Edwin H. Estes. The commission, however, tempered its decision by giving Mr. Estes 90 days to sell WPPA.

In February 1964 the commission first denied the station a renewal of WMOZ, and revoked the license of WPPA on the grounds that Mr. Estes falsified logs that he sent to the commission with his license-renewal application (BROADCASTING, Feb. 10, 1964.)

The commission gave WMOZ until July 31 to conclude its affairs and leave the air.

After the commission denied a petition for reconsideration of its original decision the case was remanded to the commission by the U.S. Court of Appeals for the District of Columbia so that the testimony of two additional witnesses could be heard. They claimed that Mr. Estes was framed by a local competitor into sending false program logs to the commission with his renewal

application.

The commission said that one of the witnesses, Lester Foster, recanted his affidavit and the other, Jordon Ray Jr., was found "unworthy of belief." Both are former employes of WMOZ.

FCC approves biggest FM station transfer

In what is considered the largest price ever paid for an FM station, \$850,000, the FCC last week approved the sale of WRFM(FM) New York by William H. Reuman to a subsidiary of the Mormon Church.

The sale is to Radio New York Worldwide Inc., licensee of international shortwave WRUL at Scituate, Mass. Radio New York Worldwide Inc., is wholly owned by Bonneville International Corp., the broadcasting arm of the Church of Jesus Christ of Latter Day Saints, which owns KSL-AM-FM-TV Salt Lake City and KIRO-AM-FM-TV Seattle. It also holds interests in KID-AM-FM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho.

The FCC approval was contingent on the resignation of Mark Evans Austad, vice president of Metromedia

Inc., owner of WNEW-AM-FM-TV New York, as a director of WRFM.

Commissioner Robert T. Bartley dissented, calling for a hearing.

WRFM, founded in 1953, operates on 105.1 mc with 20 kw.

Changing hands

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ **KLOK** San Jose, Calif.: Sold by E. L. Barker and associates to M. Philip and W. Thomas Davis for \$1 million. The Davises own KWIZ Santa Ana, Calif. KLOK, founded in 1946, specializes in foreign language programs (Spanish, Chinese, Japanese among them). It operates on 1170 kc with 10 kw day and 5 kw night.

■ **WGMA** Hollywood, Fla.: Sold by Dan Enright and Jack Barry to Hollywood Community Service Radio Inc., group of Hollywood (Fla.) businessmen, civic leaders and broadcasting personnel for \$350,000. Hollywood Community Service Radio is composed of Henry D. Perry, C. Edward Little (presently general manager of WGMA), Tom Kearns, George Pallatto and Edward Foster. Mr. Little will continue to be general manager as well as president of the station. WGMA is a 1 kw daytimer on 1320 kc. Broker: Blackburn and Co.

■ **WTTT** Amherst, Mass.: Sold by Augustine L. Cavallaro to Robert K. McConnell and Edward H. Peene for \$250,000. Mr. McConnell is an Amherst-Northampton businessman; Mr. Peene has been station manager of WTTT since its establishment three years ago. The purchase also includes a 55-acre tract of land on which are located the studio and transmitting facilities of the station. Mr. Cavallaro is an applicant for a new broadcast station in Bayamon, P. R. (for 1030 kc). WTTT is a 5 kw daytimer on 1430 kc.

■ **WMVR-AM-FM** Sidney, Ohio: Sold by G. Dale Wilson and associates to Dean C. Stuhlmueller (Dean Miller) for \$125,000. Mr. Stuhlmueller owns WLMJ Jackson, Ohio, and 42% of WNOP Newport, Ky. Mr. Wilson and his group own WERT-AM-FM Van Wert, Ohio. WMVR is a 250 w daytimer on 1080 kc. WMVR-FM operates on 105.5 mc with 3 kw. Broker: R. C. Crisler & Co.

■ **WNVY** Pensacola, Fla.: Sold by Theodore Kupferman and Robert Price, 52% of Atlantic States Industries Inc. (parent corporation of licensee Pensacola Broadcasting Corp.), to Ralph Guild for \$114,500. Mr. Kupferman is a U. S. congressman; Mr. Price is deputy

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mayor of New York City. Mr. Guild is executive vice president of McGovern-Guild, New York station representation firm. WNVY is on 1250 kc with 1 kw day and 250 w night.

■ **WLOB-AM-FM** Portland, Me.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Portland Broadcasting Corp.) to Ralph Guild (see WNVY Pensacola, Fla.). WLOB is 1 kw daytimer on 1310 kc.

■ **WWSA** Brattleboro, Vt.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Brattleboro Broadcasting Corp.) to Ralph Guild. WWSA is on 1450 kc with 1 kw day and 250 kw night (see WNVY Pensacola, Fla.).

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 79.)*

■ **WRFM(FM)** New York: Sold by William H. Reuman to Radio New York Worldwide Inc. for \$850,000 (see page 52).

■ **WVAM** Altoona, Pa.: Sold by the General Broadcasting Corp. to Blair County Broadcasters Inc. for \$225,000. Blair County Broadcasters is owned by Randolph Burdsall and Denny Bixler. WVAM is fulltime on 1430 kc with 1 kw.

■ **WBRX** Berwick, Pa.: Negotiations are underway for sale by John S. Booth and group to Roy Cohn and Edward Newman for \$125,000. Mr. Cohn is New York attorney and former investigator for the late Senator Joseph McCarthy. Mr. Newman owns WRNJ(FM) Atlantic City, and WRLC(FM) Palmyra, Pa. WBRX is a 1 kw daytimer on 1280 kc. Broker: Blackburn & Co.

■ **KNET** Palestine, Tex.: Sold by Palestine Broadcasting Corp. to KNET Inc. for \$117,000. KNET Inc. is owned by W. E. Dyche, Tom E. Foster, Tolbert Foster and Edgar B. Younger. Messrs. Foster and Dyche each own 20% interest in KREO Indio, Calif. Tolbert Foster is also an officer of KDET Center, Calif. KNET is fulltime on 1450 kc with 250 w.

New TV stations

WRLO Portsmouth, Ohio. (ch. 30) went on the air May 14. The station is authorized to operate with 20.9 kw visual, 11.2 aural, from a tower 500 feet above average terrain. Reynard L. Osborne is owner, Dean Sturm is general manager and Ross Cowen is sales manager. Rep is TV Time Sales and base hour is \$250.

Krebs would extend licenses to 6 years

The possibility of a substantial extension of the present three-year term on broadcast licenses became greater last week.

According to congressional aides of Representative Paul J. Krebs (D-N.J.), a bill that would double the present term, from three to six years, is being drafted by congressional supporters of the proposal, with Representative Krebs leading the way. And if he has his way entirely, a sizeable proportion of license holders will never have to file for renewal again.

Among the other provisions of the rough-draft bill that are aimed chiefly at slashing away some of the government's propensity for paperwork, and increasing the efficiency of its numerous agencies that deal with the public, part of the bill would provide for permanent "open-end" broadcast licenses that would not require renewal at all, but only for civic and government agencies. An example of such agencies, the congressman's aides said, would be law enforcement bodies that operate public-

owned broadcast facilities. Those agencies whose functions qualified as civic or government oriented would be given permanent licenses. The bill would, however, provide for revocation of the license if broadcasting regulations or laws were violated, in the same manner that commercial broadcasting violators are dealt with.

The proposal for longer licenses has been the subject of heated debate within government agencies, particularly the FCC, the House Subcommittee on Census and Statistics, which has been hearing testimony on the subject, and numerous organizations representing the broadcasting industry. But until last week, little progress had resulted.

The FCC, has shown indecisiveness on the extension issue. FCC Commissioner Kenneth A. Cox has gone on record as opposing any increase in the current three-year license period at a subcommittee hearing conducted late in April (BROADCASTING, May 2).

Yet former FCC Chairman E. William Henry had previously approved suggestions that the period be extended. According to Commissioner Cox, a final FCC policy will be developed from a study of the problems and benefits of extension, due to be completed sometime next month.

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On tap: ambitious radio circulation study

PULSE MULTI-FACETED SURVEY SET FOR NEXT WINTER

The Pulse Inc. is planning the first nationwide radio station coverage study since 1960, which it says will also be the first ever based exclusively on personal interviews (with recall). Pulse estimates the cost at \$750,000.

Dr. Sydney Roslow, director of the research organization, announced last week that the new circulation study would be conducted from January through March 1967, and be published early that fall. Pulse expects some 300 radio stations to sign as subscribers.

Dr. Roslow indicated the study's coverage will include the 48 continental states. An estimated 200,000 to 250,000 households, representing 500,000 to 700,000 people, will be studied, he said. Pulse will tabulate findings with computer methods similar to those used in its local radio syndication service.

Three reports will be published: station, state/county, and state/station. Subscribers will also be offered special-order reports.

Information in the station report will show the number of homes reached separately for daytime and nighttime on daily, weekly and total week scales. This measure will also include the number of men, women, teen-agers and total people reached by the station during a total week.

The state/county report will encompass series of the 48 continental states, showing configurations of homes and

persons for each county that individual stations reach.

Another state survey will indicate total homes and persons per county for each station licensed in a state, with totals for within and beyond the state.

The Selling Prices — The three reports will be sold to stations at rates expected to range from \$750 to \$6,500, depending on the station's highest one-minute rate.

Pulse said two advertising agencies have already purchased the entire study package: Sullivan, Stauffer, Colwell & Bayles and Dancer-Fitzgerald-Sample, both New York.

Rates in this category run from \$3,000 for agencies with radio billings under \$7 million to \$4,000 for those with billings over that amount. The agency subscribers will receive both state/station and state/county reports, with the individual state reports also available.

Some neighbors oppose GWB copter pad site

Golden West Broadcasters, which wants to put a helicopter landing pad on top of its proposed \$4.5-million headquarters building in North Hollywood, is running into double-barreled

flak before the first brick is even laid. Property owners in the neighborhood where the three-level building is to go up, are afraid the helicopters are going to bring unwelcomed noise along with morning and evening traffic reports. Last week a group of objectors made their views known to the Los Angeles city planning department at a hearing held in the San Fernando Valley.

Herb Green, vice president and general manager of Sigalert-Airwatch Inc., the GWB helicopter operation, testified that Golden West, which operates KMPC and KTLA(TV) in Los Angeles, would fly its helicopters only twice a day on weekdays and probably not at all on weekends. He added that an occasional flight would carry executives to local airports.

Gerald Barton, attorney for MCA Inc., which operates its Universal City movie and television studios near the site of the Golden West complex, said his company had been concerned about helicopter noise interfering with critical production work at the studios. He indicated, though, that a satisfactory agreement had been reached with GWB on the necessity of not flying over the stages.

Meanwhile the Federal Aviation Agency said that it's inviting written comments on GWB's application for building the landing pad. The deadline for written comments is June 2.

The GWB building is scheduled for completion in April 1967 (BROADCASTING, Jan. 31). Besides the helicopter pad, plans call for the housing of a color-TV production facility and for the complete operations of KTLA.

Mississippians say Hyde should head FCC

Although naming of new FCC chairman is a presidential prerogative, Mississippi broadcasters feel seniority should play a role in the decision and have so told the President.

The Mississippi Broadcasters Association is pushing for acting chairman Rosel H. Hyde, senior member among the commissioners, to get the job on a fulltime basis. The MBA formally urged his appointment in a resolution sent to President Johnson and members of the Mississippi congressional delegation.

MBA says Commissioner Hyde "has distinguished himself with meritorious service . . . through exemplary, efficient and courteous service, both as commissioner and acting chairman; and . . . his vast experience has highly qualified [him] to a full term as chairman."

Commissioner Hyde has been a commissioner for 20 years. His current seven-year term ends June 30 and he is expected to be reappointed.

The governor meets the ladies

Newly elected to the presidency of American Women in Radio and Television, Julie Chase Fuller of WTAG Worcester, Mass., is shown above being congratulated by Michigan Governor George Romney during AWRT's national convention in Detroit. Governor Romney had addressed the members at their first general session on May 6. Also pictured is Barbara G. Keane of Beacon TV Features, Boston, president of AWRT's New England chapter.

In addition to officers previously reported (BROADCASTING, May 9), AWRT elected four area vice presidents. They are: Tomie Jackson, WCHD(FM) and WJBK-TV, both Detroit, east central area; Jane Barton, Radio-TV-Motion Picture Bureau, Department of Commerce, Albany, N. Y., northeastern area; Beverly



Anne Chace, Luckie & Forney Inc., Birmingham, Ala., southern area, and Virginia F. Pate, WASA-AM-FM Havre de Grace, Md., mideastern area.

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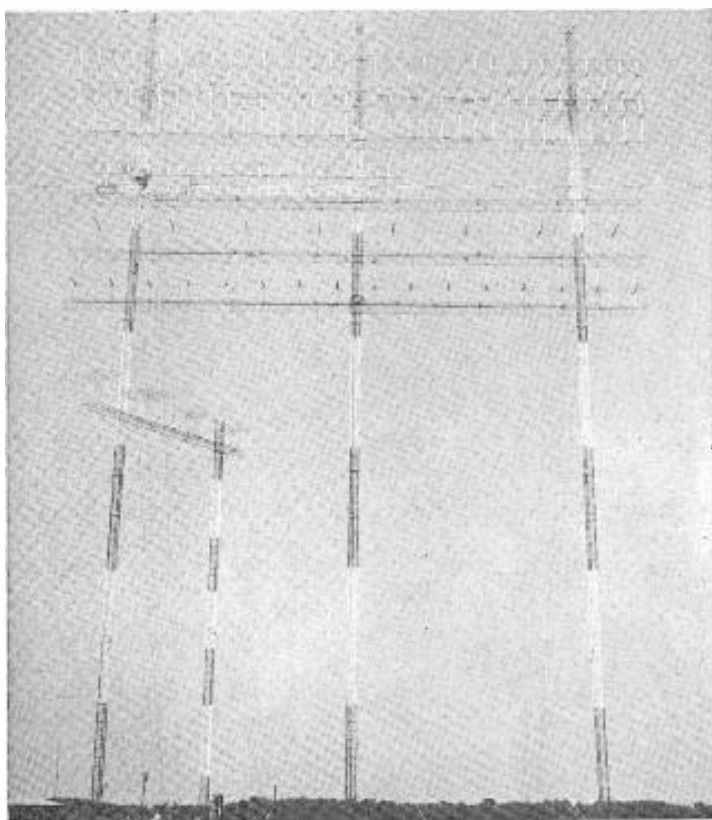
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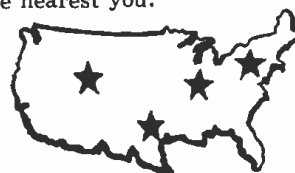
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KOB yells whoa on ABC merger

Reminds FCC that its fight with network over 770 kc isn't settled

A case that has been before the FCC for 25 years popped up last week as a possibly complicating factor in the already complex proceeding involving the proposed merger of ABC and the International Telephone and Telegraph Co.

KOB Albuquerque, N. M., which has been fighting with the network's WABC New York over their joint occupancy of 770 kc since 1941, petitioned the commission to deny or defer the application for the assignment of WABC's license from ABC to the corporation which is to merge with ITT.

Commission officials, who had expected the KOB case to become a factor in the ABC-ITT proceeding, say that it constitutes only "the least of the hurdles" ABC and ITT will have to clear to effect this merger. "Considering the dimensions" of the issue—the merged company would be larger than CBS Inc. and close to the size of RCA—the fact "that one station is in a controversy with another pales into insignificance," one official said.

KOB based its petition on the ground that it is in competition with ABC for use of the 770 kc frequency in New York. KOB filed application for the facility in 1960, "on top of" ABC's application for renewal of WABC's license.

Application Pending ■ A hearing has not yet been held on the mutually exclusive applications, but neither has ABC's renewal application been granted. Accordingly, KOB said, the company has "nothing to assign."

KOB also said it has a right to a hearing with the present licensee and that "ABC cannot defeat this right by an attempt to assign the license and thus force [KOB] to go through a comparative hearing with a new applicant."

KOB's application for 770 kc in New York has been a side issue in the controversy involving WABC's effort to eject KOB from 770 kc and the FCC's efforts to require WABC to protect the KOB service area at night with a directional antenna.

ABC is seeking renewal of the New York station's 50 kw nondirectional operation, and has refused to file an application for a directionalized station. The network says it would be

at a disadvantage in competing with CBS and NBC, each of which has a clear-channel I-A station operating with 50 kw in New York. KOB's New York application is for a 50-kw station employing a directional antenna at night.

The issue may not represent one of the major problems in connection with the proposed merger, but it is not uncomplicated. It had its origins in 1941, when WABC, then WJZ, was moved from 760 kc to 770 kc, and KOB was shifted on a temporary basis from 1180 kc to 770 kc. The moves were required because of provisions in the first North American Regional Broadcasting Agreement. Both stations use 50 kw, but KOB operates with a directional antenna at night.

WABC, which was designated the dominant station, has tried to have KOB removed from the frequency. But the commission, in decisions in 1958 and 1963, has attempted to classify both stations as I-B; each would then have to protect the other at night.

The U. S. Court of Appeals, however, has said such an order is unfair to ABC, in view of the 50-kw class I-A clear-channel stations owned in New York by NBC and CBS. Accordingly, the court sent the case back to the commission for further proceedings. And the Supreme Court later refused an FCC and Department of Justice request for review of that decision (BROADCASTING, Feb. 28).

Following the Supreme Court's decision, the commission gave official notice it didn't know how to proceed. It asked WABC, KOB and the FCC Broadcast Bureau for their views on the steps that should be taken in implementing the appeals court's decision (BROADCASTING, April 11). The deadline for filing memoranda is June 13.

Plans move ahead for NAB building

Between now and June 24 the building committee of the National Association of Broadcasters will decide on the design of a proposed new headquarters building for the NAB. The June date is when the committee is scheduled to report to the NAB joint board in Washington.

The committee meets in Washington Friday (May 20) and it will probably meet twice in June, prior to the board meeting, to come up with its recommendation for the \$1.8 million edifice. It chose a basic design two weeks ago (BROADCASTING, May 9) and will be looking at refined sketches this week.

However, it won't be just committee

members making the decision. The committee chairman, Clair McCollough, Steinman Stations, Lancaster, Pa., says that as soon as the committee reaches a "semi-final" decision, he wants to offer it to "interested parties" so they can "tell us what's impractical about it."

Mr. McCollough said he has received "all sorts of letters and suggestions" about what to do and what should be built. "We're considering many reasonable suggestions," he said, adding the committee's aim is to come up with a design "that can be considered seriously" by the board.

One of those interested parties is Frank Stanton, president of CBS Inc. In a letter to the committee and members of the NAB executive committee, he said the new NAB headquarters "can compensate in large measure for criticism that has been leveled against broadcasting for banality and tastelessness."

Experience Speaks ■ The CBS Inc. president noted that he has recently "been through the experience of constructing and furnishing a new headquarters building."

He offered "whatever assistance CBS can contribute. . . . We have a number of experts . . . who have been through the mill, and their skill is available. . . ."

Dr. Stanton said that NAB's purpose in Washington is to say something about the broadcasting industry to the FCC, in the courts, to the congress and in other areas. The new headquarters, he added, gives the industry a chance to say that "broadcasting is alert to our times. . . . The industry is concerned with both beauty and truth. . . . We are in the vanguard of any activity in which we are involved. . . . We are concerned with the rightness of things, and no detail is too unimportant to be watched over with diligence. . . ."

Mr. McCollough said he hopes to meet with Dr. Stanton in the near future to explore ways in which the expertise of the CBS Inc. organization could be useful in the building committee's deliberations.

Color homes up 87% in year

Households with color TV in this country now represent at least 11% of all TV households, according to the quarterly estimate released by NBC May 9 reporting 6,010,000 color households as of April 1. The new estimate shows a gain of 2.8 million color households, or 87% above the number estimated at the same time a year ago.

The most recent NBC estimate (Jan. 1, 1966,) reported 5,220,000 color-TV households. Only 15 months ago, the estimate of some 2.8 million color households represented 5.3% of all TV households then in the U. S.

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NBC and affiliates look ahead to 2006

See even faster rate of change in the
next 40 years with vastly improved services

NBC affiliates, meeting in Hawaii to celebrate NBC's 40th anniversary, were told last week that the years ahead offer change, challenge and opportunity beyond anything in the first 40.

"The principal difference we can see ahead," NBC Board Chairman Walter D. Scott told them in the principal address of the three-day convention, "is that the rate of change has quickened so that new problems and challenges will be on us almost before we can identify them."

If the network-affiliate relationship is "wisely administered," Mr. Scott said, "it will enable both stations and networks to harness the tides of change for an enlarged and improved service, alert to the developing needs of the audience and able to move with advertisers into the more sophisticated methods of using merchandising and marketing.

"But if this relationship cannot maintain the resilience to meet these new opportunities," he cautioned, "other forms of communication may dilute broadcasting's position as the nation's primary medium of entertainment and information."

While much of the convention program dealt with the long-term future, other parts produced developments of immediate business interest to affiliates and clients, including:

- Clear indications that NBC-TV, which has pioneered color and till now has not charged advertisers a premium for using it, will soon ask clients to "recognize and pay for its greatly added value" and NBC feels stations should do the same with their own advertisers (see page 60).

- Plans to realign NBC-TV daytime programming through the introduction of three new shows starting July 4 (CLOSED CIRCUIT, May 2), and the signing of long-term exclusive contracts with two new top-ranking producers, Norman Felton and Bob Finkel.

- Plans to have virtually the entire daytime schedule in color by mid-November, in addition to the nighttime schedule, which will be in full color with the start of the fall season.

- A "new concept" in news program-

ing, combining the techniques of the "instant" and the preplanned special, to be introduced during the coming season.

Some 600 radio and TV affiliate and network executives and wives made the trip to Honolulu for the convention, which opened with a reception Wednesday evening (May 11), concentrated its business sessions on Thursday and was to wind up with an entertainment program and banquet featuring Andy Williams on Friday night.

It marked the first formal appearance before the affiliates by NBC's new top-management team of Chairman Scott and President Julian Goodman since they took over earlier this year. "We are not new management, at all," Mr. Goodman told the station executives, "but a continuation of the management that has brought NBC to a position of leadership in broadcasting it will hold for many years to come."

In his speech, delivered at the Thursday luncheon, Mr. Scott cited satellite

A well-preserved 40

If NBC is 40 years old—and it swears it'll be there in November—then it's well preserved. At least that's the way its affiliated radio and television stations feel about it.

They passed a joint resolution in Honolulu last week addressed to NBC and saying: "You really don't look 40. And you certainly can't feel 40—not the way you keep setting the pace in radio and television."

Running quickly through NBC's history from creation of a daily national broadcast service and programs from *Fibber McGee and Molly* to *Jack Benny* the statement concluded: "We compliment you for carrying the years as gracefully as you carry your honors. The fact is, we've never seen you looking so well."

transmission, community antenna television, growth in TV station population, low-cost video-tape recorders for the home "and further innovations that we cannot now predict" as developments that could weaken broadcasting's hold on the public.

Technicalities ■ "We must remember," he added, "that a television set, even as now designed, is technically capable of delivering scores of services, and we must expect that additional ones will arise to fill more of this capability."

He continued: "The opportunity offered broadcasting is to keep its programming attuned to the interests of a constantly changing audience and to enlarge both its broad and specialized appeal. Only by doing so will it be able to compete effectively with all other forms of entertainment and information that can be brought into the home in the future.

"It has succeeded in this task through the changes of the years, but its mission will become more difficult in the years ahead. And more than ever, it will need forward-looking and imaginative management at stations and within network organizations . . . I want to assure you that your network will do all it can to plan constructively for our future together and to contribute to the productivity of our association." (For text of Mr. Scott's statement of NBC objectives, see page 59.)

Mr. Scott said that satellite broadcasting directly to homes or community receivers "can reduce illiteracy and promote the advancement of underdeveloped areas," but that in the U.S. and other countries with well-developed broadcasting systems "it could cause many dislocations in station and network operations and raise serious social and economic problems."

NBC, he said, has "for several years" been exploring ways to make distribution to affiliates "more flexible, more complete and more economical." The plan NBC offered the Communications Satellite Corp. last month, he continued, "envisions a workable satellite system to link networks and their affiliates, in radio and television, strengthening the relationship, not weakening it."

Teamwork ■ Mr. Scott touched briefly on highlights of the almost 40 years since NBC first went on the air as a network Nov. 15, 1926, and paid tribute to the teamwork between network and affiliates over the years.

"This combination of skills and efforts has brought broadcasting to its present dimensions, a feat that has been wholly dependent on general public satisfaction with its service," he asserted.

The anniversary being observed in

How NBC evaluates its responsibilities and goals

The obligations and objectives of NBC and its new top management were enunciated for NBC television and radio affiliates at their 40th anniversary convention last week by Walter D. Scott, making his first formal appearance before them as NBC chairman (also see pages 58 and 60).

"Through four decades of evolution," he said, "we have pursued certain objectives that remain valid and intact." Then he offered this description of "how your NBC management views its own obligations and those of our organization":

"First and foremost, we acknowledge that ours is a dynamic, progressive society, and it is our first responsibility to be alert and sensitive to the variety of its needs and demands.

"We will continue conscientiously to seek a fair balance between the broad interests of the mass audience and the range of specialized preferences that also exist within the population.

"We will encourage our producers and our outside suppliers to seek fresh, creative approaches so that we may constantly invigorate all aspects of our service—popular entertainment as well as programming that seeks to enlighten and stimulate.

"Although we must maintain the strongest possible economic support for our operation, we will not hesitate to take sound and reasonable risks in the interest of continued improvement of the network service.

"We are determined to retain and expand NBC's leadership in the field of news and information, and thus enforce television's journalistic role, by devoting the time, money, talent and energy needed for the proper coverage of the great public events and issues of our time.

"We will continue to campaign for full parity with the print media in the coverage of legislative bodies and the courts, in the interest of improving the public's view and understanding of public affairs.

"We will take prompt and full

advantage of technological advances, to improve television's service to the public as a medium of entertainment, information and education.

"I am well aware that our attainments will not always match our aspirations. Nor will we fulfill all of these intentions to the total satisfaction of our critics or our friends. But we will try.

"We have reached the age of 40 in good health and good spirits, and, I think, with our successes far outweighing our failures. We—NBC and its affiliate family—have long been in the forefront of our industry and we have won the acceptance and respect of a public that needs and expects the best service we can deliver. We will retain and deepen this acceptance and respect in exact proportion to the quality of our performance and the degree to which we strive to meet our responsibilities.

"This, it seems to me, is our greatest challenge, and I am confident that working together we will meet it squarely and fully."

Hawaii, he said, "is not just an NBC event, but the 40th anniversary of nationwide broadcasting itself.

"We are by no means satisfied with the status quo of broadcasting and may never be," he said. "But its great developments have come and will continue to come from within, not from its detractors or its regulators."

Mr. Scott told the affiliates that the relationship between them and NBC was "unmatched in the network business," partly because "while others have waited for the road to be marked out, we have pioneered together and feel the comradeship of pioneers" in radio, TV and color, and partly because "NBC has always taken the long view of its operations and relationships, investing for the future and realizing that if we expect benefits from an association, we must contribute to it."

More Service — President Goodman, opening the business session, pledged continuing efforts to enlarge NBC's service in both television and radio.

He also predicted that three out of five U.S. TV homes will have color sets by the end of 1970, based on NBC planning department projections that he said will be issued as a regular service of the department.

The forecast now, he said, is for "nearly half" of all U.S. TV homes to be color-equipped by the end of 1969, "barely two-and-a-half years from now,"

and for the total a year later to reach 38 million color sets, representing 60% of all TV homes.

Mr. Goodman said NBC intends to "intensify," not relax, "the efforts that have made NBC first in broadcast news.

"We will continue full coverage of on-going events when, in our news judgment, their subject matter is important to the nation, and we will not prejudge that events deserve less than full coverage," he said.

"We will give more attention to analysis and interpretation to enlighten the meaning and background of issues and events.

"We will create new forms of news reporting and coverage, just as we established the principal forms on television today. It was NBC that developed the 'instant' news special, preempting regular programming for a wrap-up report on an event the same day it happened. And we have led broadcast journalism in the number and diversity of our replanned specials . . .

"Next season we plan a new approach to combine the virtues of both forms.

"We will, of course, continue to present documentaries on subjects and issues designated well in advance. But we will also set aside evening time periods for special news programming whose subjects will be selected a relatively short time before air date. This will give us flexibility to go on the air

with a thoroughly produced special while its subject is most timely. I believe the result will be another notable step forward in NBC's creative efforts and in the variety and appeal of our news specials."

Mr. Goodman, who was executive vice president of NBC News before becoming NBC president, assured the affiliates that his "lifelong experience in news" would not cause him to "neglect" entertainment, sports and "the other aspects of broadcasting."

Up Front Counts — He said it is also NBC's obligation, "in every phase of the service we offer you," to "keep in the forefront of technology, whether it involves transmitting radio network programs to you by satellite, or sub-miniature cameras for special television coverage, or the development of a whole new medium like color. The NBC affiliates who advanced color with us are leaders in the industry and in their communities, and they are beginning to enjoy the rewards of leadership in prestige, in competitive advantage and in profits."

He called entertainment the most challenging program form because it "must draw on the material of imagination rather than actuality," seek innovation and avoid uniformity.

"We intend," he said, "by conscious efforts in our program development, our own program production and in the goals we set for our program sup-

pliers, to keep trying to expand the creative dimensions of the entertainment programming we offer our affiliates.

"In doing so, we draw not only on our own resources but a very rich field of talent outside NBC. During the last three years plus the upcoming season, 31 different production organizations have supplied programs for our nighttime entertainment schedule."

Mr. Goodman said NBC has become "the full-line sports network, with more of the most popular attractions in this field than our competitors, and we intend to keep it that way." Although "we won't get them all" and "will not bid up rights to the point where we feel the deal is improvident and the cost implications are unwise," he said, NBC affiliates can be sure of "a first-class sports position for the years ahead."

Out of the Rumble Seat ■ Mr. Goodman told the radio affiliates that they can be certain that "radio takes no back seat at NBC.

"In fact," he said, "it involves a disproportionate amount of time and effort, in relation to its dollar size, because we are jealous of NBC's reputation as America's first radio network, and we intend to keep earning that distinction."

He cited NBC's development of a new technique for measuring network radio audiences, disclosed earlier this year. "We know this will help all of radio," he said. "We are confident that as radio flourishes, NBC Radio will get its fair share of the increase."

Although most of his speech centered on NBC's services to affiliates, he did not overlook NBC's needs for cooperation from stations—in program clearances, "vigorous" promotion and "effective local programming." These needs, he said, apply to radio and television alike.

"In both media, we seek to deliver an audience that is not only substantial in size, but substantial in importance," he asserted. "In the final analy-

sis, that is the distinction of NBC—the audience it attracts is superior in quality by every measurement."

Busy Days Ahead ■ Stephen B. Labunski, president of the NBC Radio Network, told the affiliates that radio is "on the crest of four consecutive years of advertising gains and a 1965 volume of \$889 million," and is moving into one of the busiest years in the history of the nation's economy.

Radio "as a vital part of the advertising industry," he said "must keep pace with the spectacular growth of American business and the resultant demands this increased productivity will impose on our medium."

Mr. Labunski called attention to the outpouring of new products and said that radio is "the ideal medium" to sell them "to the mobile, discriminating and often elusive public."

He disagreed with those who claim that TV marked an era of "dark days" for radio, pointing out that as television grew, so did radio's dollar volume, thanks to a public that kept buying millions of radio sets each year and to "dedicated broadcasters" who never lost faith in the future of radio.

"Clearly," Mr. Labunski said, "the same kind of imagination, enthusiasm and insight which motivated radio's earliest pioneers are needed in shaping radio's future from this point on."

He said "things will continue to change, perhaps more radically and more rapidly than before," and observed: "The hazards we face are as much the hazards of success as they are the products of adversity. It's as foolish to be seduced by one's successes as it is to be defeated by one's problems . . . If we manage to spend more time pursuing the vision and a little less time tending the machinery, we can redeem the promises of the past and fulfill the promise of the future."

Read Renamed ■ A. Louis Read, WDSU-TV New Orleans, was unanimously re-elected chairman of the NBC af-

filiate board Wednesday. Robert Ferguson WTRF-TV Wheeling, W. Va., and Harold Grams KSD-TV St. Louis, were elected vice chairmen and Irving Waugh WSM-TV Nashville, was elected secretary treasurer.

New members named to the board were: Harold See, KRON-TV San Francisco; Robert Rich, WDSM-TV Duluth, Minn., and Howard Fry, KFDX-TV Wichita Falls, Tex. Holdover members are: Willard Schroeder, WOOD-TV Grand Rapids, Mich.; Ralph Jackson, WAVE-TV Louisville; James Schiavone, WWJ-TV Detroit, and W. Tom Hamilton, WNDU-TV South Bend, Ind.

The meeting was told that NBC affiliates would file opposition with the FCC on Westinghouse's proposal that stations be restricted from taking more than three hours of network programming in prime time.

NBC to charge for color TV?

Adds three new programs to its daytime schedule for July 4 premieres

The first indication that NBC-TV is considering plans to charge advertisers for their use of color TV was given last Thursday (May 12) by Don Durgin, president of NBC-TV, in a speech before the affiliates' convention in Honolulu (also see page 50).

Mr. Durgin prefaced his remarks with the observation that it is the network's obligation to hold advertisers' costs down where possible, but said it was equally important to charge properly for "the extraordinary additional values that we may from time to time add to the medium."

He called color the "most significant addition to the medium's value and impact since the introduction of film production." He pointed out that today more than 50% of the commercials carried on NBC-TV are in color, and added that this figure will rise to nearly 90% by next season.

"I believe the medium of color television is of such significant advertiser value to sponsors that it is not unreasonable to ask them to pay a somewhat higher cost-per-thousand for what in effect is a new medium," Mr. Durgin ventured.

Low CPM ■ "I think this is especially reasonable inasmuch as the television medium—network, spot and local—has done an extremely good job in keeping down its cost-per-thousand . . .

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This unlike magazines and newspapers which have shown an increase from 5% to 7% while TV has actually gone down in cost-per-thousand."

Mr. Durgin reported that all but one of the major magazines charge a 50% premium for full color and the exception about a 16% premium. The cost-per-thousand homes in network TV is in the area of \$4, he observed, while magazines are in the area of \$7.

"All I am saying is that if black-and-white television is underpriced, color television certainly is," he continued. "I think that if we manage our costs properly we can reasonably ask the advertiser to pay more for color, which not only magnifies the appeal and impact of the medium but especially the effectiveness and memorability of his advertising message."

Mr. Durgin announced three changes in the NBC-TV Monday-through-Friday daytime structure, effective July 4 (CLOSED CIRCUIT, May 2). In the 11-11:30 a.m. period, a game show, *Chain Letter*, starring Jan Murray, will be scheduled, replacing a daytime serial, *Morning Star*. In the 11:30 a.m. to 12 noon slot, NBC-TV will carry another game program, *Showdown*, which will feature Joe Pyne as master of ceremonies. (It replaces *Paradise Bay*, a daytime serial). The third new show, to be carried from 12:30-1 p.m., is *Swinging Country*, a country music-variety show starring Rusty Draper, which replaces *Let's Play Post Office*, a game series.

With these three changes, which represent 50% of the NBC-TV morning schedule, the network will be riding with "tried-and-true daytime values" and ending its experiment with serial dramas in mid-morning, Mr. Durgin pointed out.

Afternoon Moves Up ■ He said the TV network's afternoon structure is gathering strength and appears to be "a winning combination." He cited the growing popularity of *Let's Make a Deal*, *Days of our Lives*, *The Doctors* and *Another World*.

Mr. Durgin stressed that all of the new programs will be in color and said that by mid-November, all daytime programs will be in tint. By next fall, the entire nighttime structure as well as the Monday-through-Friday daytime and Saturday daytime schedules will be in color, he reported.

Mr. Durgin told affiliates that the network has signed long-term commitments for the exclusive creative services of two producers, Norman Felton and Bob Finkel. Mr. Felton's new series will be carried on NBC-TV in the fall of 1967, Mr. Durgin said, while Mr. Finkel will begin work shortly on development of major program series and specials for 1967-68 and beyond.

Mr. Durgin introduced as some of

NBC-TV's "secret weapons" Mort Werner, vice president in charge of programs and talent, and Grant Tinker, vice president in charge of programs. Mr. Tinker moves to New York from the West Coast next month to become vice president in charge of program operations on both coasts, under Mr. Werner.

Other "secret weapons" presented by Mr. Durgin were Herb Schlosser, who will succeed Mr. Tinker on the West Coast; Jack Otter, who succeeded Mr. Durgin as NBC-TV sales vice president and who "in only six months on the job has demonstrated that he can out-sell

his predecessor," and (in absentia) Robert L. Stone, who as general manager of the network remained in New York as senior officer in charge while the others went to Hawaii.

Atlantic City CATV gets FCC green light

Atlantic Coast Cable TV Corporation of Atlantic City, which has provided closed-circuit TV programming for a number of large national and international conventions, has received FCC

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A new approach to CATV and copyright

CALLS FOR NO PAYMENTS; IS SYSTEM MERELY AN ANTENNA?

A subcommittee of Congress has suggested a method of establishing the place community antenna television systems should occupy under the copyright law. And in some broadcast circles the proposals are seen as threatening the "very fabric" of television.

On the other hand, CATV spokesmen are much less antagonistic. They, in fact, see the proposals as "legitimizing" CATV.

And hovering in the background from both points of view is the impact the copyright recommendations might have on other CATV legislation being considered by another committee of Congress.

The key to both attitudes stems from the suggestions by a subcommittee of the House Judiciary Committee that CATV systems be relieved of copyright liability if they are providing the same TV programs that a TV viewer could get for himself without CATV (BROADCASTING, May 9). Copyright fees, however, would have to be paid where a CATV system imports an outside TV program into an area where a local TV station already holds exclusive rights to the same program. A gray area between these two extremes provides for copyright payments on a negotiated basis.

The suggested provisions also define CATV as a distribution system that originates no programs except weather and news.

The most alarmed reaction came from Ernest W. Jennes, Washington counsel for the Association of Maximum Service Telecasters. Mr. Jennes characterized the recommendations as "severely undercutting the structure of

television broadcasting."

This approach, Mr. Jennes contended, would make it impossible for a TV broadcaster to maintain the exclusivity of a program, for which payment has been made. Under the subcommittee's approach, Mr. Jennes observed, CATV systems could, upon payment of a fee, bring in the same program from a distant TV station to



Mr. Kastenmeier
'Black-white-gray' approach

a market where a TV station has paid hundreds of thousands of dollars to the copyright owner for exclusive

rights. The subcommittee's proposal, Mr. Jennes contended, is even more deadly to TV because it divorces TV stations from CATV in this area.

On the other side, Robert H. L'Heureux, general counsel of the National Community Television Association, welcomed the establishment of the principle that CATV's are not liable for copyright fees where the CATV is doing what the TV viewers could do for themselves without CATV.

But, he urged, this area (to the grade B contour of the local station) should be extended to the true coverage area of the station. "TV signals," he said, "are received and advertising is sold to the audience of TV stations well beyond the grade B contours."

These two views pretty well establish the opposing positions to the suggestions made by Representative Robert W. Kastenmeier (D-Wis.) and his Subcommittee 3. The new approach was disclosed for the first time two weeks ago when Mr. Kastenmeier notified Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, of his unit's intention to recommend the "black and white and gray" approach to copyright liability and CATV.

Total Review - The CATV recommendations are actually a part of the over-all revisions of the 1909 U. S. Copyright Law, which has been under consideration by Congress since last year. For the broadcasting industry, however, it has been vital. Broadcasters have maintained and, in fact, the FCC has agreed, that CATV systems were getting a free ride by picking up

approval to continue the specialized service.

Under the new regulations, promulgated by the FCC in February, there was some question as to whether the Atlantic City firm's originating and telecasting convention programming over its closed-circuit facilities would be precluded.

According to FCC officials, Atlantic Coast Cable's CATV system does not violate any existing FCC rule, regulation or policy and may continue, subject to future legislative action regarding such operations. Unless a bill prohibiting CATV systems from originat-

ing their own programming, (HR 13286), introduced on March 3 is enacted, ACC TV Corp. will be able to continue providing its convention service in Atlantic City.

Largely because of the closed-circuit TV system available, conventions have chosen Atlantic City over cities of greater population.

Convention Hall, where most programming originates, can be linked with some 12,000 TV sets located in hotels and motels around the city, enabling delegates who could not comfortably crowd into the hall to follow the proceedings.

Booth is third hit by FCC's CATV rules

The FCC last week issued its third order aimed at halting alleged violation of its new community antenna television rules.

The commission gave Booth Communications Co. (operator) and Muskegon Television System (owner) 30 days to show cause why they should not be ordered to stop importing the signals of Chicago, Milwaukee and Cadillac, Mich., TV stations to their CATV sys-

and carrying to their subscribers TV programs for which broadcasters have paid license fees.

The commission, in its Second Report and Order asserting jurisdiction over, and establishing regulations for, CATV has premised its action on two principal foundations: that CATV systems have an unfair advantage over TV stations since cable operators pay no fees for programs, and that CATV systems constitute a hardship impact on TV stations, particularly the hoped-for coming UHF outlets, by bringing to a station's audience other TV signals.

The prospect that a new copyright law might include the proposed provisions caused some alarm at the FCC, principally because it would remove one of the two major jurisdictions for the FCC's regulations.

FCC officials were reluctant to become too involved in examining the proposals. They felt, and many others do too, that there's no way of knowing whether the measure, or anything like it, will be enacted.

Network officials and the principal music-licensing organizations were also loathe to talk about the Kastenmeier proposals until they've had more time to puzzle them out.

Informally, their reactions ranged from: "We're trying to figure it out," to: "We don't like it a bit." One called the approach "a mare's nest."

One license-group source was disturbed by, among other things, the practical problem of court costs exceeding the amount that might be recovered where a copyright owner has to bring suit.

Generally, network and music licensing spokesmen agreed in one reaction: The Kastenmeier proposals seem to be a significant departure from established applications of the copyright law.

Like It ■ Although CATV leaders

scarcely concealed their satisfaction, their official attitude was best expressed by Mr. L'Heureux in a legal letter to NCTA members dated May 13. In sum this is that the CATV industry maintains its opposition to imposing liability for copyright payments on cable systems.

As to the proposals, Mr. L'Heureux denied that the copyright group has any authority as to whether or not CATV's originate or do not originate programs.

Taking issue with the limit of the grade B contour as an exempt area, Mr. L'Heureux contended that this exemption should be extended also to CATV's that bring TV signals to areas where there are none available.

He also expressed doubt that the provision permitting courts to establish reasonable license fees for the so-called gray areas is practical. He observed that this could very well lead to continuous and costly litigation for both CATV's and copyright owners.

Instead, he suggested, the so-called black and gray areas should be considered as one classification, subject to copyright payments, but that the law establish licensing and a fee formula by statute. Such a formula, he thought, could approximate the copyright royalty paid by a TV station per viewer, with a governmental agency (like the FCC) making the collections and the disbursements.

Douglas A. Anello, general counsel of the National Association of Broadcasters, felt that the Kastenmeier recommendations smack too much of compromise, of trying to please too many people with conflicting viewpoints.

Although it has some positive features, Mr. Anello said, he felt that overall there are features that would work to the disadvantage of broadcasters.

For example, he said, in the legis-

lative draft, which talks of "primary and secondary transmitters," it is not clear whether or not an affiliate of a network, carrying the network's programs, is considered a secondary transmitter. If this is the case, he pointed out, an affiliate might become liable for copyright payment.

Also, he observed, CATV systems are treated differently from broadcasters, especially in the so-called gray areas. Broadcasters, he noted, are liable for full payment of copyright license fees. Under the proposed provisions, CATV systems would only have to pay after negotiations, and then a court might be called on to set the fair price.

A word of warning was sounded by E. Stratford Smith, a Washington attorney who is special counsel for the NCTA. Although agreeing that the Kastenmeier recommendations are "constructive"—in relieving CATV systems of copyright liability where they provide the same programs anyone with an antenna can receive, Mr. Smith expressed concern over the impact the copyright legislation might have on the consideration of CATV legislation by the House Commerce Committee.

He felt that unless there is close cooperation between the two committees, a conflict between them might very well develop and result in what could be a standoff between the two legislative bodies.

Mr. Smith is also counsel for CATV defendants in two copyright-infringement suits in federal court in New York. One is by United Artists against the Fortnightly Corp., former owner of a CATV system in Clarksburg, W. Va. The other is by CBS against Teleprompter Corp., New York, group CATV owner. The first suit has been argued and the judge's ruling is being awaited. Both, of course, are based on existing copyright law.

tems serving Muskegon, North Muskegon, Muskegon Township, Muskegon Heights, Norton Township and Roosevelt Park, all Michigan.

The order involves the rule that requires CATV systems to obtain FCC permission, in hearing, to carry TV signals beyond their grade B contour into the grade A coverage area of TV stations in the top-100 markets.

The signals allegedly being imported in violation of the rules are WMAQ-TV Chicago; WTMJ-TV, WITI-TV, WMVS (TV) and WISN-TV, all Milwaukee, and WWTW(TV) Cadillac, Mich.

The FCC said that Muskegon is with-

in the predicted grade A contour of wzzm-TV Grand Rapids, Mich., the 38th ranked market.

For the third time Commissioner Robert T. Bartley dissented from the commission's decision to issue a show-cause order. He had been the lone commissioner to dissent from the FCC's assumption of jurisdiction over all CATV systems, whether served by microwave or not (BROADCASTING, March 14).

The first show-cause order was issued to Buckeye Cablevision Inc., Toledo, Ohio, for importing the signals of WKBD-TV Detroit and WJIM-TV Lansing (BROADCASTING, March 28). The sec-

ond order was directed at Mission Cable TV Inc. (owner) and Trans-Video Corp. (operator), for carrying Los Angeles TV signals to a system in Poway, Calif. (BROADCASTING, April 11).

Decision near on CATV interference hearing

The first formal FCC action brought against a community antenna television system for causing interference to regular TV service appeared headed toward an amicable settlement last week.

Hearing Examiner David I. Krau-

shaar issued an initial decision which would adopt consent provisions for ending the interference caused by the Service Electric Cable TV Inc., which serves 13,000 subscribers in the Bethlehem-Allentown, Pa., area.

The hearing had been held on an order requiring the CATV to show cause why a cease-and-desist order shouldn't be issued to prohibit it from operating in a way to cause the undue interference.

The commission has received inter-

ference complaints about other CATV's but those issues were resolved without a hearing. The Service Electric hearing ended after the system agreed to take steps to end the interference.

Initial decision requires the system to replace all tap-off boxes, where the source of the trouble was located, and make other changes needed to bring the system's radiation within the limits allowed by the commission rules.

John Walson, who with his wife owns the system, has instituted a pro-

gram of remodeling and reinstalling tap-box enclosures, through which feeder lines are connected to subscriber homes. Between 3,000 and 4,000 boxes installed as of January, he said, would have to be redesigned.

The initial decision requires that the job be completed by Sept. 15. It also states that the system is to correct immediately any case of interference. A substantial number of complaints could result in a cease-and-desist order being issued without further hearings.

FINANCIAL REPORTS

ITT net up 16% in first quarter

International Telephone & Telegraph Corp., the broadcasting industry's most prominent heir-apparent, told some 500 shareholders at the company's annual meeting in Beverly Hills, Calif., last week more about facts than futures. Corporate finances continue on the climb, Harold S. Geneen, chairman and president, informed the meeting, with sales and earnings setting records for the first quarter. Net income was up about 16%, while sales rose some 18%.

Mr. Geneen said the first-quarter re-

sults marked the 27th consecutive quarter of year-to-year increases in sales, net profit and per-share earnings. He added that ITT's backlog of orders at the end of March amounted to \$1.16 billion as compared to \$1.03 billion a year ago.

Shareholders were also told that the company is aiming for 50-50 balances between foreign and domestic earnings and also between manufacturing and service earnings. The proposed merger of ABC Inc. with ITT is the key to achieving these goals, it was stressed.

While expressing confidence that legally "there's no basic conflict in the acquisition" and that the FCC will approve of the move, Mr. Geneen was cautious in his references to the ABC-ITT matter. At one time when he referred to it he said "when it is approved" not "if it is approved."

The ITT executive made it clear, however, that he looked forward to the merger, with the new relationship being of benefit to both companies. ITT, through its international operations, will make ABC a more important force in foreign markets, and ABC will help promote the ITT image in this country.

Shareholders of ITT, as well as ABC, approved of their merger in separate meetings held recently.

For the quarter ended March 31:

	1966	1965
Earnings per common share	\$0.86	\$0.74
Sales and operating revenues	449,777,000	381,368,000
Net income	18,580,000	15,833,000

MCA Inc. records its highest first quarter

MCA Inc. reported last week that it earned more than \$4 million for the first quarter of the year. This is more than the highly diversified television production and distribution company has compiled in any previous first quarter in its history. It amounted to about a 2% increase over last year's net earnings for a comparable period. MCA's TV activities contribute about

40% to the company's total revenues. Its wholly owned motion-picture production subsidiary, Universal Pictures Co., adds an additional 40% to the corporate coffers, with most of the remainder coming from another subsidiary, Decca Records.

For the three months ended March 31:

	1966	1965
Earnings per share Consolidated	\$0.82	\$0.80
net earnings	4,014,525*	3,925,563
Average number of common shares outstanding	4,706,568	4,680,620

*Preliminary, unaudited figure.

Reeves Broadcasting up 60% in 1st quarter

Reeves Broadcasting Corp. reported earnings per share for the first quarter up 60% and gross revenues ahead 61%. J. Drayton Hastie, president, told stockholders at an annual meeting in New York the company foresees a favorable earnings picture for the full year.

Improvements in first-quarter earnings, he said, could be attributed to internal growth and acquisitions.

In addition to operation of two TV and two radio stations, Reeves now owns 12 community antenna TV systems with more than 14,500 subscribers.

The company expanded its Reeves Sound Studios facilities during the year with an outlay of more than \$1 million for color-camera and recording equipment.

Thirteen weeks ended March 31:

	1966	1965
Earned per share	\$0.08	\$0.05
Gross revenues	2,025,200	1,256,300
Net income	130,500	70,700
Cash flow	326,200	217,700
Shares outstanding	1,616,519	1,458,893

VPI sees broader horizons in merger

Video Pictures Inc., New York, privately owned commercial production company, last week reported its intention to merge its operations into Elec-

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trographic Corp., a printing and graphic arts service company.

Under the proposed plan Electrographic will buy VPI for a "substantial block" of its stock. Electrographic is a public company whose shares are traded on the American Stock Exchange.

George Tompkins, president and chief executive officer of VPI, said the merger would allow his company to broaden its color television capabilities more rapidly through investments in equipment and personnel. VPI has offices in New York, Chicago, Miami, Atlanta and on the Coast.

Sales, earnings up sharply at Jerrold

Fourth-quarter earnings of Jerrold Corp., Philadelphia, exceeded earnings for any other quarter in the company's history, according to Robert H. Beisswenger, president. Mr. Beisswenger added that sales for March and April reached nearly \$8 million, a 30% increase over the comparable months a year ago. He said the firm's backlog exceeds \$14 million, "indicating that the substantial increase in shipments has been balanced by a continuing heavy influx of new business."

Jerrold Corp., in community antenna television equipment manufacturing and construction, also operates CATV systems. Mr. Beisswenger announced that the company's new system in Harrisburg, Pa., has 15,000 signed subscribers, which he said is equal to nearly 30% of the area's potential. Jerrold recently opened another system in the Pleasantville, N. J., area. Results of CATV systems in which Jerrold has an interest are not consolidated in the firm's operating statement.

For the fiscal year ended Feb. 28:

	1966	1965
Earnings per share	\$1.75	\$0.07
Sales	34,100,000	30,197,000
Income	3,736,000	156,747

Rise in sales gives Viking record quarter

First quarter earnings of Viking Industries Inc., Hoboken, N. J., were the best in the company's history, according to figures released by the firm. Sales were up 41% and earnings after taxes were up 200% over the first quarter of 1965.

Ted Baum, executive vice president, forecast record sales and earnings for the company in 1966, saying "we should exceed last year's record results by a substantial margin." Viking previously reported that earnings for 1965 were \$602,080, or 72 cents a share, on

sales of \$11,683,610 (BROADCASTING, Feb. 28).

At a stockholders meeting held last month, the firm's stockholders voted for a recommended 3 for 2 split of the company's common shares.

For the quarter ended March 25:

	1966	1965
Earnings per share	\$0.27	\$0.09
Sales	3,750,000	2,650,000
Earnings after taxes	232,000	80,000

Metromedia grows on schedule

Management of Metromedia Inc., group station operator and diversified communications company, told stockholders at an annual meeting last week that earnings should continue to grow this year as they have for the past several years. It said it is on target as far as internal earnings projections are concerned but that numerical estimates of growth prospects would not be released.

Chairman John Kluge, asked by a stockholder if Metromedia has any diversification plans, responded that the company is always looking for expansion possibilities but, he said: "We have nothing imminent right at this moment, but that could change overnight."

TV helps push profit up at Warner Bros.

Thanks largely to income generated by television production and feature film rentals to TV, Warner Bros. Pictures showed a six-month profit increase of about \$700,000, or more than 25% over last year, it was revealed last week. On a per-share basis, net earnings for the six months ended Feb. 26 increased 14 cents over the same fiscal period in 1965. Net income for the second quarter rose to \$1.8 million or 37 cents per share, compared with \$1.4 million or 30 cents per share in the same 1965 period.

Breakdown for the fiscal six months by individual operating areas: film rental income from theater, \$32,022,000; from television exhibition, \$19,430,000; record, music and other income, \$15,372,000; dividends from foreign subsidiaries not consolidated, \$168,000; profit, from sales of capital assets, \$3,000. The figure for television exhibition, which includes both TV production and rental of features to TV, was some \$8.7 million more, than what the film company's television operations accounted for at the fiscal half-year mark in 1965.

For the six months ended Feb. 26:

	1966	1965
Earnings per share	\$0.69	\$0.55
Gross Income	66,995,000	48,354,000
Consolidated net income	3,369,000	2,683,000



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Splinter group plans own Emmy awards

A dozen television critics across the country, protesting what they consider over-abundance and under-discrimination in Emmy awards, have banded together to make their own annual TV citations.

Members of the group, headed by Harry Harris of the *Philadelphia Inquirer*, will announce selections in their respective television columns on May 25, following close on the presentation of Emmys by the National Academy of Television Arts and Sciences (CBS-TV, May 22).

Mr. Harris said members of the critics' award panel had been chosen for geographical diversity and were generally those who devoted their time to reviews of TV programming. One criterion for their selection was that they be in cities where all three commercial networks have outlets and where educational stations are located, so that National Educational Television presentations could be considered.

Members of the panel, in addition to Mr. Harris, are John Horn of *The New York Herald-Tribune*, Bob Smith,

departing TV critic of the *Chicago Daily News*; Rick Du Brow, UPI, Los Angeles; Anthony LaCamera, *Boston Record American*; John Voorhees, *Seattle Post-Intelligencer*; Frank Judge, *Detroit News*; Pete Rahn, *St. Louis Globe-Democrat*; Jack Anderson, *Miami Herald*; Bernie Harrison, *Washington Star*; Mary Ann Lee, *Memphis Press-Scimitar*, and Ann Hodges, *Houston Chronicle*.

Mr. Harris said the group opposes the academy's category system of nominations and awards because it allows only one winner in an area where there may be a number of worthy entries and also leads to a ridiculously large number of categories, each of which must have a winner.

Categories Back ■ Last year the academy abandoned its category selection system, introducing instead a "standard of excellence" against which all nominations would be judged. This year the academy has returned to a category method for picking winners in entertainment areas after an awards ceremony last year that many of the organization's members felt to be a disaster in terms of entertainment value. The reason, these dissenters said, was a loss of suspense that had gone out of the window with the categories.

In order for a performer, off-network

Enthusiastic fan

WBAL Baltimore is for the "Birds" say local supporters of the baseball Orioles. But the station may be strictly for the birds, in the opinion of another nonflying bird, Cleveland Indians Manager Birdie Tebbets, who has objected loud and long to the thematic music and sound effects that WBAL taped for the ball park's loudspeakers during games. Opposition wasn't so much to the sound effects and music that suggested current situations in the game, but to having such things as a blaring trumpet sound cue the fans to a "Charge!" yell during a moment of actual play. A protest would have been lodged with American League President Joe Cronin following the Oriole-Indian games last weekend, had not the Orioles agreed to restrict its loudspeaker outbursts to between play times.

personnel, program, sponsor, network or series to win a citation under the new critics' system, there must be eight of a possible 12 approving votes.

Mr. Harris said voting for this year was almost completed and that winners would comprise a very select group as a result of the eight-out-of-twelve requirement. The nominating year runs mid-May to mid-May and members of the panel may submit organization, program or person for citation without regard to category.

In his criticism of the academy's awards, Mr. Harris suggested that a program, in spite of high critical acclaim, was less apt to be picked for an Emmy if it were not returning for another television season.

Items bartered to raise money for WBAI(FM)

WBAI(FM) New York reported last week it had reached its goal of \$75,000 in pledges after 101 hours and 34 minutes on the air in a fund-raising "May-day Marathon."

The idea was to barter "valuable" items for pledges of money from listeners. Various performers contributed their talent to appeal for funds for the noncommercial station. The most prized item up for trade was a selection of personal letters from Edna St. Vincent Millet to a friend. Until fully



WWDC-AM-FM gets set for rep change

Broadcast Communications Group takes over June 1 as the new station representative for WWDC-AM-FM Washington, it was announced last week. In preparation for the change-over, BCG salesmen were given a one-day orientation course in Washington that included trips over the area in the station's traffic helicopter. In copter at rear is flying traffic reporter Marie McDonald.

In the front row: Art Kelly and Phil McDonald, both of BCG; and Ben Strouse, WWDC-AM-FM vice president and general manager, and Max Sherman, national sales manager for the stations.

In back row: Bob Reinhard, Diane Sass, Jack Kennedy, James Richards, Charles Hedstrom, Jerry Koffler, Dennis Israel, Bob Ryan, Ralph Glazer, all from BCG.

appraised, these letters remained open to bids.

In the final hour, \$7,000 worth of pledges came in and were doubled by an anonymous caller. Some of the items traded included autographed copies of Truman Capote's "In Cold Blood," an election campaign breakfast program with the late President John F. Kennedy's signature, John Steinbeck's signature, and a signed record album by Leopold Stokowski.

Humphrey voice added to Radio Month messages

Many broadcasters have been able to get mayors and governors to proclaim May as radio month in their cities and states. Now Vice President Hubert Humphrey is speaking out at the national level and saluting the medium with "a well-deserved tribute

to the many fine public services that radio performs."

The vice president has recorded a one-minute message which the National Association of Broadcasters is distributing to member stations and the four radio networks. In his message the Vice President salutes radio as a "vital part of the civic scene" and says this month is a "good time to recall radio's fine role in American life."

EQUIPMENT & ENGINEERING

Chicago meet studies color lighting needs

The growing sophistication of lighting requirements for television, especially color, was explored in Chicago last week at the second annual national symposium of the Illuminating Engineering Society.

The state of the art: "Painting pictures" with light, using every nuance of key lighting and backlighting, is definitely "in," replacing yesterday's typical flat-lighted set long thought so necessary for TV. Over 250 attended the two-day meeting.

Charles J. Neenan of CBS-TV, New York, chairman of the society's theater, television and film lighting committee, said the conference was notable in that for the first time in the history of the lighting industry both engineers or technicians and lighting directors or designers were able to sit down together and explore mutual problems and achievements.

Also for the first time, he said, an industry group representing both the union and the nonunion elements of the craft were able to work together to put on live demonstrations showing the accomplishments in their respective arts. These demonstrations, including a TV setting, helped to show the growing understanding and interdependence of the technician and the designer in meeting today's growing lighting needs, it was indicated.

Smaller, More Durable Units ■ Representatives of the lighting companies such as Kliegl, Century, Colortran, General Electric, Sylvania and Westinghouse reviewed the recent progress in lighting equipment and light controls. They cited trends to more efficient, smaller and longer-lasting units. Among these are the various quartz iodine lamps (also known as tungsten halogen) for studio use and compact "suitcase" remote work as well as the more powerful metallic vapor-discharge lamps for outdoor use in situations like

color baseball or to replace the older arc lamp for spotlights.

Mr. Neenan joined with Kenneth Palius of ABC-TV, New York, and Edward Bertere, NBC-TV, also New York, for a panel discussion of the color-TV requirements in the lighting of outdoor stadiums and arenas. The three networks are seeking to work out a national standard of lighting to assure consistent quality in color-TV pickups about the country.

Heretofore a baseball park with 100-foot candles of light was very well set for monochrome TV, the panel explained, but an acceptable average for color appears to be in the order of 300-foot candles. The method of measurement of the light to determine its adequacy appears to be especially critical and now well understood, it was noted, for a light meter in a park at the same spot can produce wide variations in reading depending upon how it is used.

The panel suggested that light readings be taken on the basis of incident light and when the camera is pointed at the meter, the meter should be perpendicular to the axis of the camera lens. It was explained that in most cases where a camera is high in the stands the meter reading on the field should be made with the meter held 15 degrees off the vertical. This gives a far different reading from the common

method of holding the meter horizontal over the ground, it was noted.

Another symposium will be held next year in May at Los Angeles.

WCIX-TV rebuts its move-in opposition

WCIX-TV South Miami last week assured the FCC that if its application for a transmitter move and an increase in antenna height is granted, it will go on the air "at the earliest possible date."

WCIX-TV gave this assurance in a filing in opposition to a petition filed by WLBW-TV Miami to deny WCIX-TV's application (BROADCASTING, May 9). WLBW-TV asked for a hearing on whether WCIX-TV could be relied upon to carry out its promises to construct the station.

WCIX-TV said it has incurred some \$437,000 in pre-operation expenses that indicate it is serious about going on the air.

WLBW-TV also charged there had been an unauthorized transfer of control of the licensee corporation, Coral Television Corp. WCIX-TV replied that 50.4% of its stock is voted directly by the original stockholders.

Regarding charges that WCIX-TV is

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Howard on the ball

A radioactive golf ball which can be located with a miniature Geiger counter is the invention of a broadcaster, Royal V. Howard, owner of KIKI Honolulu.

Mr. Howard, former director of engineering of the National Association of Broadcasters (1946-49), says the ball is impregnated with a radioactive substance in an amount so small as to be harmless. The finder, about the size of a king-size cigarette, will locate the ball up to about 75 feet.

A consulting engineer in the Pacific area, Mr. Howard has about 50 patents in electronics. He is inventor of Pro-Gar (program guardian) patented in 1944 as an electronic volume regulating device used for TV as well as radio.

attempting to identify with Miami the station answered that it has been authorized to locate its studios in downtown Miami and thus identify itself as a Miami TV station. It added that the commission's purpose in assigning channel 6 to South Miami was to provide Miami with full city-grade service from a fourth VHF facility.

WCIX-TV's proposed move-in also was opposed by the Association of Maximum Service Telecasters, WGBS-TV Miami and WPTV(TV) West Palm Beach, Fla.

Comsat plans ahead for bigger satellite

Sometime after 1968, when the Communications Satellite Corp. will have improved versions of the Early Bird satellite over both the Atlantic and Pacific oceans, work will begin on a "high capacity, multipurpose" satellite that will be the granddaddy of them all, Comsat stockholders were told last week at the second annual meeting of the corporation.

This satellite, Dr. Joseph V. Charyk, president of Comsat, said, will be capable of a wide variety of communications services—6,000 to 8,000 two-way telephone circuits, 12 to 20 television circuits for a TV distribution network, a dozen circuits for aeronautical communications between aircraft and ground stations or combinations of such requirements.

Comsat intends to award design contracts in the near future.

In the meantime, Dr. Charyk told shareholders, in September of this year the first of a second generation of communications satellites will be launched over the Atlantic and a few weeks later another will be deployed over the Pacific. Sometime in 1967 a second satellite over the Pacific will be launched.

For 1968, improved spacecraft, weighing about 240 pounds and having a capacity of 1,200 two-way telephone circuits or four TV channels, are on order.

James McCormack, chairman of the corporation, predicted that Comsat may be in the black in 1967, and pay its

first dividend in 1968. Stockholders re-elected 12 directors and approved a retirement plan for employees.

Visual delivers 14 Plumbicon cameras

Visual Electronics Corp., New York, last week reported that four more TV stations have received Norelco (PC-60) Plumbicon color cameras.

Under an original commitment, Visual delivered three units to ABC-TV New York. Also delivered were three cameras to WNEW-TV New York; WNHC-TV New Haven, Conn.; KXTV(TV) Sacramento, Calif., and two cameras to WMAL-TV Washington.

Visual said initial deliveries of its new PC-70 Plumbicon three-tube color cameras, introduced at the National Association of Broadcasters convention in Chicago, will begin in September.

WSJS-TV works for all color

WSJS-TV Winston-Salem, N. C., will have full color capability by September, according to Harold Essex, president of Triangle Broadcasting Corp. and general manager of the WSJS stations. The channel 12 NBC-TV affiliate currently is constructing a new \$1.5-million plant that will house color tape, studio color cameras and complete facilities for the processing and telecasting of color news films. Present plans are for all local-live shows and news programs to be in color.

INTERNATIONAL

Soble given green light for a network

The Canadian Board of Broadcast Governors last week granted permission for Kenneth Soble of CHCH-TV Hamilton, Ont., to form a private TV network. In effect Mr. Soble now has permission to negotiate with private stations that are seeking affiliation with his proposed network. The BBG, however, did not give him permission to operate such a network.

Mr. Soble has presented general plans for a private network to be formed in association with Maurice F. Strong, president of Power Corp. of Canada in Montreal (BROADCASTING, April 25).

In other matters the BBG denied a request by Maclean-Hunter Publishing Co. Ltd. to buy control of CFCN-TV Calgary, Alberta. In its ruling the BBG maintained that it does not want any

individual or group to obtain interests with more than one station in the private CTV Television Network. Maclean-Hunter already has an investment in CJCH-TV Halifax, N. S., which like CFCN-TV, is a CTV affiliate.

Radio's success praised

Donald Jamieson, president of the Newfoundland Broadcasting Co. Ltd. and past president of the Canadian Association of Broadcasters, has revealed that a number of major national advertisers now spend more than a million dollars a year on Canadian radio. He also stated that radio has definitely survived television's entry into the market and is now more firmly entrenched than ever as a prominent advertising medium.

Mr. Jamieson's remarks were made in Toronto during his address to the Association of Canadian Advertisers.

He maintained that present methods

of audience measurement grossly underestimate the extent of radio's appeal. "It's now being recognized that to understand radio's real reach and effectiveness it is necessary to measure people, not households," he declared.

CTV gets football rights

The CTV Television Network will spend more than \$2.4 million to telecast the Canadian eastern and western football conference games for 1966-68. CTV will pay the eastern conference \$1,425,000 in rights for the three years and will pay about \$1 million to the western conference for rights to its games. The contracts include play-off games and the Grey Cup championship game. The last multiyear Canadian football contract was 10 years ago when the Canadian Broadcasting Corp. paid \$1 million for three years of eastern conference coverage.

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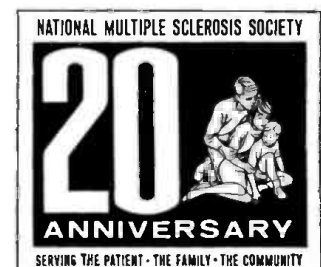
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Why some radio clicks, why some radio flops

NAB Portland and Houston clinics get good advice mixed with some stiff remonstrations

Some 95 kindred broadcasting executives from six western states got together in Portland, Ore., last Monday and Tuesday (May 9-10) and listened to analysis of and talked about the creative ideas of radio programing. They came not only to take but to contribute. This mandate was made pointedly clear by the first official remarks heard at the gathering:

"If you go away from this meeting with just one idea that you can take back and try on your radio station, your trip is a success. If, during the discussion periods that follow each presentation, you amplify that presentation by giving us your own experiences, our trip is a success."

The speaker was Sherril Taylor, National Association of Broadcasters vice president for radio. The occasion was the start of the third in a series of NAB radio program clinics that were begun in pilot form in 1964. The station owners, managers, program directors and sales executives attending took Mr. Taylor at his word. For they not only listened to a lineup of 11 speakers tell about the hits and misses, the ins and outs of various radio programing, they also participated in no uncertain way. The second session in Houston Thursday and Friday was attended by 94 broadcasters.

Star presentator of the Portland meeting, if audience applause and post-session comment is an accurate measure, was Merrill Ash, news director of KIRO-AM-FM Seattle, who spoke on major market news. Mr. Ash made it abundantly apparent from the start that he came to prod the broadcasters, not to praise them. He told his audience: "I have learned what radio news can be. I only wish I did not see it going down the drain—smothered by greed, mediocrity, sloth and dishonesty: And abject, sniveling fear of courts of law, of libel, and of spending a little money for quality, inspiration and honesty."

He then indicated what radio can be, especially at the expense of television. "If there is one way radio can compete

with the boob tube it is in the field of news. Radio is fast. The tube is slow. Radio is news. The tube is show. Radio takes one man and a few thousand dollars. The tube takes many men and hundreds of thousand dollars. Radio gets to those who can listen and think. The tube sits and looks back at the mouth breathers."

'Nobody Cares' ■ But for a variety of excuses radio news is not allowed to live up to its potential, Mr. Ash indicated. "The whole theme, too often," he said, "is 'nobody cares, anyway. Just shut up and let us play the music—or put on the telephone talk expert—or, at most: rip it off the wire and read it. That's why we have AP'."

The 48-year-old veteran newsman, who earlier told the meeting that he's

NAB expands agendas

Seven more speakers will participate in the National Association of Broadcasters radio program clinics. The clinics continue next Monday and Tuesday (May 23-24) in St. Louis; May 26-27 in Minneapolis; June 6-7 in Tarrytown, N. Y., and June 9-10 in Fort Lauderdale, Fla.

The new speakers and their topics are: Beautiful music—Daniel P. Weinig, WPAT Paterson, N. J., in Tarrytown and Geer Parkinson, WRYT Pittsburgh in Fort Lauderdale; modern music—Perry Bascom, WBZ Boston in Tarrytown; large-market news—Paul B. Marion, WBT Charlotte, N. C., in Tarrytown; news and public service—Edward D. Allen Jr., WDOR Sturgeon Bay, Wis., in St. Louis; FM—Lynn A. Christian, WPIX-FM New York in Tarrytown and Fort Lauderdale; sports—Bert S. West, KVI Seattle in Tarrytown and Fort Lauderdale.

leaving radio at the end of this month and later told BROADCASTING that he will become a communications specialist for Boeing Inc., the major aircraft firm in Seattle, never let up his blistering attack on the medium's misuse of news and newsmen. "I am sure part of the answer is the habit many radio managements have acquired of downgrading the talents necessary in a true newsman," he said. "They often feel," he continued "that anyone by mere designation as such can be a newsman; anyone is capable of knowing a news story; anyone can interview anybody on any subject adequately enough for a local newscast."

Mr. Ash saved his most forceful ire for those in radio who equate news reporting with show business. "News is not, cannot, must not be contrived, distorted, changed to any degree from its inherent, factual, informational, integrity for the sake of 'showmanship'," he said in ringing tones.

The KATR Story ■ Before Mr. Ash had an opportunity to stir his audience into a sustained five-minute ovation, R. E. (Bob) Thomlinson, general manager of radio station KATR Eugene, KSHA Medford and KAPT Salem, all Oregon, gave the attending broadcasters—especially the smaller market ones—a solid promotional idea to take home and try out. Mr. Thomlinson told the story of KATR, a self-described "nice little radio station" that had a net loss after depreciation of \$4,800 for the month of November 1963. By taking drastic action and changing its programing format to country and western music, KATR turned the deficit into—for example—a \$2,900 profit last February ("normally a miserable month"). Besides generating a surprisingly enthusiastic audience response with the country format, KATR helped the situation along by dreaming up somewhat different on-the-air ID's that not only promoted its identification but also saluted specific neighboring towns of which there are 43 small ones in range of the station's signal.

Also covering the country and western music concept was Dale Peterson, general manager of KGBS Los Angeles. He suggested that country music "reflects life as it really is" and pointed out that "more and more pop artists are cutting records with a country flavor." Country music, with its "bright new Nashville sound," said Mr. Peterson, is no longer the stepchild of the radio business but now provides "good listenable" programing.

The broadcast executive stressed, however, that stations had to be mindful of the three R's of country music:

response, ratings and respectability. Country music always had the first, according to Mr. Peterson, didn't always have the second and is still fighting for the third.

Speaking on "What is 'Beautiful' Music, and How Do You Program It?", a two-man team from KIXI Seattle decided that the answers lie in a bricks-and-mortar analogy. Wally Nelskog, president, general manager and program director, said that his station's music and newscasts "are the bricks that will build a beautiful, lasting structure of programing." The mortar—which he described as "the stuff that binds your bricks together" and, he pointed out, is used "for color, texture, strength and durability"—are the ID's, mood setters, separators and station promos. Mr. Nelskog explained that "the mortar will condition your choice of the right bricks into a complete, beautiful package of sound."

Matching of Profiles ■ Gil Bond, KIXI's sales manager, suggested that program directors think about their product in terms of marketing objectives and that sales managers try to match their station's product profile with its listener-market profile.

The marketing theme of KIXI, according to Mr. Bond, is that "in Seattle, it takes three to cover the spectrum." Advertisers are sold KIXI "at the quality end of the Seattle spectrum," while suggestion is made for them to include one top-40 or country and western station from the opposite end of the spectrum

and a middle-of-the-road and personality station to complete their coverage of the market.

Answering the question "Is Modern Radio Here to Stay?", John Barrett, station manager of KRLA Pasadena, declared that "however temporary modern radio might be, it will easily outlive the station manager." Describing the practices, promotions and policies of his station, Mr. Barrett concluded that "programing must . . . be regarded as a whole, not something composed of parts." Disk jockeys, music, well-integrated news, humor and station promotion all play a part in making for successful programing, he said. But, he added, each part must be "well-thought out and carefully produced."

Large-market news was covered by Frank Stewart, general manager of KTRH Houston, who noted that news "is not only a distinctive product of the station . . . but a very promotable one." Often, he continued, "the difference in news coverage is . . . the only difference between two stations with similar music formats in a given market."

The important thing about news, Mr. Stewart emphasized, is that a sound operation "can be the difference in whether or not a station is a real force in the community . . . regardless of format or size of market."

Good news programing, he indicated constantly during his talk, can be a distinctive advantage to a radio station,

perhaps even its number-one commodity. But only through comprehensive news coverage and consistently reliable reporting can a station become significantly involved in its community and in turn have the community turn to its newscasts for needed information.

News Actualities ■ Examining the other side of the coin, small-market news, George J. Volger, part owner of and general manager of KWPC Muscatine, Iowa, said that a radio newsman's dream of 25 years ago is today's reality. As an example of the dream come true he cited the availability of news actualities from around the world to stations from Muscatine to McMinville. But he questioned whether full advantage was being taken of all the current flexibility to produce news and its possibilities for exposure. Then Mr. Volger pinpointed what he called the "one great common concern" of broadcasters throughout the country: "The critical shortage of trained people." Backing this up he told how the University of Iowa had only one June graduate for a radio news job. He urged broadcasters to do more about recruiting young talent for careers in radio news.

Vern Mueller, program director of KPOJ Portland, was an enthusiastic speaker about the virtues of news and public service.

"Radio news remains the untapped area of development," he said. "Horizons are unlimited. Our heritage is profound."

Has FM finally arrived? Everett B.



No locker room was available prior to the kickoff of the programing clinic in Portland, Ore., but the speakers did run through a briefing. They were (l to r, standing): Merrill Ash, KIRO Seattle; Vern Mueller, KPOJ Portland;

Frank Stewart, KTRH Houston; George Volger, KWPC Muscatine, Iowa; John Barrett, KRLA Pasadena, Calif.; Alan M. Newman, KSFO San Francisco; Everett B. Cobb KNEV(FM) Reno, Nev.; (seated) Wally Nelskog, KIXI

Seattle; Gil Bond, KIXI; Dale Peterson, KGBS Los Angeles; R. E. Thomsinson, KATR Eugene, Ore.; Lester Smith, KXL Portland, and Sherril Taylor, National Association of Broadcasters, Washington.

Cobb, owner of KNEV(FM) Reno, was to answer the question in his address. He provided his listeners material to answer the question for themselves as it relates to the industry at large, but there was no equivocation in his reference to KNEV. Here Mr. Cobb was certain FM had arrived. His station has operated for 12 years without a sales department, never had a credit problem and does not have a credit department. How had he done it? "From the beginning we felt that our appeal would be to those who liked good music, who wanted quiet entertainment and who found relaxation in what we were broadcasting," Mr. Cobb explained. This isn't necessarily everyone's dish of tea, he cautioned, but for KNEV it has paid off.

Continuing along these lines the Nevada broadcaster said he does not believe "that the average AM program broadcast on FM would succeed any more than the FM programs could be successfully used on AM radio." Each has a special appeal. Still, he added, each "fills a specific niche in the field of communication, of entertainment and of information," and "there is room for both."

Sports Are Strong ■ After excusing himself to all the small-market program directors who had only a choice of "chicken fights or squash tournaments" to cover, Allan M. Newman, program director of KSFO San Francisco, observed that "sports create excitement, audience and new sponsors for the station and the way it works for us, and can work for you, is that sports promote programming and programming promotes sports. But one can't overpower the other." Mr. Newman acknowledged throughout his talk that his station, which covers the Giants, Forty-Niners and University of California games, has a considerable advantage over the station not having such name sports and teams to draw from in its market. Yet, the West Coast program director said, even smaller stations can benefit from sports coverage and sports promotions.

"There is even more promotion to be done with community sports because you gamble with less money and in many ways you have more freedom to play around with it," Mr. Newman, the last speaker on the agenda told the assembled broadcasters. "I've heard radio stations make the soap box derby sound like the Grand Prix and there's a small station in California that makes a frog jump sound like 'Ben Hur,'" he said.

As he has in previous years, Alvin King, NAB director of state association liaison, is assisting Sherril Taylor in staging the clinics.

In Houston ■ Bob Cheyne, sports publicity director of the University of Arkansas, said there is a tremendous

growth in attendance and participation in sports, with a noted increase in women sports enthusiasts. He maintained that radio's major asset is its versatility to "explore instantly many of the sports not open to other media." The public, he added, is looking for sports in depth, not just box scores.

Danny Williams, program director, WKY Oklahoma City, chided the appellation "modern" as applied to music of today, calling it "vague." It's not the music, he said, but the way it's applied to the audience; "music is an emotional experience and we don't use such nebulous terms as good or bad."

Dan McKinnon, president and general manager, KSON San Diego, traced the history of country music, showing how instruments were added one at a time to get the current country sound. One of the big reasons for its success, he said, "are the lyrics with empathy; songs that listeners can get into." He said modern country stations are getting top ratings by using modern program techniques and disk jockeys who don't have a twang and don't talk down to the audience.

Dominic Quinn, program director, WEEI Boston, described the talk-show format in use there. The talk-information programs, he said, have transferred the town-hall meetings to on-air forums. He described the interviewer-moderator as a "talkmaster" and said he should be more than a glib wiseguy with sarcastic comments.

Bob Bruton, program director, WFAA-FM Dallas, said he runs his operation like an AM with up-tempo music. The only real difference, he pointed out, is that the FM carries a maximum of six commercials an hour. The one thing listeners don't want, he felt, is background wall-to-wall music without ever hearing a voice.

Julian Haas, president, KAGH Crossett, Ark., felt that in a small market news is the most important prestige and image builder the broadcaster has. News should not be ballyhooed, he said. It should be clean and straight.

Indianapolis 500 on 800-plus radio outlets

The Indianapolis 500 auto race again will be carried by a record number of radio stations Memorial Day weekend.

The May 30 race will be fed by the Indianapolis Motor Speedway Network to more than 800 radio stations around the world according to IMSN.

The network, which began in 1952 with 26 stations, will broadcast four half-hour live reports of the time trials in addition to the race itself. Heading up a team of 11 reporters at the track will be Sid Collins of WIBC Indianapolis.

Music Makers broadens base with new programs

Music Makers Inc., of New York which has specialized in creating music for TV-radio commercials, is on an expansion spree, encompassing the addition of creative personnel, the leasing of additional space and a plunge into television programming.

Herman Edel, president, reported that Music Makers' first project in TV includes the development of a color cartoon program and a sports show. The company has added Larry Levinson, formerly with Doyle Dane Bernbach



Mr. Edel

and Smith-Greenland, to supervise this activity as head of new projects development.

Music Makers was founded eight years ago by composer Mitch Leigh, who is represented in The New York theater this season by the off-Broadway

hit, "The Man of La Mancha," to serve agencies as a creator of background music for TV-radio commercials. It started as virtually a one-man operation and now has a staff of 15, including Ray Martin and Howard Cable, composers-conductors, who recently joined Music Makers under Mr. Leigh, the creative director.

Mr. Edel estimated that MMI provides the music (and sometimes the words) for approximately 600 TV-radio commercials a year and has grown to "become the largest and leading company of its kind." Approximately 75% of Music Makers' work for agencies is for TV commercials, Mr. Edel said.

Music Makers Inc. headquarters staff moved recently to the Hotel Warwick at West 54th Street and the Avenue of the Americas, while its studio remains at 6 West 57th Street.

CBS's Schorr to cover 'Great Society' news

Daniel Schorr, 20-year veteran of overseas reporting, and, for the past six years head of the CBS News bureau for Germany and Eastern Europe, has been recalled to the U. S. for a new assignment examining and reporting on developments involved in President Johnson's "Great Society" program.

Richard S. Salant, CBS News president, said Mr. Schorr would be based in Washington but would travel extensively

on major stories connected with poverty, urban renewal, social security, Medicare, human and civil rights and other elements of the "social revolution" that "is in progress in America."

Mr. Schorr's successor in Europe was not immediately named.

In another realignment, correspondent Bill Stout, who joined CBS News some 12 years ago, was assigned to South Vietnam as replacement for John Laurence, who has completed a year's tour there and will be reassigned.

CBS cleared of libel on program about Utt

A jury in the U. S. District Court for the Southern District of New York last week dismissed a \$5.25-million libel suit by Representative James B. Utt (R-Calif.) against CBS (BROADCASTING, May 8).

An all-male jury ruled 10-2 that there had been no libel. It had been decided in advance that unanimity among any 10 jurors would constitute a verdict.

There was no immediate indication whether Congressman Utt would file for an appeal.

Mr. Utt had claimed that a Nov. 13, 1963, program carried on CBS-TV implied that he was responsible for a rumor that a planned army maneuver, "Exercise Water Moccasin 3rd," was part of a U. N. plot to take over the U. S. The maneuver was curtailed, and, Mr. Utt asserted, the telecast gave the impression that he was to blame for the curtailment.

Domestic action sparks Desilu sales spurt

Desilu Sales Inc. had reason to rejoice, not beware, of the ides of March this year. For between March 1 and April 26, the television production sales subsidiary's sales topped \$1 million, it was revealed last week. Domestic sales, improving over what they amounted to during a comparable period last year, accounted for the increase. Foreign sales held steady.

It also was announced that *The Lucy Show* has been sold in 11 additional countries and now is seen in a total of 60 foreign nations. It was further revealed that two new Desilu-produced TV series, *Star Trek* and *Mission: Impossible* already are enjoying foreign sales even though they haven't made their network debuts in domestic markets as yet. Both were sold in Canada, with *Mission: Impossible* also bought by the Japanese market.

Preminger loses 2d round in his 'Anatomy' fight

Producer Otto Preminger lost another round last Thursday (May 12) in his legal battle to prevent the TV showing of his feature film, "Anatomy of a Murder," with cuts and interruptions for commercials.

The appellate division of the New York state supreme court by a 4 to 1 vote affirmed an earlier decision of the state supreme court last January. At that time that court refused to issue a permanent injunction to prevent Columbia Pictures and Screen Gems from distributing "Anatomy" to TV stations (BROADCASTING, Jan. 24).

Mr. Preminger said later that he planned to bring his case to state's court of appeals.

RTNDA-Time-Life examine the newsroom

Newsroom and newscasting are the subjects of five regional conferences being sponsored by the Radio Television News Directors Association and Time-Life Broadcast.

Over 70 Midwest TV and radio newsmen attended a session May 7 at KSTP-TV St. Paul-Minneapolis. A morning program dealing with newsroom design for stations of various sizes included a presentation by Raymond Bowers of Fulmer & Bowers, a Princeton, N. J. architectural firm.

Other speakers were William McGivern of KSTP-AM-FM-TV; Norman Schrader of WDAY-AM-TV Fargo, N. D.; Richard Gottschald, WDJQ(TV) Duluth, Minn.; Grant Price, WMT-AM-TV Cedar Rapids, Iowa, and Wayne Vriesman, KWGN-TV Denver.

Reports in an afternoon session on "the newscast" were given by Kenneth

Barry and Skip Nelson of KSTP-TV; Walter Grisham of NBC Chicago and Bob Taylor, KOLN-TV Lincoln, Neb.

Further conferences with the same theme will be held in Philadelphia and Dallas on May 21 and in Los Angeles and Atlanta on June 11.

Experimental filming for California courts

California state regulations governing news coverage of courtroom proceedings have been temporarily relaxed to allow limited experiments for the benefit of television and press photography, it was revealed last week. The action was taken by the California State Judicial Council in response to a request by state assemblyman George A. Willson (D-Huntington Park), chairman of the assembly's judiciary interim subcommittee on press freedom.

On May 7 the judicial council adopted temporary rule 981 which will permit experiments from June 1 to Dec. 31, 1966, under control of Mr. Willson's committee. Judicial council members have been assured that only a limited number of trials will be photographed, with consent of judge and participants. The photographs will be used for the free press committee's investigative purposes and not for general broadcast or commercial purposes.

Still, for the judicial council to allow even experimental photography in courtrooms marks a significant breakthrough in the fair trial and free press impasse in California. Last winter the same state judicial council passed an unequivocal rule barring all broadcasters and photographers from courtrooms while courts are in session or in recess (BROADCASTING, Dec. 6, 1965). It would take appropriate action by the state legislature and the governor to have that rule revised.

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Cox mounts his pulpit again

The disappearance of specific questions about religious programming from the FCC's new program-reporting forms shouldn't be construed as a lack of interest on the part of the commission in such programming.

The commission is interested in religious programming and broadcasters had better be, too.

That was the message FCC Commissioner Kenneth A. Cox delivered last week at the Catholic Communications Convention and Seminar, in San Francisco.

The commissioner's speech was directed in the main at the position taken by FCC Commissioner Lee Loevinger, (in a speech) and communications attorney Marcus Cohn (in a magazine article) that commission concern with religious programming violates the constitutional ban against governmental establishment of religion (BROADCASTING, Feb. 1, 1965; January 4, 1965).

Commissioner Cox, as he has before, said the commission not only should, but, under the Constitution, can concern itself with religious broadcasting. He said such programming is a legitimate area of concern if the commission is to determine whether broadcasters are operating in the public interest.

He said the commission began asking about religious programming in the early days of broadcasting only after broadcasters, in their reports to the commission, indicated their view that such programming was in the public interest.

Change in Form ■ Since the issue was first raised in January 1965, the commission has revised its reporting form for radio and is nearing completion of a new form for television. Neither one has a specific question about religious programming.

But, Commissioner Cox stressed, they do provide for reporting about such programming. He noted that religious programming is one of seven program categories defined in the form and said that a general category of programming, which includes religion, is required. He said that new logging rules require such data as type, source and sponsor of programs.

The commissioner also maintained that a complete hands-off attitude on the part of the government would actually amount "to throwing the government's influence into the scales against religion." He said that without commission interest, broadcasters would present less religious programming than they do now.

He also said the kinds of religious

programming reported by broadcasters "are far less uniform than one would expect of a system" that is accused by its critics of "compelling compliance with the commission's preference. "The religious proposals regularly approved by the commission," he said, "vary enormously, in amount and percent of time, in the balance between sustaining and commercial, and in the nature and character of the programs presented."

Offering Laurel and Hardy

Walter Read Sterling Inc., New York, announced last week it is placing into distribution 60 Laurel and Hardy two-reelers and 10 full-length feature films. This product originally was produced for theatrical exhibition and has been previously released to TV. Elliot Abrams, vice president, TV, said the shorts average 25 minutes in running time and the features slightly more than an hour.

Wolper's favorite Martian

Wolper TV sales announced last week that it has acquired the world-wide syndication rights to *My Favorite Martian*. The deal for the former CBS-TV prime-time series was negotiated with Jack Chertok Productions. Included are rights to the entire production of 107 segments of the series, including 32 shows produced in color.

Off-Broadway pays off

Some two years ago Arkady Leokum was creative director of Grey Advertising Inc. in New York and a member of the agency's board of directors. Now, after being whisked from his home in Westport Conn., to Hollywood, he's busy writing TV scripts for Universal Television. In between these time periods, Mr. Leokum wrote a pair of one act plays—"Friends" and "Enemies,"—that were produced off-Broadway to generally critical acclaim. That's what keyed Universal's interest. Last week the production company brought the writer to its Universal City studios and signed a long-term option on his services. Initially he will write for two Universal TV-produced series, *The Bob Hope-Chrysler Theater* and *The Virginian*. In addition, Mr. Leokum will be asked to create and develop other TV programs and feature films.

Radio series sales . . .

July 4, 1776 (Woroner Productions): WTRO Dyersburg, Tenn.; KMUZ(FM) Santa Barbara, Calif.; KGMB Honolulu; KSTB Breckenridge, Tex.; KMHL Marshall, Minn., and KQRS Minneapolis.

Easter The Beginning and *The First Christmas* (Woroner Productions): KGMB Honolulu.

The First Christmas (Woroner Productions): Kelly Foods, Jackson, Tenn., for stations in Tennessee and Mississippi.

Your Green Garden (Woroner Productions Inc.): KWOE Clinton, Okla.

Bird Watching Society (A.R.B. Productions Inc.): WNAC Boston; WJPG Green Bay, Wis., and KJEM Oklahoma City.

The Joe Pyne Show (Hartwest Productions Inc.): KRAM Las Vegas; WINF Manchester, Conn.; WBRB Mount Clemens, Mich.; WTTT Tiffin, Ohio, and WPAG Ann Arbor, Mich.

Film sales . . .

Laurel & Hardy cartoons (David L. Wolper): WCAU-TV Philadelphia; WFBM-TV Indianapolis; WNEW-TV New York; WGN-TV Chicago; WEWS(TV) Cleveland; KSL-TV Salt Lake City; WTTG(TV) Washington; WEAR-TV Pensacola, Fla.; WCHS-TV Charleston, W. Va.; WFAA-TV Dallas; KTTV(TV) Los Angeles; KIRO-TV Seattle; WTMJ-TV Milwaukee; KTRK-TV Houston; KWGN-TV Denver; KMBC-TV Kansas City, Mo.; WNEP-TV Wilkes-Barre-Scranton, Pa.; WPTZ-TV Plattsburgh, N. Y., and KARD-TV Wichita, Kan.

Merv Griffin Show (WBC Productions): KJSV-TV Hanford, Calif.; KING-TV Seattle; WFBC-TV Greenville, N. C.; WAST(TV) Albany, N. Y.; WCSH-TV Portland, WLBZ-TV Bangor, both Maine; KWGN-TV Denver; KBLU-TV Yuma, Ariz.; WSPD-TV Toledo, Ohio; WMCT (TV) Memphis; WLKY-TV Louisville, Ky.; WDAU-TV Scranton, Pa.; WPRO-TV Providence, R. I.; WSIX-TV Nashville, and WEAR-TV Pensacola, Fla.

Encyclopaedia Britannica Films Library (Trans-Lux): KTXL(TV) Sacramento-Stockton, Calif.; KNXT(TV) Los Angeles; WTIC-TV Hartford, Conn.; WGR-TV Buffalo, N. Y.; WBRC-TV Birmingham, Ala.; KWGN-TV Denver, and Armed Forces Radio and Television Network.

Adventure Calls (Cardinal Productions Inc.) WJRJ-TV Atlanta; WLWC (TV) Columbus, Ohio; WBRZ(TV) Baton Rouge; KCFT-TV Concord, Calif., and KXTV(TV) Sacramento, Calif.

Parker urges use of the hole he opened

The man who played a major role in the case that led to the benchmark court decision opening FCC license-renewal hearings to the public last week called on community groups in general and religious organizations in particular to take advantage of that opening to work for an end to "discriminatory practices" in broadcasting.

Dr. Everett C. Parker, head of the United Church of Christ's office of communication, said religious groups have thus far failed in their responsibility in that regard and have, in fact, "sold their birthright in communication for a mess of pottage."

And former FCC Chairman Newton N. Minow urged "major religious faiths . . . to search out segregated stations and bring fairness to them." These groups, he said, "should interpret the public interest through the moral precepts of our Judao-Christian heritage, and mount a vigorous nationwide campaign to have radio and TV conform to this standard."

They made their remarks as Mr. Minow presented the American Jewish Committee's annual human relations mass media award to Dr. Parker on behalf of the church's office of communications.

'Courageous Leadership' ■ The award, made at the AJC's 60th anniversary dinner in Washington, was given "for courageous leadership in vindicating the people's interest in a broadcaster's performance of its public trust." Mr. Minow, now practicing law in Chicago, is a member of the AJC's executive board.

The office of communications pressed

the suit that led the U. S. Court of Appeals to direct the commission to hold a hearing on the license-renewal application of WLBT(TV) Jackson, Miss. The church had opposed the renewal, even the one-year renewal granted by the commission, on the ground that WLBT had discriminated against Negroes in its programming.

Of paramount importance in the de-



Dr. Parker

Mr. Minow

cision was the court's holding that "some 'audience participation'" on the part of the public must be allowed in license-renewal proceedings to safeguard the public interest.

Dr. Parker expressed confidence that representative community groups will no longer "remain aloof from judging the performance of mass media," and added: "In the next round—and there must be a next round of examining discriminatory practices of all sorts by stations—we feel we will not stand alone."

Dr. Parker told BROADCASTING the office of communication intends to begin a program of monitoring southern stations to determine whether any are dis-

criminating against Negroes. He had disclosed plans for such monitoring programs last year (BROADCASTING, June 5, 1965), but last week he said that only some "checking" had been done.

Sell-out ■ Dr. Parker, in urging community groups to respond to the opportunity offered by the court decision, accused American churches of having sold their right and duty to criticize communications for "a mess of pottage" their own programs on radio and television. The churches "have treasured their friendship with the broadcasting industry, and have feared the reprisals that might follow criticism," he said.

Regardless of the characterizations of the WLBT decision as "sweeping" and "historic," he said, broadcasters will operate on the assumption that the public interest will soon die down.

"And they have the certain knowledge," he added, "that the Federal Communications Commission has neither the personnel nor the stomach for a battle with the industry in behalf of the public."

Mr. Minow said that religious leaders recognize the need to use radio and television "to bring home a full measure of their message." But the time has long since passed, he said, "for organized religion to enter the arena and raise its voice against the destructive, irreligious and, many times, bigoted elements which attempt in many communities to usurp the public's airwaves.

"If the public owns the airwaves—and it does—then religion cannot escape its responsibility to be a guardian of the mass media," he said. "Not a censor, but a guardian. A wise guardian of taste and morality."

Program notes . . .

Marine pilot ■ Disk jockey and script writer Bill Ballance has formed Bill Ballance Enterprises in Hollywood to produce and package TV series and motion picture properties. Initial property is Mr. Ballance's own TV series creation based on his experiences as a Marine officer. The half-hour pilot for the series is scheduled to be filmed at Camp Pendleton this fall.

Slapstick sales ■ National Telefilm Associates, Beverly Hills, Calif., reports that its series of 130 five-minute comedy episodes, starring Doodles Weaver, has been sold in 18 key markets. NTA officials say that brisk sales are due to a heavy demand for screenings of the

color series at the recent National Association of Broadcasters convention in Chicago.

Going up? ■ *Annapurna* is the title for a one-hour color special about the famed French Himalayan expedition of 1950. The film is narrated by Maurice Herzog, leader of the expedition and is available from Brandon Films Inc., New York.

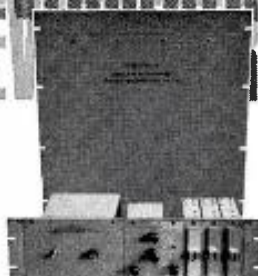
Merv moves ■ The syndicated *Merv Griffin Show* moves to WNEW-TV New York today (May 16) from WPIX(TV) New York, which has carried the 90-minute program during the past year. WNEW-TV will schedule *Griffin*, starting at 11:10 p.m., on a Monday through

Friday basis. The program is produced by Westinghouse Broadcasting and is now on 54 stations.

Cardinal has 'Roamin' ■ Cardinal Programs Inc., Los Angeles, has been appointed distributor for *Roamin*, 26 half-hour series produced in Hollywood by Batjac Productions. Chill Wills, famous cowboy star and world-traveler, conquers a new world via colorful and unusual experiences. Cardinal Productions Inc. has also been named distributor for two first-run hour specials: *Philippine Adventure*, starring Andy Devine and produced by Linkletter Productions, and *Hollywood Without Makeup*, which features historic, candid shots of Hollywood stars with narration and production by Ken Murray.

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BROADCAST ADVERTISING

Edmund Burke, formerly VP and management supervisor, BBDO, New York, joins Needham, Harper & Steers there as executive VP and chairman of New York plans board and business development coordinator.

David Dodd, director of market planning in Caribbean, Marion Gorman and Jack Anderson, account supervisors, all with Norman, Craig & Kummel, New York, elected VP's.



Mr. Rooney



Mr. McCullough

James E. Rooney, senior account executive, and John J. McCullough Jr., director of systems, both with BBDO, New York, named VP's.

Victor M. Lynn and Rodger Running, account supervisors, and Norman E. Sondak, director of systems and data processing activities department, all with J. Walter Thompson Co., New York, elected VP's.

James De Wolfe, senior VP and management supervisor for Lennon & Newell, New York, appointed executive VP for account management at Hockaday Associates Inc., that city.

John B. Gunter and Robert H. Lundin, account supervisors at Gardner Advertising, St. Louis, named VP's.

Robert K. Heimann, VP for marketing and public relations, The American Tobacco Co., New York, elected executive VP.

Frederick W. Hodge, with C&U Broadcasting Corp., Syracuse, N. Y., subsidiary of C&U Communications Corp., elected VP-sales. C&U stations are WMCR Oneida, WEIV(FM) Ithaca, WBIV(FM) Wethersfield, WMIV(FM) South Bristol, WORV(FM) DeRuyter Twp. and WJIV(FM) Cherry Valley Twp., all New York.

Martin Bergman, account executive with Metro TV Sales, New York, joins KTTV(TV) Los Angeles, as national sales manager.

Jere Chamberlin, producer of radio and television commercials for Pontiac Motor car division of General Motors at MacManus, John & Adams, New York, transferred to agency's Los Angeles office and named western divi-

sion broadcast director.

Richard Schutte, VP of Metro-media's sales division, named general sales manager of KEWB Oakland, Calif.

Sigmund Harris, who has served in administrative capacity with Kastor Foote Hilton & Atherton, New York, elected VP-administration, creative services.

William L. Lindsey, national sales manager of KOY Phoenix, named VP in charge of sales.

Philip L. Gore, account executive with ABC Television Spot Sales, New York, named sales manager of company's Los Angeles office.

Martin F. Beck resigns as director of radio business development and director of The Katz Agency, New York. Mr. Beck has filed application with FCC for approval of purchase and operation of WGLI Babylon, N. Y., and announced plans to establish consulting firm. Edward A. W. Smith, in Katz sales, named director of special project sales for radio division.

Earl C. Davis, assistant advertising and sales promotion manager for KDKA-TV Pittsburgh, named advertising and sales promotion manager for WJZ-TV Baltimore. Both are Westinghouse stations.

Emil M. Cohen named executive art director at Geyer, Morey, Ballard, Chicago.

Lawrence J. Egan, formerly with McCann-Erickson, New York, joins Smith/Greenland Co. there as account supervisor.

Anne Pendleton Schaefer, with WBAL-TV Baltimore, named sales service manager.

John Kacmarek, formerly with Leo Burnett Co., Chicago, joins Clinton E. Frank Inc. there as media supervisor.

James Marshutz, formerly VP of sales and production at VPI Productions, New York, joins Campbell-Ewald Co. there as eastern director of TV-radio.

Robert Urquhart, with W. B. Doner & Co., Detroit, named copy chief. Dave Russell, with W. B. Doner, Baltimore, appointed radio and television director.

George L. Bunting Jr., formerly assistant account executive at Sullivan, Stauffer, Colwell & Bayles, New York, appointed product manager for Noxzema Chemical Co., Baltimore.

Walter H. Simon, merchandising manager of KBBX(FM) Seattle, ap-

Jack Tinker promotes 8

Jack Tinker & Partners, New York, last week announced the elevation of eight "key men" to associate partners. Those included in the promotion are: **Herbert Green**, with Tinker since late 1965 and before that associate creative director at McCann-Erickson; **George D'Amato**, formerly senior art director, Daniel & Charles; **Frank Kirk**, recently VP and creative director, Trahey Advertising; **Rene Guion**, formerly copywriter at Papert, Koenig, Lois; **Robert Reitzfeld**, recently senior art director, Doyle Dane Bernbach; **Ted Mingo**, formerly account executive, Grey Advertising; **John Capsis**, formerly executive television producer and director, Doyle Dane Bernbach; and **J. Frank Gilday**, business manager of Jack Tinker & Partners and formerly president of Communications Affiliates Inc., all New York.

pointed sales manager.

Joseph S. Salzburg, formerly chief of production for commercial films division of United Press International, New York, joins Fred A. Niles Communications Centers Inc. there as account supervisor.

Sue Masterson, formerly with San Francisco office of KPAT-AM-FM Berkeley, Calif., joins KFOG(FM) San Francisco, as sales promotion director.

Harvey Kahn, director of advertising and sales promotion for American Character Inc., New York, appointed to new position of advertising manager for Multiple Toymakers, that city, division of Loral Corp.

Donald H. Arvold, advertising executive with Purex Corp., Lakewood, Calif., joins Foote, Cone & Belding, Los Angeles, as account executive. **Harvey Rubin**, formerly of Edward H. Weiss & Co., Chicago, joins FC&B there as copywriter.

Al Holtz, formerly with WBBM-TV Chicago, named account executive in sales department, WCBS-TV New York.

Robert T. Haller, formerly advertising manager of S.A. Schonbrunn and Co., Palisades Park, N. J., appointed account executive at LaRoche, McCaffrey and McCall, New York.

Byron W. Erck, VP and copy supervisor at Klau-Van Pietersom-Dunlap, Milwaukee, appointed copy director for Baker/Johnson & Dickinson, that city.

Scott Ross, former member of *Sat-*

urday Evening Post promotion staff, named assistant to director of sales promotion, CBS Radio Spot Sales, New York.

Peter T. Wolf and **Nancy Kissock**, both with Hoefer, Dieterich & Brown, San Francisco, appointed copywriter and broadcast coordinator, respectively.

Charles Smith, media account executive with Benton & Bowles, New York, joins Cunningham & Walsh there as media buyer.

MEDIA



Mr. Holt

Arthur H. Holt, VP and assistant to president of parent Mc-Lendon Corp., named VP and general manager of WNUS-AM-FM Chicago.

Gary D. Suggs, VP of Sierra-Pacific Radio Corp. and general manager of KOSO(FM) Turlock, Calif., named president, succeeding **John J. Markovich**, who died in recent plane crash on Japan's Mount Fuji.

Carlo Anneke, general sales manager of KTLA(TV) Los Angeles, named interim manager of station. He replaces **Arthur M. Mortensen**, who resigned as VP and general manager. Mr. Anneke will continue as station's general sales manager.

Donald A. Blesi, assistant manager and account executive at KPRL Paso Robles, Calif., named station manager of KPLX(FM) San Jose, Calif.

Alphonse V. Castelli, sales and promotion manager for WPTS Pittston, Pa., appointed general manager.

Ron Gomez, with KPFL-AM-FM Lafayette, La., appointed station manager and also VP and assistant treasurer of Radio Lafayette Inc., owner

of KPFL-AM-FM.



Mr. Paulson

Varner Paulson, VP of Metropolitan Broadcasting Radio and formerly program director of Metro-media's WNEW New York, named general manager of KEWB Oakland, Calif.

Danny S. Jacobson, formerly VP and general manager of KOTN-AM-FM Pine Bluff, Ark., and KWEL Midland, Tex., named president and general manager of WOOW Greenville, N. C.

Charles F. Bunn, formerly with KHOL - FM Kearney - Holdrege, Neb., named general manager of KLOL Lincoln, Neb.



Mr. Williams

Glenn Snyder, VP of KOY Phoenix, named to newly created position of board chairman. **Jack Williams**, secretary - assistant treasurer, named president - secretary and chief executive (position of general manager has been revised to chief executive). **George R. Cook**, treasurer, becomes VP-treasurer.

Robert Barry, with WGCB-AM-FM Red Lion, Pa., appointed station manager of WXUR-AM-FM Media, Pa.

Raymond Watson, senior accountant with Los Angeles and San Diego, Calif., offices of Ernst and Ernst, national accounting firm, named financial director of KOGO-AM-FM-TV. He replaces **Richard Galkin** who has been on loan from parent Time-Life Broadcast's New York office for last several months.

Harold Christiansen, business manager of WTTG(TV) Washington, appointed business manager of KTTV(TV) Los Angeles.

Daniel P. Navarro, formerly media

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buyer with J. Walter Thompson and Doyle Dane Bernbach, both New York, appointed editor in New York office of National Association of Broadcasters Code Authority.

Don Anderson, director of information for National Community Television Association since May 1962, resigns effective May 30 to join Television Communications Corp., New York (group community antenna television owner), as director of promotion-research.

James D. Wagner, with U. S. Navy, appointed accounting manager for WTAR-AM-FM-TV Norfolk, Va.

PROGRAMING

Richard Carlton, VP and general manager of Trans-Lux Television Corp., appointed to newly created post of VP in charge of entertainment division of Trans-Lux, including Trans-Lux TV; Trans-Lux Distribution Corp. (motion picture distributor to theaters); Theaters Division (operates theaters in key cities) and entertainment - in - transit (supplies motion picture and TV films to land, sea and air transit system).



Mr. Carlton

Edward Rissien appointed VP of Filmways TV Productions, Hollywood, subsidiary of Filmways Inc.

Thomas A. Reynolds, director of operations for WOR-AM-FM-TV New York, named program director for WOR-FM.

Gordon Hessler, co-producer of NBC-TV's *Run For Your Life* series, named as one of four producers working on same network's *Bob Hope Presents Chrysler Theater* program in fall.

Tom Naud, who recently sold his interest in Variety Pictures Inc., joins Andrews-Yagemann Productions, Hollywood, as production VP. He will supervise *Mickie Finn's* and *You Don't Say*, both A-Y packaged series.

Joyce Monroe, VP, programing, for Rounsaville Radio Inc., Nashville, resigns. No future plans announced. Rounsaville stations are WFUN Miami; WDAE-AM-FM Tampa, Fla.; WCIN Cincinnati; WLOU Louisville, Ky.; WVOL Nashville, and WYLD New Orleans.



Miss Monroe

Richard J. Meyer, manager of utilization for school television service of noncommercial WNDT(TV) Newark, N. J.-New York, appointed director of

school television service.

James Blacklaw named program and operations manager of WSJV(TV) Elkhart-South Bend, Ind. **Howard Sanders** named production manager.

Arthur R. Barron, assistant controller of Desilu Productions, Hollywood, appointed assistant general manager of Desilu Sales, that city.

David Sontag, formerly director of ABC-TV's special programs and talent relations, joins Ashley Famous Agency in talent agency's West Coast TV programming department.

Tak Kako, film director at WABC-TV New York, named assistant program director. **Gordon Kunz**, production manager, named director of productions and operations. **Howard W. Yaws**, program manager of KONO-TV San Antonio, Tex., joins WABC-TV as film director.

Paul Burggraf, associate head of TV commercial production department at Compton Advertising, New York, joins VPI of California Inc., Hollywood, as producer.

Joseph E. Bluth, with Technicolor Corp., Hollywood, named VP and general manager of firm's newly created Vidronics division. Division is engaged in research and development of techniques to transfer color video tape to film.

Glenn Stewart, formerly film editor for WISN-TV Milwaukee, named film director of WCUI(TV) Chicago.

Hal Scott, with WCCO-TV Minneapolis-St. Paul, named play-by-play commentator for CBS-TV telecasts of National Football League's Minnesota Vikings games.

Rick Weaver named director of sports at WBBM Chicago.

Arthur J. Irons Jr., formerly with NBC News, New York, appointed director of photography for noncommercial WCNY-TV Carthage-Watertown, N. Y.

NEWS

Ron Steinman, NBC News associate producer and writer for *Vietnam Weekly Review*, named NBC News' Saigon bureau chief, succeeding **Jack Fern**, who returns to New York for reassignment.

Jess Marlow, KNTV(TV) San Jose, Calif., elected chairman of California AP-Radio TV Association. **John Calvetti**, KBAK-TV Bakersfield, Calif., elected vice chairman.

Bob Scholz, with news department of KGB San Diego, appointed news director of KFRC-AM-FM San Francisco. **John Ferris**, with KBLA Burbank, Calif., appointed to news department of KFRC-AM-FM.

Rod Williams, news editor of WSAI

Cincinnati, appointed news director, succeeding **Dan Young**, station's new PR director.

Sid Bozarth, newsman at WTTV(TV) Bloomington-Indianapolis, Ind., named news director of WPTA(TV) Roanoke, Ind.

Gary Washburn, formerly with United Press International, Fresno, Calif., appointed assignment editor and radio news reporter for Broadcasters News, Sacramento, Calif.

Del Vaughn, formerly with U. S. Navy, and **Bruce Hall**, formerly newscaster at KFVS Cape Girardeau, Mo., appointed news editors at WJXT(TV) Jacksonville, Fla.

Al Wiman, news and public affairs director of KFWS Los Angeles, joins news department of KLAC there as specialist in political and educational reporting.

Ruth Ashton, reporter-interviewer for CBS-TV since 1949, joins news department of KNXT(TV) Los Angeles as on-the-air reporter. KNXT is owned by CBS-TV.

FANFARE

Jerry Conway, PR executive with Kenneth PR Associates Inc., Los Angeles, elected VP.

Don J. Plumridge, writer-producer for KXTV(TV) Sacramento, Calif., appointed director of promotion and advertising for KOTV(TV) Tulsa, Okla.

Dale Olsen, staff writer for *Daily Variety*, Hollywood, named publicity director of Mirisch-Rich Television Productions. He succeeds **Jerry Ludwig**, who is writing TV scripts.

Larry Steinfeld, formerly director of radio and television record promotion for Olympia Distributing Corp., joins publicity staff of American International Pictures Inc., New York.

EQUIPMENT & ENGINEERING

William P. Kusack, chief engineer of WFLD(TV) Chicago, elected VP and member of board of Field Communications Corp., licensee of WFLD.

James W. Van Dyke, plant manager for F. C. Thornton Co., Cleveland, named administrative assistant in production department of Ameco Inc., Phoenix.

ALLIED FIELDS

Robert W. Sarnoff, president of RCA, named national fund co-chairman of American Red Cross for his third successive term.

Allan Beyer, account supervisor at Audits & Surveys, New York, and **Charles A. Sobel**, formerly president of Universal Marketing Research, New York, elected VP's of Audits & Surveys, that city.

Mac Wiseman, country music personality, opens Wise-O-Man Talent Agency, Hawley Building, Wheeling, W. Va.

Robert Schnee, project director, and **Martin Zeidner**, in charge of copy testing laboratory, both with Universal Marketing Research, New York, named VP's.

Victor J. Tedesco, with Tedesco Inc., St. Paul, elected to city council of St. Paul.

INTERNATIONAL

John F. Glasier, advertising manager of Ford Motor Co. of Canada Ltd., named president of Association of Canadian Advertisers. He succeeds **A. F. M. Biggs**, advertising and PR manager of Canadian Industries Ltd., Montreal.

Jiro Sugiyama, with Sumitomo Shoji Kaisha Ltd., Tokyo, appointed to new-

ly created position of assistant general manager of CBS Japan Inc., that city.

DEATHS

Mrs. Helen Dwyer Kelleher, president of Empire Broadcasting Corp., New York, sound and recording studios for radio-TV commercials, and wife of late Gerald Kelleher, former Empire president, died May 6. Surviving are four daughters.



Mr. Sandler
Miami.

Jack Sandler, 50, VP of Storz Broadcasting Co., died of heart attack May 5 in Miami Beach, Fla. He began his career in 1939 at KOWH Omaha. In 1956 he became VP and general manager of WQAM

Lee Sims, 68, pioneer radio pianist

and composer, died of cancer May 7 at his New York home. Mr. Sims, who started in radio in 1920's, had NBC program *Piano Moods*, and was guest on Rudy Vallee, Ben Bernie and Phil Baker programs, among others. He married Ilomay Bailey, with whom he replaced Eddie Cantor on Chase and Sanborn program in 1930's. He is survived by his wife.

Jack M. Nitzburg, 55, administrative assistant to sales manager of American Society of Composers, Authors & Publishers, died May 8 of heart attack at South Nassau hospital in New York. He is survived by his wife, Lucille, and daughter.

Thomas E. Maytham, 70, president of Shivell-Hall Co., New York, for past year, died May 9 at his home in Southport, Conn. He was with Maxon Inc. for 17 years and prior to that with BBDO for 15 years. Surviving are his wife, Margaret, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 5 through May 11 and based on filings, authorizations and other FCC actions.

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

ACTION

*Pensacola, Fla.—Escambia County Board of Public Instruction. Granted CP new UHF on channel 23 (512-518 mc): ERP 37.7 kw vis., 20.25 kw aur. Ant. height above average terrain 485.51 feet, above ground 462.8 feet. P. O. address: 215 West Garden Street, Pensacola. Estimated construction cost \$944,186; first-year operating cost \$175,675. Studio and trans. locations both Pensacola. Geographic coordinates 30° 26' 36" north lat. 87° 4' 2.6" west long. Type trans. RCA TTU-1A, type ant. RCA TFU-24DL. Legal counsel not listed, consulting engineer W. J. Kessler, Florida ETV Commission. Principal: board of trustees. Action May 10.

APPLICATION

San Antonio, Tex.—Southwest Broadcasting Inc. UHF channel 29 (560-566 mc); ERP 149 kw vis., 109 kw aur. Ant. height above average terrain 1450 ft., above ground 1529 ft. P.O. address: c/o Norman S. Davis, 1515 National Bank of Commerce Bldg., San Antonio 78205. Studio and trans. both to be located in San Antonio. Geographic coordinates 29° 17' 27" north lat., 98° 16' 01" west long. Type trans. RCA TFU-30A(LA); type ant. RCA TFU-46K. Legal counsel Cotton & Fanelli, consulting engineers Raymond E. Roher & Associates, both Washington. Principals: Glen A. Martin (31.6%),

Norman S. Davis (21.1%), W. W. McAllister Jr., O. J. Solcher Jr., Gilbert M. Denman Jr. and Leroy G. Denman Jr. (each 10%) and others. Mr. Martin has gas and oil interests. Mr. Davis is lawyer. Mr. McAllister is in insurance and banking. Mr. Solcher is in investments. Messrs. Denman are both lawyers. Ann. May 2.

Existing TV stations

NEW CALL LETTERS ASSIGNED

WCUI(TV) Chicago—Weigel Broadcasting Co. Assigned WCUI-TV.

New AM stations

ACTION BY FCC

Calhoun, Ga.—New Echota Broadcasting Co. Granted CP for new AM on 1110 kc, 250 w, D. P. O. address: Route 2, Calhoun. Estimated construction cost \$7,590; first-year operating cost \$30,000; revenue \$52,000. Principals: William E. Stocks (60%) and Emma H. Stocks (40%). Mr. Stocks owns retail store. Action May 4.

APPLICATIONS


Louisa, Ky.—Two Rivers Broadcasting Co. 1270 kc, 1 kw, D. P. O. address: c/o Merrill S. Rice, Louisa 41230. Estimated construction cost \$21,600, first-year operating cost \$40,000, revenue \$50,000. Principals: Merrill S. Rice, John L. Burton, Paul G. Fyfe, Dr. Hershall Murray, Parker West, (all 16%) and Thomas N. Cox and James Cox (each 8½%). Messrs. Cox and Dr. Murray are all stockholders in Big Sandy Broadcasting Co., Paintsville, Ky. Ann. May 9.

Gretna, La.—West Jefferson Broadcasting Inc. 1540 kc, 500 w, D. P. O. address: c/o Ralph M. Hartwell, M.D., 600 N. Labarre Rd. Metairie, La. 70001. Estimated construction cost \$35,350; first-year operating cost \$43,600, revenue \$45,000. Principals: Ralph M. Hartwell, M.D. (31%), Cornelius E. Gorman, M.D. (25%), James M. Claravella, M.D. (16%) and others. None of the principals have broadcast interests. Ann. May 6.

Westwego, La.—Holmes Broadcasting Corp. 1540 kc, 500 w, D. P. O. address: c/o Frank J. Buescher, 819 Canal St., New Orleans 70112. Estimated construction cost \$55,500; first-year operating cost \$75,000, revenue \$50,000. Principals: D. H. Holmes Co. Ltd. (75%) and Michael W. Pfister (25%). None of the principals have other broadcast interests. Ann. May 6.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Lawton, Okla.—Howard M. McBee 850 kc, 1 kw, D, DA-D. P. O. address: 112 South 9th St., Frederick, Okla. 73542. Estimated construction cost \$59,560; first-year operating cost \$61,200, revenue \$72,000. Mr. McBee is lawyer with no other broadcast interests. Ann. May 9.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Athens, Tenn.—3J'S Broadcasting Co. Assigned WYXI.

ACTION

WSEB Sebring, Fla.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Commissioner Wadsworth dissented. Action May 11.

New FM stations

ACTIONS BY FCC

Decatur, Ind.—Airon Inc. Granted CP for new FM on 92.7 mc, channel 224. 3 kw. Ant. height above average terrain 100 ft. P. O. address: 233 N. Second Street, Decatur 46733. Estimated construction cost \$11,230; first-year operating cost \$7,500; revenue \$8,500. Principals: Ralph Jerrell Henry, R. V. Coleman (each 25%), WFYC Inc. (50%). Airon Inc. is licensee of WADM Decatur. WFYC Inc. is owned by group of Alma, Mich., investors and is licensee of WFYC-AM-FM Alma. Action May 11.

Conway, N. H.—North Country Radio Inc. Granted CP for new FM on 93.5 mc, channel 228. 3 kw. Ant. height above average terrain minus 231 ft. P. O. address: c/o Lawrence H. Sherman, East Main St., Conway. Estimated construction cost \$13,906; first-year operating cost \$5,000; revenue \$10,000. Principals: Lawrence H. Sherman, Joan T. Sherman (each 35%), Lloyd F. Thanhauser, Charles L. Sherman (each 15%). Mr. and Mrs. Sherman are officers of North Country which is licensee of WBNC Conway; Mr. Thanhauser is chief counsel of Continental Oil Co., Houston; Miss Sherman is employee of Doubleday & Co., New York. Action May 9.

Provo, Utah—KOVU Inc. Granted CP for new FM on 96.1 mc, channel 241. 37.61 kw. Ant. height above average terrain 2,620 ft. P. O. address: c/o Glenn C. Shaw, Box 949, Provo, Utah 84601. Estimated construction cost \$33,990; first-year operating cost \$22,000; revenue \$24,000. Principals: Ashley L. Robinson (49.5%), Glenn C. Shaw (50%), Philip V. Christenson (0.5%). Action May 9.

APPLICATIONS

Little Rock, Ark.—The Valley Corp. 98.5 mc, channel 253, 100 kw. Ant. height above average terrain 337 ft. P. O. address: c/o Calvin L. Collier, 1390 Tower Bldg., 4th and Center Sts., Little Rock 72200. Estimated construction cost \$93,800; first-year operating cost \$84,000, revenue \$48,000. The corporation has no other broadcast interests. Ann. May 10.

Lancaster, Calif.—Stereo FM Inc. 107.9 mc, channel 300, 50 kw. Ant. height above average terrain 62 ft. P. O. address: Alexander Browdy, 1962 S. Stearns Dr., Los Angeles. Estimated construction cost \$54,950; first-year operating cost \$36,000, revenue \$36,000. Stereo FM Inc. is owned 100% by Alexander Browdy. Mr. Browdy is presently employed with KCOP-TV Los Angeles. Ann. May 9.

Cincinnati—B. F. C. Inc. 102.7 mc, channel 274, 20 kw. Ant. height above average terrain 442 ft. P. O. address: 900 Tri-State Bldg., Cincinnati 45202. Estimated construction cost \$52,925; first-year operating cost \$35,000, revenue \$20,000. B. F. C. Inc. is wholly owned by Frank E. Wood. Mr. Wood is director of Minor Broadcasting Co., but has no financial interest in it. He has no other broadcast interests. Ann. May 5.

Union City, Pa.—William E. Baker and Virgil A. Brown db/as The Bee Bee Broadcasting Co. 102.3 mc, channel 272, .380 kw. Ant. height above average terrain 250 ft. P. O. address: P. O. Box 425, Sharon, Pa. 16146. Estimated construction cost \$3,543; first-year operating cost \$5,842, revenue \$7,000. Messrs. Baker and Brown are both executives and stockholders of BBSP Broadcasting Corp. Ellwood City, Pa. Mr. Brown is also stockholder in WAQI Inc., Ashtabula, Ohio. Ann. May 5.

Menomonie, Wis.—Chris Hansen, Evelyn Whitford and Wendell Hansen db/as Menomonie Broadcasting Co. 2.1 mc, channel 221, 3 kw. Ant. height above average terrain 145 ft. P. O. address: 321 Main St., Meno-

monie 54751. Estimated construction cost \$15,750; first-year operating cost \$7,500, revenue \$5,100. Principals: Chris Hansen, Evelyn Whitford and Wendell Hansen (each 33⅓%). Both Mrs. Whitford and Mr. Wendell Hansen have interests in filed CP for new FM in Noblesville, Ind.—East St. Louis. Ill. Ann. May 10.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Reno, Nev.—Raesco Inc. Assigned KSRN. KJIM-FM Ft. Worth—Trinity Broadcasting Co. Assigned KFMT-FM.

WAMV-FM E. St. Louis, Ill.—Our Lady of the Snows Broadcasting Co. Assigned WMRV.

ACTIONS

Haddox Enterprises, Inc., WCJU, Inc. Columbia, Miss.—Designated for consolidated hearing applications for new FM's to operate on channel 244, ERP 3 kw—Haddox with ant. height of 100 ft., and WCJU with 57 ft. ant. Action May 11.

KXLS(FM) Midwest City, Okla.—Waived sec. 73.210 of rules and granted CP to move station location to Oklahoma City, change trans. site, increase ERP from 3 kw to 49 kw, and ant. height from 97 ft. to 165 ft., continued operation on channel 223. Action May 11.

Ownership changes

ACTIONS BY FCC

KEVT Tucson, Ariz.—Granted transfer of control of licensee corporation, Tucson Radio Inc., from Peter Trowbridge (71.8% before, 4.3% after) and Linn Trowbridge (0.3% before none after) to Alvin Korngold (none before, 67.5% after). Mr. Korngold is New York attorney. Consideration \$33,000 to creditors and employment of Peter Trowbridge for one year at \$100 per month. Action May 4.

KARL-FM Carlsbad, Calif.—Granted assignment of license from Gordon Bambrick and Irene Bambrick db/as Carlsbad Broadcasters to Radio Karl Inc. No ownership change. Assignment is for legal convenience only. Action May 9.

WGNB(FM) St. Petersburg and WGNP Indian Rocks Beach, both Florida—Granted assignment of license from The World Christian Radio Foundation Inc. to Southern Keswick Inc. Application is to effect change of name only. No ownership change. Action May 9.

WYNX Smyrna, Ga.—Granted transfer of control of licensee corporation, Jonquil Broadcasting Co. from Mrs. Jane E. Grant, Victor W. Aderhold and Walter E. Baker (total of 100% before, none after) to Laurence N. Polk Jr. (none before, 100% after). Mr. Polk is laundry investor in Chattanooga, Tenn., and is sales manager of WYNX. Consideration not to exceed total of \$8,000. Action May 4.

KBCL-AM-FM Shreveport, La.—Granted transfer of control from Good Music Inc., owned by Crawford Godfrey (37.5% before, none after) and Jacques Wiener (25% before, none after) to Alvin Childs Sr., Kirke Couch and Armand Daigle (each 25%). Consideration \$56,250. Action May 5.

KL)A-FM Lovington, N.M.—Granted transfer of control of licensee corporation, Lea County Broadcasting Co., from Iva Lea Worley, administratrix of estate of David R. Worley deceased (98% before) to Iva Lea Worley (1% before, 66⅔% after) individually and as guardian of estate of David R. Worley Jr. (none before, 33⅓% after). No financial consideration. Action May 6.

WRFM New York—Granted assignment of license from William H. Reuman tr/as Stereo Station WRFM to International Educational Broadcasting Corp., owned, through Bonneville International Corp., by Corporation of the President of the Church of Jesus Christ of Latter-Day Saints. Consideration \$850,000. Action May 11.

WVAM Altoona, Pa.—Granted assignment of license from The General Broadcasting Corp. to Blair County Broadcasters Inc. owned by Randolph Burdsall (60%) and Denny Bixler (40%). Mr. Burdsall is investor and student. Mr. Bixler is salesman. Consideration \$225,000. Action May 10.

KWAT Watertown, S.D.—Granted acquisition of positive control of licensee corporation, Midland National Life Insurance Co., by Reserve Life Insurance Co. (subsidiary of Sammonds Enterprises Inc.) (48.06% before, 61.66% after) through purchase of stock from Pyramid Life Insurance Co. (13.6%

before, none after). Transfer is for convenience of consolidation of Sammond's broadcast interests. Consideration \$1,123,632. Action May 6.

KOKE Austin, Tex.—Granted assignment of license from Iva Lea Worley, administratrix of estate of David R. Worley deceased, tr/as Travis County Broadcasting Co. to Iva Lea Worley (66⅔%) individually and as guardian of David R. Worley Jr. (33⅓%), tr/as Travis Broadcasting Co. No financial consideration. Action May 6.

KNET Palestine, Tex.—Granted assignment of license from Palestine Broadcasting Corp., owned by Dr. Milton D. Queen (34.5%), Henry C. Bennett (20%), Waylon Joiner (15.5%), Allen E. Vinson (12%) and others, to KNET Inc., owned by W. E. Dyche Jr., Tom E. Foster, Tolbert Foster and Edgar B. Younger (each 25%). Consideration \$117,500. Mr. Younger has 20% interest in KREO Indio, Calif. Mr. Tolbert Foster has 20% interest in KREO and is president and director of KDET Center, Tex. Messrs. T. E. Foster and Dyche also have 20% interest in KREO. Action May 11.

APPLICATIONS

KENT Prescott, Ariz.—Seeks assignment of license from Ira G. McCormack Jr. db/as Prescott Broadcasting Service to Central Arizona Broadcasting Inc. Central Arizona Broadcasting Inc. has filed for CP for new FM in Scottsdale, Ariz. Consideration \$20,000. Ann. May 10.

KKIS Pittsburg, Calif.—Seeks assignment of license from Major-Minor Corp., owned by W. Ernst Minor 100%, to Coastal Communications Corp. Consideration \$250,000. Ann. May 10.

KGMS Sacramento, Calif.—Seeks transfer of control of licensee corporation, Capitol Broadcasting Co. from A. J. Krisik (51% before, none after), Theodore J. Wolf (29% before, none after), A. Judson Sturtevant (10% before, none after) and W. W. Dustin (9% before, none after), to KULA Broadcasting Corp., the stockholders being the same as above. Messrs. Krisik, Wolf, Sturtevant and Dustin are stockholders in Klamath Broadcasting Corp. and Argonaut Broadcasting Co. Messrs. Krisik, Wolf and Sturtevant are also stockholders in K-FIV Inc. No consideration. Ann. May 4.

KREZ-TV Durango, Colo.—Seeks assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc. Consideration \$136,000. Ann. May 9.

KREX-AM-FM-TV Grand Junction Colo.—Seeks assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc. See above KREZ-TV Durango, Colo.

KREY-TV Montrose, Colo.—Seeks assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc. See above KREZ-TV Durango, Colo.

WXBR Cocoa Beach, Fla.—Seeks acquisition of positive control of licensee corporation, Stereo Broadcasting Corp., by Richard C. Lang (33⅓% before, 66⅔% after) through purchase of stock from Nicholas Farinella (33⅓% before, none after). When application was filed, Mr. Lang agreed to lend money for construction and operation of station. Stock of other stockholders was pledged to him for security. At this time Mr. Farinella wishes to be released from his obligation. No consideration. Assumption of liabilities. Ann. May 2.

WMPJ-AM-FM Daytona Beach, Fla. Seeks assignment of license from James W. Walter to Daytona Broadcasting Inc. Assignment is purely for legal convenience. No consideration. Ann. May 10.

WYAK Sarasota, Fla.—Seeks assignment of license and SCA from Multitone Music Corp. to Pan Florida Inc. Consideration \$20,000. Ann. May 2.

KSMO Salem, Mo.—Seeks assignment of license from William B. Smith tr/as The Zola Broadcasting Co. (100% before, none after) to W. Earl Dougherty db/as EmEri Ann Broadcasting Co. Mr. Dougherty is stockholder and executive of Audrian Broadcasting Co. (KXEO) Mexico, Mo. Consideration \$80,000. Ann. May 2.

WBJA-TV Binghamton, N. Y.—Seeks transfer of control of Empire Television and Radio Inc. (parent corporation of licensee WBJA-TV Inc.) from Alfred E. Ancombe and James E. Greeley (together 63.5% before, none after) to Oliver Lazare, Gerald Arthur and J. J. L. Hessen. (none before, 63.5% after). Mr. Arthur is officer, director and stockholder of Sunrise Press Inc. (and its majority stockholder, Horizon Broadcasting Co.), which publishes weekly newspapers on Long Island, N. Y. Mr. Lazare is in textile business. Mr. Hessen is New York lawyer. All three men are officers, directors and

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 11

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,045	24	74	383
FM	1,451	52	209	225
TV-VHF	472	21	20	234 ¹
TV-UHF	90	30	78

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 11

	VHF ²	UHF	Total
Commercial	515 ²	196	711
Noncommercial	69	68	137

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1966

	AM	FM	TV
Licensed (all on air)	4,041	1,437	561
CP's on air (new stations)	19	42	49
CP's not on air (new stations)	78	209	99
Total authorized stations	4,138	1,688	709
Applications for new stations (not in hearing)	294	176	164
Applications for new stations (in hearing)	67	39	65
Total applications for new stations	361	215	229
Applications for major changes (not in hearing)	202	52	39
Applications for major changes (in hearing)	37	1	6
Total applications for major changes	239	53	45
Licenses deleted	2	1	0
CP's deleted	1	1	2

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

stockholders of Mercury Media Inc., licensee of WEEE Rensselaer, N. Y. Consideration \$656,000. Ann. May 2.

KVIN Vinita, Okla.—Seeks assignment of license from Gene Humphries (50% before, 75% after), John Mahoney (25% before, 12½% after) and John Q. Adams (25% before, 12½% after db/as Vinita Broadcasting Co. to Gene Humphries (50% before, 75% after), John Mahoney (25% before, 12½% after) and John Q. Adams (25% before, 12½% after). Ann. May 9.

WEPA-TV Erie, Pa.—Seeks transfer of control of Empire Television and Radio Inc. (parent corporation of licensee WEPA-TV Inc.) from Alfred E. Anscombe, and James E. Greeley (together 63.5% before, none after) to Oliver Lazare, Gerald Arthur and J.J.L. Hessen (none before, 63.5% after). See above WBJA-TV Binghamton, N. Y.

KFYN Bonham, Tex.—Seeks assignment of license from Ray Wells (100% before, 51% after) to Fannin Broadcasting Co. (none before, 49% after). Consideration \$10,000. Ann. May 2.

KCUL-AM-FM Fort Worth—Seeks assignment of license from Dalwoth Broadcasting Co. (100% before, none after) to John B. Walton Jr. (none before, 100% after). Mr. Walton presently owns KVKM-AM-FM Monahans, KVII-FM-TV Amarillo and KELP-AM-TV El Paso, all Texas, KVOD-FM Albuquerque, N. M. and KFIF-AM Tucson, Ariz. Consideration \$1,100,000. Ann. May 2.

KHTV Houston—Seeks assignment of CP from Houston Television Co. to WKY Television Systems Inc. (parent corporation of Houston Television Co.). Assignment is for liquidation of assignor corporation. No consideration. Ann. May 10.

KAMY McCamey, Tex.—Seeks assignment of license from Don Renault (100% before, none after) to George A. Fox, Jr. (none before, 100% after). Mr. Fox is presently manager of KDLX Del Rio, Tex. Consideration \$35,000. Ann. May 9.

WDMS-AM-FM Lynchburg, Va.—Seeks transfer of control of licensee corporation, Rulon Maynard Corp., from L. John Denney (100% before, 50% after) to Rosalind M.

Denney (none before, 50% after). Consideration \$37,500. Ann. May 2.

WTCS Fairmont, W. Va.—Seeks acquisition of positive control of licensee corporation, Fairmont Broadcasting Co., by Nicola Fantasia through purchase of stock by Fairmont Broadcasting Co. from Anthony J. Pitrolo, administrator of the estate of Paul F. Pitrolo deceased. Consideration \$30,000. Ann. May 6.

WSPZ Spencer, W. Va.—Seeks assignment of license from Community Radio Inc. to Nubro Broadcasting Co., owned by Jesse D. Newman (75%), Richard D. Brooks (20%) and Joseph Barker (5%). Messrs. Newman, Brooks, and Barker are all employed by Upshur County Broadcasting Co. Buckhannon, W. Va. Consideration \$49,000. Ann. May 9.

Routine roundup

ACTIONS ON MOTIONS BY COMMISSION

■ Commission on May 9 granted requests by International Telemeter Corp., Zenith Radio Corp. and Teco Inc., to extend time to June 22 to submit technical information in matter of amendment of Part 73 of rules to provide for Subscription Television Services.

■ Commission on May 4 granted petition by National Association of Broadcasters to extend time from May 16 to June 20 to file comments and from May 31 to July 5 for replies in matter of amendment of Part 73 of rules to provide procedures in event of personal attack or where station editorializes as to political candidates.

By the Office of Opinions and Review

■ Granted petition by Broadcast Bureau for extension of time to May 27 to file memoranda and to June 13 for replies in proceeding on applications of Hubbard Broadcasting Inc., Albuquerque, N. M., and American Broadcasting-Paramount Theatres Inc., New York. Action May 6.

■ Granted petition by Lorenzo W. Milam and Jeremy D. Lansman for extension of time to May 13 to file application for review of April 6 decision by review board granting application of Christian Fundamental Church for new class B FM in St. Louis,

and denying similar application of petitioners. Action May 6.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of WDIX Inc. and Radio Orangeburg Inc., for new FM's to operate on channel 294 in Orangeburg, S. C.; scheduled prehearing conference for June 7 and hearing for July 14. Action May 9.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on applications of Northwestern Indiana Broadcasting Corp., Valparaiso Broadcasting Co., Porter County Broadcasting Corp. and Northwestern Indiana Radio Co., for new FM's to operate on channel 288 in Valparaiso, Ind.; scheduled prehearing conference for June 6 and hearing for July 13. Action May 9.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of Northwest Broadcasting Inc. (KBVU), and Bellevue Broadcasters (KFKF), Bellevue, both Washington; scheduled prehearing conference for May 23 and hearing for July 13. Action April 29.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Hennepin Broadcasting Associates Inc. and WMIN Inc., for new FM's in St. Paul, granted petition by WMIN to extend procedural dates and further prehearing conference of May 9 to date to be specified after review board has acted upon applicants' joint request for approval of agreement. Action May 6.

By Hearing Examiner Thomas H. Donahue

■ In remand proceeding on application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., in Doc. 15658, (1) granted petition by Northeast Broadcasting Inc. for leave to intervene to limited extent that in event review board does not vacate its order of remand in this proceeding, Northeast is named intervenor for limited purpose of participating in so much of total proceeding as occurs after this date and relates to, and only to, proceedings contemplated by remand order; and (2) denied request by Naugatuck Valley for oral argument. Action May 3.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at prehearing conference of May 5 in proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., scheduled certain procedural dates and continued hearing from May 23 to June 22. Action May 5.

By Hearing Examiner Millard F. French

■ Granted request by KJJJ-TV and continued further prehearing conference from May 10 to June 7 in proceeding on its application and that of McAlister Corp. for new TV's to operate on channel 28 in Lubbock, Tex. Action May 9.

■ In proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co., for new FM's in Dyersburg, Tenn., granted motion by latter and accepted its late filed publication notice. Action May 3.

By Hearing Examiner Walther W. Guenther

■ On examiner's own motion, corrected in various respects transcript of record, unless any of parties submits written objections to same by not later than five business days following this action, in proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C. Action May 2.

By Hearing Examiner Isadore A. Honig

■ Granted request by Broadcast Bureau to extend time from May 9 to May 16 to file proposed findings and from May 19 to May 26 for replies in proceeding on applications of Huntingdon Broadcasters Inc., WDAD Inc. and Clearfield Broadcasters Inc. for new FM's in Huntingdon, Indiana, and Clearfield, Pa., respectively. Action May 9.

■ In proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis., and assignment of license to D.L.K. Broadcasting Co., and Quality Radio Inc. (WAKX), Superior, granted request by counsel for WIGL and D.L.K. to file supplemental pleading by May 11 to their petition for acceptance of certificate of publication; withheld consideration of petition until expiration of time provided by procedural rules for filing further responsive pleadings by other parties. Action May 5.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected transcript of hearing in proceeding on cease and desist order to Service Electric Cable TV Inc., Bethlehem, Pa. Action May 6.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, all Minnesota, granted petition by Twin City Area Educational Television Corp. to extend from May 2 to May 23 time to exchange petitioner's hearing exhibits. Action May 4.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, dismissed latter's petition for leave to amend, but accepted its "amendment" and associated it with Doc. Action May 9.

■ In proceeding on applications of KXYZ Television Inc., and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, reopened record and received in evidence certain revised exhibits of Crest; and again closed record. Action May 5.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Broadcast Bureau and scheduled further session of prehearing conference for May 11 in proceeding on applications of The Tidewater Broadcasting Co., and Edwin R. Fischer for new AM's in Smithfield and Newport News, both Virginia, respectively. Action May 9.

Hearing cases

INITIAL DECISION

■ Chief hearing examiner James D. Cunningham issued initial decision looking toward holding the McLendon Pacific Corp. liable to a \$10,000 forfeiture for violating Communications Act and commission's rules by identifying its AM station KABL Oakland, Calif., as San Francisco station, and for broadcasting commercial announcements without identifying sponsor. This was sum specified in commission's Sept. 29, 1965 notice of apparent liability and hearing order. Hearing, resulting from complaints by Oakland city officials, was held largely in that city. Though rejecting contention that KABL program neglected interests of Oakland, chief hearing examiner found that KABL's identification announcements and promotional statements were obviously designed to give the impression that it was San Francisco rather than Oakland station and, on balance, indicated that KABL placed interests of San Francisco above those of city for which it is licensed. He determined further that KABL had also willfully and repeatedly violated sponsorship rules. Action May 11.

■ Hearing examiner David I. Kraushaar issued initial decision which would adopt consent provisions to resolve interference to regular TV reception by CATV system operated by Service Electric Cable TV Inc., in the Bethlehem-Allentown, Pa., area. Respondent has agreed and is ordered to replace all tap-off boxes and make such other changes as necessary to bring system's radiation within limits prescribed by sec. 15.161 of commission's rules by Sept. 15, 1966, subject to demonstrating this to FCC field office inspection and further report to Philadelphia field office. Any cases of interference brought to attention of respondent shall be corrected immediately and, in event of substantial number of complaints, cease and desist order may issue without further hearing. Action May 9.

FINAL ACTIONS

By letter, commission denied request for waiver of sec. 73.23(b) of clear channel rules by The Argonaut Broadcasting Co. and returned latter's application to increase nighttime power of KFAK San Francisco from 1 kw to 50 kw. At same time, commission directed KFAK to modify within 90 days its present night operation to comply with sec. 73.23(b) with respect to WKYC Cleveland, dominant station on that clear channel. Action May 11.

■ By order, commission denied application by Ottawa Broadcasting Corp. for review of Dec. 3, 1965, decision by review board denying its application for change of operation of WJBI Holland, Mich., from daytime only to unlimited time, with 1 kw-

N, and change from DA to DA-2, continued operation on 1260 kc, 5 kw-LS. Action May 11.

■ By report and order, commission rejected proposal by Redwood Empire Educational Television Inc., to reserve channel 13 at Eureka, Calif., for noncommercial educational use, and terminated proceeding in Doc. 16183. REET has tendered application to operate noncommercially on that channel which, if accepted for filing, would require comparative hearing with commercial application of T & R Broadcasters Inc. Report noted that other channels could be assigned this general area, both VHF and UHF, including channel 15 or another UHF channel at Eureka itself, and VHF channel 11 in area few miles south of Eureka, and added: "It may also develop that one of interested parties will wish to explore possible other assignments in area mentioned above. Bearing in mind advantages which would accrue to Eureka area through provision of third competitive commercial and third network service, we do not believe it appropriate, by allocations action, to foreclose consideration of providing such service." Commissioner Wadsworth dissented.

■ By memorandum opinion and order, commission denied petition by Hi-Point Broadcasting Co., Bellefontaine, Ohio, for reconsideration of Oct. 29, 1963, action which deleted channel 228A from Bellefontaine because of short spacing to other assignments. Action May 11.

■ Review board dismissed petition by Southington Broadcasters for reconsideration of March 10 action by board which enlarged issues in proceeding on its application for new AM in Southington, Conn. Member Nelson not participating; Member Kessler abstaining. Action May 10.

■ By order in the St. Louis, 1380 AM proceeding, commission granted joint request by Pike-Mo Broadcasting Co. and Radio Thirteen-Eighty Inc., for simultaneous approval of agreement for \$4,500 reimbursement by Radio Thirteen-Eighty to Pike-Mo and dismissal of latter's applications for interim operation and for regular authority to operate AM in Louisiana, Mo. Commissioner Bartley dissented. Action May 9.

■ Commission gives notice that March 15 initial decision which looked toward granting application of Tallahassee Appliance Corp. for new FM to operate on channel 235 (94.9 mc), in Tallahassee, Fla., became effective May 4 pursuant to sec. 1.276 of rules. Action May 6.

■ By memorandum opinion and order review board denied petition by Naugatuck Valley Service Inc. for reconsideration and reaffirmed its action of Jan. 21 which remanded to examiner proceeding on its application to change facilities of WOWW Naugatuck, Conn., for further hearing on enlarged issues in light of new policy statement on sec. 307(b) considerations, and for preparation of supplemental initial decision. Action May 5.

■ By memorandum opinion and order in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, in Docs. 15942-3, (1) dismissed petition by WWDS to enlarge issues with respect to new policy statement on sec. 307(b) as to Beacon's application; (2) granted petition by WWDS to accept late filing of reply (3) granted Beacon's petition to dismiss WWDS' petition to enlarge issues; and (4) denied latter's appeal from examiner's ruling of March 2 which granted Beacon's petition for leave to amend its application to change engineering specifications and reduce power. Action May 5.

OTHER ACTIONS

■ Commission directed Muskegon Television System (owner) and Booth Communications Co. (operator) to show cause why they should not be ordered to cease and desist from further operation of CATV system in Muskegon, North Muskegon, Muskegon Township, Muskegon Heights, Norton Township, and Roosevelt Park, all Michigan, which extends signals of Chicago, Milwaukee and Cadillac, Mich., TV's beyond their grade B contour in violation of sec. 74.1107 of rules. Muskegon is within predicted grade A contour of WZZM-TV Grand Rapids, Mich. Grand Rapids-Kalamazoo is ranked as 38th TV market. Hearing will be held in Washington before examiner who is ordered, upon closing of record, to certify it immediately to commission for final decision. It further ordered parties to file proposed findings of fact and conclusions of law within seven days after record is closed. Commissioner Bartley dissented and issued state-

ment; Commissioner Loevinger abstained from voting. Action May 11.

■ By memorandum opinion and order in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc., for new FM's in Kinston, N. C., review board denied motion by latter to change issues. Action May 9.

■ In proceeding on applications of Brown Broadcasting Co. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, both North Carolina, respectively, review board granted petition by Onslow Broadcasting Corp. to extend time to May 11 to file reply to opposition by Brown to petition to enlarge issues. Action May 6.

Review board granted motion by Kops Communications Inc. to the extent of extending to May 17 time to file replies to opposition by Broadcast Bureau to joint request by Kops and Richard O'Connor for approval of agreement and other relief in proceeding on their applications for new FM's in Albany, N. Y. Action May 6.

■ In proceeding on order to Mission Cable TV Inc., and Trans-Video Corp., owner and operator, respectively, to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., in violation of sec. 74.1107 of CATV rules, denied their petition to enlarge issues and their motion to certify their petition to commission. Action May 5.

■ In proceeding on order to Buckeye Cablevision Inc., to show cause why it should not be ordered to cease and desist from further operation of a CATV system in Toledo, Ohio, in violation of sec. 74.1107 of CATV rules, review board granted Buckeye's petition insofar as it requested certifying to commission its request for clarification or enlargement of issues. Member Nelson not participating. Action May 5.

BROADCAST ACTIONS BY BROADCAST BUREAU

Action of May 10

KSTL-FM St. Louis—Granted license covering change in ant.-trans. location, studio location and remote control point.

WBOB-FM Galax, Va.—Granted license covering change in ant.-trans. location, installation of new ant., change in ERP and ant. height.

KFRE-FM Fresno, Calif.—Granted license covering change in ant. location, ERP and ant. height, installation of new ant. trans., and specify type trans.

WBFG(FM) Detroit—Granted license covering installation of new trans. and remote control operation.

WIFI(FM) Philadelphia—Granted license covering installation of new ant.

WWST-FM Wooster, Ohio—Granted license covering installation of trans. and ant., change in ERP, ant. height and trans.

WMAF Monroe, N. C.—Granted CP to increase power from 250 w to 1 kw, continued operation on 1060 kc, D, and install new type trans.; conditions.

KWIQ Moses Lake, Wash.—Granted CP to change ant.-trans. location.

KLOS Albuquerque, N. M.—Granted CP to change ant.-trans. studio and remote control location, make changes in ant. system, change ground system and install new trans.

KRYT Colorado Springs, Colo.—Granted CP to make changes in ant. system; condition.

KIBS-FM Bishop, Calif.—Granted mod. of CP to change type trans., type ant., increase ERP to 36.54 kw, and change ant. height to minus 956 ft.

Granted licenses for following FM stations: KLOV-FM Loveland, Colo.; and WFOY-FM St. Augustine, Fla.

Following stations were granted extensions of completion dates as shown: WFMS (FM) Indianapolis, to June 30; WKVM San Juan, P. R., to July 15; WPAT-FM Paterson, N. J., to Nov. 23; KDTH-FM Dubuque, Iowa, to Nov. 15; KIBS-FM Bishop, Calif., to Aug. 1; KRSN-FM Los Alamos, N. M., to Sept. 1; KWHG (FM) Lincoln, Neb., to Oct. 9; WIVC (FM) Peoria, Ill., to Nov. 8.

Actions of May 9

WTVC(TV) Chattanooga—Granted mod. of license to change studio location.

WBKB-TV Chicago—Granted CP to increase aur. ERP to 275 kw, make changes in aur. ant. and change type aur. ant.

WCCB-TV Charlotte, N. C.—Granted mod. of CP to change ERP to 1,020 kw vis., 123

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate, California station. Box D-131, BROADCASTING.

General Manager metropolitan market radio station, group operation. Must be strong salesman. Will consider sales manager with outstanding sales record. All replies confidential. Give full information first letter, including present earnings. Box E-101, BROADCASTING.

General manager wanted: Small station northeast. Radio sales background needed. Send resume and photo. Salary and commission. Full charge of station. Possibility part ownership. Box E-276, BROADCASTING.

Sales

Leading Florida station has opportunity for aggressive selling salesman. Must be creative and competitive. Box E-110, BROADCASTING.

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to start. Good draw against 15%. Send resume to Box E-149, BROADCASTING.

#1 station in medium New England market has interesting opening with growth potential for creative sales person. Liberal salary and incentive plan. Send complete resume for early interview. Box E-198, BROADCASTING.

Salesman for 5 kw in midwest. Sales manager position with five figure income open to right man. Must be ambitious. Reply Box E-277, BROADCASTING.

Are you a persistent, competitive radio salesman? Can you take the hard knocks and still sell? Excellent opportunity for man with proven record selling adult radio. Guarantee with graduated commission scale. This job is no push-over. Only experienced radio salesmen need apply. Supply billing and earnings record with application to Jack A. Mitchell, KCRA, 310 10th Street, Sacramento, Calif.

Salesman wanted: Top station—top market—rich growing area. New England FM (stereo). Room to grow and move into management. Prefer a man with experience, ambition and willing to work. Salary plus commission. Send qualifications and resume to Sales. WBMI-FM, Station A, Meriden, Conn.

New York area—Aggressive young man for radio airtime sales in growing New Jersey/New York market. Base salary plus commission. Only hard workers interested in a challenging career need apply to New York area's leading suburban FM stereo station. Phone WDHA-FM Dover, New Jersey, 201-386-3424.

Experienced salesman wanted, WHVL Hendersonville, North Carolina.

Salesman needed—WPEO Peoria, Illinois—Should have experience, salary plus commission. Send resume, WPEO Jefferson Hotel, Peoria, Illinois or call 309-674-9249 immediate opening.

Wanted: Young, aggressive salesman for top rated top forty station in Washington D. C. market. Wonderful opportunity for eventual management position. Must have car. Experience preferred. Phone 301-424-9292.

Announcers

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

Announcer—1st phone, good progressive medium midwest market. Non-frantic top 40. Good salary, sports or sales available. Send resume & tape to Box D-318, BROADCASTING.

Ohio daytime needs announcer with 3rd ticket. \$80 for 40 hours. Box D-335, BROADCASTING.

Announcer or announcer-copywriter for excellent small market radio station. Good pay, working conditions. Will consider trained beginner. Send tape and resume. Box E-7, BROADCASTING.

Immediate opening for announcer-1st phone. Also announcer-salesman. Mid-Michigan daytimer in good market. Tape and resume. Box E-10, BROADCASTING.

Top 40 djs with 1st phone. One of 5 most powerful in state. Send tape, resume, photo airmail 1st letter. Box E-59, BROADCASTING.

Looking for sharp-voiced top-40 style personalities to M.C. Nashville sound on New England station. No cornballs need apply. If you are good, let us hear about you. Production-minded a must. Also looking for a sharp newsmen to gather, write and broadcast. Salaries commensurate with ability. Send resume, tape and picture at once to Box E-105, BROADCASTING. All replies answered.

For top rated Virginia good music station. Applicant must be experienced and have pleasing air personality. Good salary with many added employe benefits for 40-hour week. Write giving age, details of work experience, schools attended, etc. Box E-106, BROADCASTING.

Morning jock for competitive eastern medium market. Must have distinctive style and real personality. Program directing experience helpful for future advancement. You'll be with a winner and work with men who are tops in their slot. No beginners. Send air check and full details to Box E-176, BROADCASTING.

Good 1st combo man. Adult format for AM-FM-Stereo. Some maintenance. Company benefits. Excellent working conditions. Box E-190, BROADCASTING.

Air salesman, for well established aggressive adult independent Ohio medium market. Top pay, fine future, excellent facilities. Must be experienced and have first phone. Send tape and resume to Box E-204, BROADCASTING.

Announcer or announcer-copywriter for top grade midwest station. 15,000 population. Excellent opportunity. Box E-207, BROADCASTING.

Two openings—One first phone combo, one third phone combo for small good music upper Michigan. Tape, photo, resume to Box E-224, BROADCASTING.

New England station expanding, needs two announcers. Experience a must. Good music format. Rush tape, resume, salary requirements. Box E-225, BROADCASTING.

Good AM-FM station in southwest has opening for announcer with 3rd class license with endorsement. Good salary, housing, and working conditions. News delivery prime requirement. Send resume to Box E-234, BROADCASTING.

Announcers—(cont'd)

I am about to lose two of my airmen. To replace them I need to find two ambitious, creative personalities who can work under a fast moving, tight format. Top 40, clever promotions, and professional personalities all fit together to make our station the right next step for you, if you're set-to-swing. Box E-245, BROADCASTING.

Wanted in beautiful western Colorado, a good bright morning man who wants to combine with sales. Minimum of board hours, a good list of active accounts. We are particular people. Your references will be checked. Send resume, references, tape, photo. Opportunity for television exposure also. If you can entertain an early morning audience with good music and a happy sound and sell, we have an opening. Box E-247, BROADCASTING.

Announcer-1st phone staffman for Ohio net affiliate to fill PM drive slot in medium market. Good salary plus fringe and sales commission to experienced pro. Send tape and resume to Box E-257, BROADCASTING.

Immediate opening for announcer. Five station eastern market. Must be willing to work hard, preferably career man. Good starting salary. Only persons with experience need answer. Forward tape, resume and photo with first letter. Box E-259, BROADCASTING.

Announcer, experienced with 3rd ticket. Join a successful, well established operation. We are number one in our market in every survey. \$135 to start. Pleasant working conditions and security. East Coast. Box E-282, BROADCASTING.

First phone, conversational w/contemporary music . . . all nighter on Dakota's most listened station . . . immediate . . . with great opportunity. Salary depends on experience. Tape, resume, pic . . . now to: Bill Drilling, Program Director KFVR Bismarck, N. D.

Bright sounding morning announcer with mature voice needed by middle of road, community minded, single station market, network operation. Cool, dry climate. No news. Send tape, resume, picture, to KHFH Sierra Vista, Ariz.

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Send audition tape and resume to KOAM Radio, P.O. Box F, Pittsburg, Kansas. Good starting salary.

Montana middle of road station needs experienced announcer looking for permanent position with solid broadcasting organization. Must have first phone. Call collect 406-265-7841. KOJM Havre, Montana.

Announcer-newsman with good diction wanted for Negro programed station. Send tape and profile to KPRS, 2814 East 23rd, Kansas City, Missouri.

Dominant central Washington 5 kw fulltimer needs experienced first phone announcer. Contact KSEM Moses Lake, 509-765-3441.

Minnesota — Announcer experienced contemporary music and news. Well established radio-TV group station with top network affiliation. Opportunity to get ahead and live adjacent to Minnesota lakes area. Bonus for 1st phone. Telephone 218-233-1522 or write KVOX Moorhead, Minn.

Immediate opening for announcer with 3rd class license with broadcast endorsement. Good straight radio job with good salary and hours. KVWM-AM-FM Show Low, Arizona.

Immediate opening for announcer with 3rd class endorsed for 5 kilowatt independent operation. Send tape, resume & salary requirement to Program Manager, WASA Havre de Grace, Md.

Announcers—(Cont'd)

Suburban Chicago, combo, 1st-class preferred but will consider 3rd class and financing arrangements for 1st-class in Chicago school. Permanent. Send tape and background details, WEAW Evanston, Illinois.

Virginia daytimer needs "top forty" dj with 3rd \$75.00 to \$90.00 weekly (depends on your talent and experience.) Send tape, resume and photo to Mgr. WELK Charlottesville, Va.

Immediate opening for 1st phone announcer. Beginner considered. An excellent opportunity to learn radio in a lovely resort area. Send tape and resume to WHGR, Box A, Houghton Lake, Mich., or call Norm Pike at 366-5364.

WHIZ Zanesville, Ohio is accepting applications for an announcer to replace an employee who has advanced to a management position. WHIZ programs bright, middle-of-the-road music. Strong on local news and community involvement. This group-operation offers excellent fringe benefits. Salary based on experience and ability. Contact Robert F. Hodous, General Manager, WHIZ-AM-FM-TV, Lind Arcade, Zanesville, Ohio.

Experienced announcer with 1st phone. Leading station in area. 5 kw AM, 50 kw FM. Call WION Ionia, Michigan, 616-527-4400 between 8:00 and 8:15 a.m. EST. Good pay.

WINR Binghamton, N. Y. has opening for bright, experienced production-minded (morning personality). Send tape and resume to Program Director, WINR, 70 Henry St., Binghamton, N. Y.

Immediate opening for an experienced staff announcer. Send tape, photo, salary and full details to John B. Reynolds, Jr., WJBR Wilmington, Delaware 19803.

Attention College graduates! If you have first phone, read well, have good voice, apply now for excellent job with wonderful station. Send tape and resume to WPVL Painesville, Ohio.

Big, booming, mature voices needed at once for leading country music station with top 40 format in major east coast market. Send tapes, resume to Erny Tannen, MEDIAmerica, 9414 Crosby Road, Silver Spring, Md. 20910.

Announcer with good voice and 1st phone. Well established, progressive station. Good pay. Send tape and resume to Box 9053, Grand Rapids, Michigan.

Experienced announcer with first phone. Call Frank Teas, 603-882-1590.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Wisconsin, quality minded station is seeking a qualified combo-engineer for established 1kw non-directional operation. Arrangement can be worked out for copy or combo-announcing, not to exceed 18 hours weekly for combo duties. Secure position and work directly with owner. Write Box D-280, BROADCASTING.

Southeastern AM has opportunity for reliable engineer with directional and maintenance experience. Excellent working conditions. New equipment. No announcing required. If interested please send qualifications and salary requirements to Box E-15, BROADCASTING.

Transmitter engineer with experience on high band 50 kw G.E. equipment, major market station. Box E-114, BROADCASTING.

Wanted by June 15th. Engineer for AM-FM-Stereo operation. Collins equipment. Good network operation. Right pay for the right man. Box E-191, BROADCASTING.

Midwest 5 kw directional and FM seeks engineer with know how. Ability to announce desirable but not necessary. Send complete resume and salary desired to Box E-278, BROADCASTING.

Chief engineer, must be fully capable, 5 kw directional, AM & FM. Medium market, multiple station group. Box E-283, BROADCASTING.

Technical—(Cont'd)

Wanted—Chief engineer, with 1st class ticket. for 5 kw, KLMR in Lamar, Colorado, also companion CATV and microwave system. Announcing experience will be helpful. Phone 303-336-2206 . . . Royce E. Willis.

Americas most unusual facility, if you like water and boats, you will like this. First class engineers needed, Miami, Florida. Top pay and best fringe benefits and profit sharing plan. You must be knowledgeable and have good references. You will be checked. Write Chief engineer, KONO, P.O. Box 2338, San Antonio, Texas.

Experienced engineer wanted for Negro programed station. Send resume and salary requirements to KPRS, 2814 East 23rd, Kansas City, Missouri.

First phone man for transmitter. No announcing. WAMD Aberdeen, Md.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or Write WASA-AM-FM, Box 97, Havre De Grace, Maryland. 301-939-0800.

Chief engineer needed immediately by mid-western chain. No shifts but good maintenance ability required. Call collect Chuck Medford, WITL Radio, Lansing, Michigan.

1st phone needed. FM & Manufacturing experience helpful, \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1966. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

Immediate opening for 40 hour vacation relief board operator, limited announcing, 1st or 3rd license, can lead to permanent position. WSBC, 312-MO 6-9060. Chicago, Illinois.

Engineer for 4½ months summer relief, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 239-6401.

Chief engineer lost to Air Force—Need replacement with experience in construction and maintenance. Contact M. H. Tuckwish, WTIM Taylorsville, Illinois.

Chief for Wheeling area AM & FM group station needed now. Maintenance only. New equipment coming in. Salary open. Call Jim Luck (614) 676-5661.

Chief engineer suburban Chicago, Evanston, Illinois, six tower dir., 5 kw FM, 180-kw ERP, two multiplex sub channels. Salary to reflect experience and ability. Phone collect 312-869-8900, Mr. Adler or Mr. Wheeler.

Chief engineer, group station, AM & FM. Need good all around man to care for all equipment. Must have knowledge of stereo FM transmitters. Excellent working conditions. Have application in for 50,000 watts. Top station in Las Vegas, Nevada. If you think you are the man, please call Joe McMurray, area code 702-735-8484.

Michigan year round resort area AM station seeks competent chief engineer who can also announce. We hold FM CP with plans to construct this year. Above average salary dependent your past experience. Phone 616-627-5218 after 8 p.m.

NEWS

One of Ohio's leading news stations needs knowledgeable newsman now. The man we select will edit, read, and write news on the station which backs him up with a helicopter, two-way radios, news cruisers, and adult programing. Send tape and resume to Joel Rose, News Director, WCUE-AM-FM, Akron, Ohio 44313. This is the job for the man who loves news.

Newsman wanted and it's a good job, somebody's missing a fine opportunity. Pulse rates station tops in area by wide margin. Station one of three under same ownership. Also has affiliations with five CBS-TV stations. Plenty of chance to advance. Let's call or write Harry M. Thayer, WGHQ Kingston, New York.

NEWS—(Con'td)

WINR Binghamton, N. Y. has opening for experienced, hard-working aggressive early morning news man. Send tape and resume to Program Director, WINR, 70 Henry St., Binghamton, N. Y.

Start at the top as news director in aggressive growing local news oriented operation. Career opportunity for right man who can dig for news. Newly acquired station in Napa, California, near San Francisco. Call A. C. Youngberg, Paso Robles, Calif. 805-238-1602.

Need news chief for top 40 operation. Rewrite, gather, on spot delivery. Send tape, resume to PD, Box 3094, Sacramento, Calif. 95815.

Production—Programing, Others

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Program directors wanted by major radio group in largest metropolitan markets—east, mid-west and west. Need two—talk and information PD's and one top forty PD. All replies confidential. Send complete resumes to Box E-173, BROADCASTING.

Graduate assistantships in Mass Media. Teach basic production courses for minimum \$1,200 plus remitted tuition while working for your Master's degree in Broadcasting. Inquire Box E-208, BROADCASTING.

Production ace with modern radio background, able to voice, write and produce outstanding commercials and promotional spots. Tape and resume to Johnny Gardner, Operations Manager, WORC Worcester, Massachusetts.

Copywriter-experienced. Ability to create sales-producing copy for prestige Hartford-market radio station. Salary open. WRCH, Box 910, Hartford, Conn.

Promotions: Secrets of a national radio consultant that build audience and billing. Booklet includes a full year of new, exciting ideas. Copy included. Limited quantity. Only \$5.00 postpaid. Broadcast Promotions, Box 2873, Detroit, Michigan 48231.

RADIO

Situations Wanted—Management

Successful manager will move to daytimer in town with strong competitive age-group swimming, or consider situation other than management. Superior at announcing, talk programs, sales. Box E-23, BROADCASTING.

General manager—businessman and radio man . . . experienced in small station organization, administration, sales, production, and community relations. Available after notice. Box E-96, BROADCASTING.

Young Pennsylvania broadcaster interested in making move. Manager-Sales manager, Twelve years present employer. Promotion minded. Will invest. Prefer Pennsylvania. Box E-192, BROADCASTING.

Employed general manager—12 years in multiple and single station markets—Sales, programing, promotion—Excellent references—available minimum 30 days. Box E-197, BROADCASTING.

Clean cut, college, family, final move, 20 years manager and sales. Box E-209, BROADCASTING.

General Manager—16 years experience management, sales, all phases including complete executive ability. Will stimulate local salesmen. Will work national sales. Salary, bonus or override. California medium or metro preferred, other southeast areas considered. Interview desired. Resume on request. Box E-238, BROADCASTING.

Situations Wanted

Management—(cont'd)

Mature broadcaster seeks road job. Owner manager, sales manager in radio for many years. Currently in TV. Knows the north-west like the back of his hand. Crazy guy likes travel and money. Let's talk. Box E-240, BROADCASTING.

Now successful station manager, sales expert. Guarantee make money for both of us.—Any station.—Top references, Box E-260, BROADCASTING.

Selling my stock in successful west coast medium market station—Available as manager. Solid experience all phases radio. 5 years in present position as manager. Excellent references, strong on cost control and profits. Contact Suite 404, Wilcox Bldg., Portland, Oregon 503-226-3974.

Sales

Right hand man for busy manager. Sales—programming—announcing—first ticket. Florida family man. Box E-244, BROADCASTING.

Situations Wanted—Announcers

Top jock wants top pop operation. Availability: Immediate. Box D-254, BROADCASTING.

DJ-announcer, newscaster, tight board, any format, aggressive, versatile. Box E-16, BROADCASTING.

Contemporary personality: Nine years. Great ratings. Top markets. Box E-104, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate, Married. Box E-129, BROADCASTING

Wanted: Dead or Alive—One radio station willing to hire young college graduate with professional experience gained in one of the toughest small markets in the country. Prefer to locate along the Kansas Turnpike, or other metropolitan area in Kansas forecasting substantial economic, and population growth. Other parts of the country considered. Single, third phone, draft free. Announcing, dj, production, programming. Would like to try sales. Your reward . . . one of the best announcers in Kansas. Box E-181, BROADCASTING.

10 years in the business. Bright, mature sound. Professional attitude and performance. Prefer middle road format. First phone \$700 min. Box E-183, BROADCASTING.

First phone, experienced, will take days or nights. Box E-184, BROADCASTING.

Announcer—dj, bright happy sounds, family man. Worked in New York market area, want to settle, not a floater or prima donna. Box E-185, BROADCASTING.

Disc jockey/announcer. Accurate news, sportscaster. Experienced, single. Will relocate if necessary. Box E-186, BROADCASTING.

Announcer-dj experienced, married, 3rd class license. Relocate. Box E-188, BROADCASTING.

Announcer—swinging dj. Authoritative news. Will relocate, married, draft free. Box E-189, BROADCASTING.

Negro announcer—mature voice/mentally. Seeking employment as newscaster/dj-announcer. Will relocate. Robert Hill, Box E-195, BROADCASTING.

Young Negro announcer-dj. 6 yrs. experience, willing to relocate. Capable of handling all markets. Box E-202, BROADCASTING.

Summer replacement? July 1st to Sept. 15. Ohio, surrounding states. Teacher, studying for Master's, October. Two years experience; references. 28, married. Box E-203, BROADCASTING.

Beginning broadcasting career upon completion of course at Emerson College June 1. On air experience on school station dj'ing, newscasting. Draft free, 23, endorsed third, musical knowledge, write copy, type . . . all this and talent too! Box E-206, BROADCASTING.

Third phone, college background, six months experience, ambitious. Box E-219, BROADCASTING.

Announcers—(cont'd)

Experienced, dependable, professional broadcaster with seven years experience in AM-FM-TV excellent references—college graduate. Currently program director/announcer. Good music adult format only. \$150 minimum. Box E-221, BROADCASTING.

Announcer desires news opportunity. Employed fulltime five years in top fifty market. Anticipate receiving B.S. degree, Journalism August 1. Available for interview after June 2. Box E-226, BROADCASTING.

Experienced announcers will tape your commercials. Send copy and \$1.00 (refundable) for sample tape, Box E-231, BROADCASTING.

Country disc jockey, first phone available. Previous experience. Box E-233, BROADCASTING.

Combo man. Six years experience. Have done everything. Family. \$140. Box E-237, BROADCASTING.

Number one rated morning man in major market (non rock) considering change. Experienced all phases including management and programming. No special gimmicks . . . just great voice, personality and ability to sell sponsors product. Salary must be far above average for far above average air personality. If interested write Box E-239, BROADCASTING.

Knowledgeable, eloquent good music personality seeks major market opportunity. 100% effort. Family, excellent references. Box E-242, BROADCASTING.

Baltimore-DC area. Available June 1. Announcer-salesman, 8 years all phases. Married, 30, veteran. Box E-246, BROADCASTING.

1st phone dj-announcer, C&W specialist. Engineer. Solid professional operation only. Start \$150, 40-hours. Box E-252, BROADCASTING.

DJ-announcer—authoritative news—experienced—3rd class—family man—degree. Box E-261, BROADCASTING.

Top 40 dj announcer newscaster, tight board man, any format. Graduate top N.Y. School of Announcing & Speech. Third endorsed. Box E-262, BROADCASTING.

Capable contemporary—announcer—available immediately—prefer all nite or midday shift. Single. Box E-263, BROADCASTING.

Combo dj—Experienced. Authoritative newscaster. Married, will relocate. No floater. Box E-264, BROADCASTING.

Disc jockey, experienced. Bright, happy personality. Authoritative newscaster, salesman, family, hard worker. Want to settle down. Not a prima donna or floater. Third, endorsed. Box E-265, BROADCASTING.

DJ-announcer—Capable all formats. Authoritative news. Light experience. Want permanency. Family man. Box E-266, BROADCASTING.

Radio school grad available, smooth, friendly sound. East of Miss.—State format. Box E-269, BROADCASTING.

College student desires summer employment. Three years college. One year experience on closed circuit radio. Prefer Georgia or South Carolina. Box E-271, BROADCASTING.

Announcer-dj. Authoritative news—smooth chatter & interview. All music. Family man—No floater. Box E-272, BROADCASTING.

Veteran air personality available. Background: 25 years announcing experience as sports director and top newsmen. 22 years in four major markets and on all leading networks and independents. No fly by night, having spent last 12 years at one station, 7 at another. All sports play-by-play with sports reviews, current events, both radio & TV. Married, World War II vet. Best references. Box E-273, BROADCASTING.

DJ, announcer, Beginner, looking for first break. Recent broadcast school graduate, third phone endorsed. Would prefer top 40, will accept MOR. Tight board, available immediately. Box E-274, BROADCASTING.

Announcers—(cont'd)

Negro dj-announcer—recent graduate seeking first position. 3rd class FCC permit, available immediately. Box E-279, BROADCASTING.

Wrong guy!!! Is that what you've been hiring? Pro who is good and knows it, but when the buck is bigger he's gone? . . . Try a beginner! One that is a well trained announcer/dj/newscaster . . . one that understands extra effort is required for satisfied results. Will try hard to please you and your audience. Military completed. 3rd phone. Will relocate. Box E-280, BROADCASTING.

Announcer salesman, 3rd phone wishes to make change. Excellent on news delivery and direction. Married. 3 years experience—college 704-728-3241—J.L.H., P.O. Box 452, Hudson, N. C.

Testing—1 . . . 2 . . . 3 . . . Future availability . . . Top 40 talent, the best! Prefer California, New York or in Between. Myles Long . . . 616-CH 5-6029, 3463 Senora Ave., Se., Grand Rapids, Michigan.

Ohio-Kentucky-Tennessee . . . 14 years radio, first phone, 32, married, vet. Available now! Drew 606-528-4467.

Top 40 only—1st phone—Experienced—College graduate—desires to join station or chain with chance for real advancement. Dick Sharpe, 3348, Lupton Dr., Chattanooga, Tenn. 875-3195.

DJ/announcer—authoritative newscaster—3rd phone—combo—bright personality—C&W oriented. c/o 9 Baldwin Place, Belleville, N. J.

DJ-announcer—Wants a start. Strong in all phases & format. School grad w/3rd phone. Sales experience in services field. Family man will relocate. c/o 130 Baldwin St., Bloomfield, N. J. 07003.

Technical

Chief engineer, 12 years experience, installation, maintenance, proofs, wish to locate in west. Box E-193, BROADCASTING.

Technical supervisor or chief engineer. Experienced AM-FM-Stereo TV-directionals—high-low—medium power station. Construction, installations, field measurements, antenna measurements, proofs, FCC engineering and applications. Executive engineering background. Personal interviews can be arranged. Preferably southeast, Florida, would consider other locations. Box E-213, BROADCASTING.

Chief engineer, 5 days, own boss, \$8,000, metro. Box E-232, BROADCASTING.

First phone, military retiree, some experience as chief, some speech training. Desire settle down in central Appalachia. Part or full time. Available July. Box E-258, BROADCASTING.

News

Newsmen: competitor, 2 years major market, wants better air opportunity in college town. \$80/wk. E-119, BROADCASTING.

Ambitious and experienced radio newsmen, college graduate. Seeks position with future. Box E-171, BROADCASTING.

Experienced newsmen available September. Presently correspondent in Dominican Republic. Box E-256, BROADCASTING.

Experienced, mature news director—radio and TV background, seeks permanent east coast opportunity. Have additional experience in sales, some management and station promotion. Highest recommendations. Available now. Doug Hill, Rt. 2, Box 55, Edgewater, Maryland (301) 956-2693.

Production—Programming, Others

Miss Versatile!! First phone—announcing—news—traffic—copy—production—radio—TV—college graduate—RCA Institutes TV. What do you have to offer me? Box E-200, BROADCASTING.

Production—Programing, Others

continued

2 years radio, 12 years English-Speech teaching. First phone. Prefer NYC or northeast coast. Commercial, educational, well rounded. Announcer, deejay, ideas, etc. Mature, married. Box E-210, BROADCASTING.

Professional, adult program director and announcer. College graduate—seven years experience—excellent credentials. Dependable, competent airman and producer. Married. Third endorsed. \$150 minimum. Box E-222, BROADCASTING.

Former P.D., morning man. Will take either or both, MOR, top 40, 4 years, 27, family, endorsed 3rd run own board. TV experience, too. PI a must. Can bring tape or send on request. Ohio or nearby. Permanent. Currently employed. Let's get together. Now. Box E-223, BROADCASTING.

Florida majors: Major midwest market production director, seven years "on-the-air" contemporary format experience, desires program director position. Will take complete charge of air sound. Twenty-seven, married, college degree. Available June 1. For complete particulars write: Box E-248, BROADCASTING.

DJ-announcer . . . plus experience in production & copywriting—young—married—1st phone—military complete—available immediately—will relocate. Prefer southwest. Box E-268, BROADCASTING.

Experienced sportscaster—Proven salesman—first phone, seeks college play-by-play, stable position, \$150 plus sales. Box E-270, BROADCASTING.

Somewhere there must be a station that would like a quality good music program director. 13 years experience with 5 years proven record in city of a million. Excellent references. Write Box 9601, Atlanta 30319.

TELEVISION

Help Wanted**Sales**

Salesman-TV—for major Ohio market VHF. Local TV sales experience, proven record of success and growth. Salary, commission, profit sharing. Well established station in expanding industrial city. Send complete job history & personal background but don't delay. Position open as of June 1. Box E-164, BROADCASTING.

If you are an aggressive, hard-hitting TV salesman with a good record of past performance—but not receiving the recognition, position and earnings you feel you deserve—this could be the opportunity you are seeking. Rush to Roy Bertink, WBNF-TV, Binghamton, New York.

Announcers

Everyone moves on at the same time. We need three men; a newsman, an announcer and a director. We are a group owned VHF TV station in the midwest offering excellent advancement opportunities to competent people. We will consider recent graduates and radio people with no TV experience. Send a photo, an audio tape, and salary requirements. Box E-199, BROADCASTING.

Midwest medium market VHF station needs experienced director-announcer. Resume, salary, photo, tape to Box E-250, BROADCASTING.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-98, BROADCASTING.

HELP WANTED

Technical—(Cont'd)

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

TV studio & transmitter maintenance engineers needed by group of California broadcast stations with wide-s read CATV operations. Position provides unlimited opportunity to the well-qualified engineer. 5 day week, holiday premium pay and good fringe benefits including employee credit union and medical insurance program. Send complete resume to Box E-211, BROADCASTING.

Chief engineer—supervise AM, FM, TV operations medium market. Growing company needs a working chief and offers great future. If you are now chief in small market, or Indian in large one, and believe you have the know-how to handle this position and even more responsibility in the future, write: Box E-220, BROADCASTING, in full.

First phone engineer television transmitter work. No announcing. Excellent opportunity for man to learn television technical operation. Michigan station. Box E-229, BROADCASTING.

Southwest stations—need television technicians to fill vacancies in 3 markets of varying size. Some jobs require studio and/or transmitter experience; will also consider qualified license-holders without experience to begin at smallest station in group. Particularly need man with microwave background. Tell about yourself by writing: Box E-255, BROADCASTING, immediately.

First class television technicians with TV studio & microwave experience to work with consulting engineer in AM, FM, TV, & CATV. Box E-281, BROADCASTING.

Alert organization looking for a TV transmitter engineer. Ideal location, good climate, outdoor recreation, fringe benefits. Contact Alex Giese, KGBT-TV, Drawer 711, Harlingen, Texas.

Immediate openings for full time studio engineers. Reply to R. A. Latham, KNTV-Channel 11, POB 1188, San Jose, California.

Need immediately—two experienced engineers. New equipment and plant. Contact John Gort, Chief Engineer, WAOW-TV Wausau, Wisconsin.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WIRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Immediate opening: Studio engineer. Midwest, VHF, multi-million dollar, color, solid state studio. Highest pay, bonus plan, excellent insurance, retirement benefits. Send resume to Dave Hauser, Chief Engineer, WOC Broadcasting Center, 805 Brady Street, Deavenport, Iowa 52808.

One transmitter and two studio engineers with first class license and experience in TV. Send resume, photograph and salary requirement to George S. Driscoll, Vice President and Engineering manager, WOKR (13), 17 Clinton Avenue, South, Rochester, New York.

WPTA-TV Fort Wayne, Indiana needs two technicians with first class license. Prefer experienced but would train. Contact Oliver Kendall, C. E. Phone 219-483-0584.

Studio engineer with first phone—permanent position. Contact Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

NEWS

Wanted—Experienced newsman-newscaster for staff of dominant VHF network station in medium sized midwest market. Resume, plus tape and pic or VTR—include salary requirements—Box E-251, BROADCASTING.

NEWS—Cont'd

News director — experienced professional with proven ability to find, write and air top news. Supervise five man staff. Box E-253, BROADCASTING.

Newsman—a qualified airman for radio and television who can gather, write and air news. Journalism educational background preferred, married, veteran; a dependable person capable of top performance in an 8 man news department. Salary commensurate with experience and ability. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

Production—Programing, Others

Present production-manager who may be ready for advancement; growing company with 13 year old TV operation in northern Ohio interviewing for operations manager, completely responsible individual for supervision all program and production functions. Send complete details first letter. Box E-136, BROADCASTING.

Production manager—Florida ETV. Need person strong on production, able to work with others. Degree preferred. Total responsibility production, crew scheduling. Up to \$8,000. Send complete resume and photo 1st correspondence. Box E-163, BROADCASTING.

Bookkeeper with extensive broadcast background needed immediately for television station in major eastern market. Top salary. Send complete background information to Box E-205, BROADCASTING.

California ETV station needs experienced artist. Send resume first letter. Box E-212, BROADCASTING.

Need July 1: Two experienced producer-directors, strong in producing, directing, lighting. Faculty/staff status. One position requires some news background. Both require minimum Bachelors degree. Expanding ETV station going full power and complete color in new building. Excellent state benefits, working conditions. Contact immediately General Manager, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

Television production supervisor with management potential. Wanted immediately. Call Dave Allen, WSEE, Erie, Pennsylvania 814-455-7575.

Immediate opening for studio personnel; camera & production assistants. Applicants should be experienced in heavy live production. Phone Ted Payne, 202-882-2500.

TELEVISION—Situations Wanted

Management

General manager opening? Seasoned sales manager, will submit complete resume. Box E-182, BROADCASTING.

General manager/general sales manager—Television 13 years—proven profession & executive ability. In depth experience all phases. Highest industry references—top 75 market experience. Box E-216, BROADCASTING.

Announcers

Excellent television announcer-personality looking for excellent television station. Write for representative VTR. Box E-201, BROADCASTING.

Weathercaster—commercial personality can build and hold an audience. Age 31, Box E-214, BROADCASTING.

Announcer desires news opportunity. Employed fulltime five years in top fifty market; two years sponsored on-camera weathercaster. Anticipate receiving B.S. degree, Journalism August 1. Available for interview after June 2. Box E-227, BROADCASTING.

Technical

First class engineer desires position in northeast area. Box E-187, BROADCASTING.

Studio switching, operations, installation, and maintenance. 12 years broadcasting experience. Two years in TV. Box E-194, BROADCASTING.

Technical—(Cont'd)

TV engineer 33, 1st phone, 7½ yrs. looking for a stable, prosperous market which offers good future and scale wages. T.D. or maint. Box E-196, BROADCASTING.

News

News-caster available. Program director of top rated midwest TV station seeks on air news. Good video. Authoritative in every respect. This appears for well qualified personal reasons. Current mgr. knows of this decision and will furnish top references. Box E-38, BROADCASTING.

Major market news-caster—narrator—stand-up reporter. Six-years experience. Box E-215, BROADCASTING.

Production—Programing, Others

Vacation relief position—light engineering, production, radio background. First phone now in Philadelphia. Box E-217, BROADCASTING.

Young (early thirties) promotion director desires to move up. Eleven years management experience in television and retail advertising. Self-starter with creative ideas in promotion, sales presentations, merchandising, plus art direction for color TV. For resume, write Box E-275, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Self supporting 350' to 500' tower suitable for mounting of large microwave reflectors and dishes. Box E-92, BROADCASTING.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted 500 watt AM transmitter and antenna coupler unit. Modern vintage. Andrew Costello, KIEV, Glendale, California.

Wanted: FCC approved one kw AM transmitter. Harold Sudbury, KLCN, Blytheville, Arkansas.

Wanted 16mm b/w Reversal processor, good condition give full particulars on reply, also editing equipment. Cap Carpenter, 2117 Stadium Dr., Rock Island, Illinois.

Wanted: FM final amplifier or transmitter 10,000 watts or higher, also stereo multiplex exciter. Contact Thomas Christensen, WMOU, Berlin, New Hampshire.

FM frequency and modulation monitor for monaural operation. GE transmitter crystals for 103.9 mc. Box E-267, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fnd, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets. Oakland, Calif. Phone 415-832-3527.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Gates M-6144 dual limiter amplifier \$450.00. Gates M-5735 model ST-101 spot tape with 90 second tape \$500.00. Gates M-5136 "Blamote" 2 channel remote amplifier \$100.00. Gray viscous damped arms (less cartridges) 2 each 25.00 each. WNCG . . . P.O. Box 5758, North Charleston, S. C.

FOR SALE—Equipment

continued

Whatever your equipment needs . . . Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

A broadcasting trailer ideal as a second studio or a new station. Presently in operation. Could be purchased with or without equipment. Box E-147, BROADCASTING.

Latest models Gates FM exciter and stereo generator and SCA generator, 18 months old and mint condition. Price \$1975.00. Contact Dexter Haymond, Radio KGEE, Box 937, Bakersfield, California.

Remote control, deluxe Gates good condition. First \$150 takes it. WFAR, Farrell, Pa. 16121.

1500 feet of ¾ inch solid copper ohm air transmission line available with necessary line termination fittings. Price upon request . . . Box 209, Dunkirk, New York.

Prize-winning FM transmitter 10 kw low noise, ready for stereo. Available at sacrifice price of \$3,000 to the first to call or write 211 Sutter Street, San Francisco. 415-986-2825.

Brand new Q.R.K. turntables, any models, cash or trade, any type of used or surplus equipment. AudioVix, 4310 S.W. 7th Ave., Miami, Fla.

250 and 3,000 watt G.E. FM transmitter. KTFC, Sioux City, Iowa (Route #2).

Motorola two-way base station, model C53 GAB-11008, transmitter type cc 3026, 117 TAC, frequency 151.805. Purchased new—Used 11 months—\$575.00. Box E-228, BROADCASTING.

General Radio 916A R.F. bridge in mint condition, \$350.00. Box E-230, BROADCASTING.

One complete FM station including Gates yard console. Gates 5 kw transmitter, 500 feet of 3¼ inch Andrews Heliac, 240 feet self supporting tower, Andrews 8 bay antenna—tuned to 99.5 mc and REL frequency and modulation monitor. Also small assortment of audio equipment. Available immediately. Contact Jan Gay, WQMR Silver Spring, Maryland.

Two 16-inch Presto turntables, 3-speed, standard and microgroove. Extra plate, extra motor, 12 Pickering cartridges. KWHW Altus, Oklahoma.

RCA turntables 70-C, 3 speed—\$125 each, F.O.B., Wash., D. C. Post, 144 11th St.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Blz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11228.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions Elkins Radio License School of New Orleans 333 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

Tutoring first phone. Three to six weeks. Outstanding results. Bob Johnson Radio License Training, 1060 Duncan, Suite D, Manhattan Beach, Calif. 90266.

See our display ad under Instructions. Don Martin School of Radio & TV.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$235. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on May 23—June 27—Aug. 1—Sept. 5. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hour theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

Air personnel: Stay on the job and study for 1st phone F.C.C. the sure way. 4½ months. \$200.00. Write now for full details. Ron Baillie School of Broadcast Electronics, 170 Denny Way, Seattle, 98109.

RADIO—Help Wanted

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Audio Sales Specialist

Custom audio-equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Box E-236, Broadcasting

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronics firm and a leader in the manufacture of broadcast-station equipment. Home-office product and sales training leading toward sales-engineer position.

Age 22-30. College degree with background of electronics. Located in progressive medium-size Midwest city with complete recreational facilities. An equal-opportunity employer. Send resume to:

Box E-249, BROADCASTING

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast-equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box E-254, BROADCASTING

Sales—(Cont'd)

District Salesmanagers Wanted

to sell stations on hottest vacation certificate plan ever. If station doesn't buy, the newspaper will, or sell direct to the local Ford Agency, or Goodyear store, etc., etc. You can average \$500.00 per close. Call write or wire. Can meet in New York, Atlanta, Chicago, New Orleans, or let's finalize by mail.

P.O. Box 12534, St. Petersburg, Fla.

Announcers

RADIO-TV

TRIGG-VAUGHN Stations—looking for top good music personalities and alert, mature newsmen. Stations in Texas, Colorado, New Mexico and California. Write full details to:

Hal Davis, KHOW, Denver.

WANTED IMMEDIATELY

by WIXY—1260, Cleveland

Strong night-time jock.

No beginners—ONLY PROS.

Send tape and resume Air Special to:

Gerry Spinn
WIXY RADIO
3940 Euclid Ave.
Cleveland 15

DJ Opening! AFTERNOON DRIVE

Personality Plus

Personality plus tight formatting, a great sense of humor, and a desire to be involved with your community—

—Can earn you upwards of \$12,000 a year in one of America's most desirable markets.

Please do not send tapes consisting only of music and commercials.

Box E-165, Broadcasting

Midday Personality

Immediate opening for real PRO. to double as Production Manager. Must have bright, happy sound and be creative. Mature personality. Up tempo, tight format contemporary station. Send air-check tape, resume, photo to Lee Manson, WAVZ, a division of Kops Communications Inc., 152 Temple St., New Haven, Connecticut

Technical

WMCA, NEW YORK

Needs engineer, experienced with fast-paced board work. Must know care and maintenance of equipment. Send resume to WMCA, New York, New York 17, New York.

DESIGN ENGINEERS

New openings in an outstanding growth electronic communications company. BSEE or BSME degree and appropriate experience required for:

- * TV Project Engineers
- * FM Transmitting Equipment Engineers
- * Broadcast Audio Circuit Design Engrs.
- * Mechanical Design Engineers

Located in a progressive medium-size Midwest city with the finest of schools and family living.

Send resume or call Robert T. Fluent, Employment Manager, (217) 222-8202; or evenings (217) 223-7949.

Gates Radio Company

A subsidiary of Harris-Intertype Corporation

Quincy, Illinois 62301

An equal opportunity employer (M&F)

NEWS

RADIO NEWSMAN KFBK, SACRAMENTO

50,000 watt CBS affiliate. Immediate opening for experienced newsman who can gather, write, edit and voice. Permanent position, excellent employee benefits. Personal interview at own expense necessary. Apply in person or submit resume and audition to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING
21st & Q
Sacramento, California

Help Wanted

Production—Programing, Others

WANTED: RADIO PROGRAM DIRECTOR

for station in key Rocky Mountain market. Must be capable of leadership in adult, good popular music and news operation.

Also NEWSMAN with mature, network quality voice, capable of thru-flight planning, writing and originating. Hustle mandatory

Reply Box E-124, Broadcasting.

Production—Programing, Others

Continued

LIFETIME OPPORTUNITY

New broadcasting company needs two young, aggressive Radio & TV Program Directors for Chicago headquarters. Prefer Midwest applicants.

CALL 312-337-7388

COPYWRITER WANTED!

Radio-TV experience essential. Prefer a man who can develop the idea, write the script, follow through on actual production. Some background in print advertising would be helpful.

You would work in our main office in Central Illinois with all the advantages of a medium-size city, including 15-minute drive to the office. Write us
Charles Ruppman Advertising, Inc.
828 S.W. Adams Street
Peoria, Illinois 61602

OPERATIONS MANAGER

Wanted for chain operation. Must know all aspects of top 40 programming and how to lead and supervise people. Excellent benefits and opportunity. Send complete resume, salary requirements, picture and references to:

Box E-241, Broadcasting.

COPYWRITER—ANNOUNCER

Experienced, young man to set-up and run Continuity dept. at contemporary Music Station on Sunny Gulf Coast. Must be able to handle some Production and News, plus Weekend air shift. Send examples of your copy, plus air check and full resume. Also need experienced Traffic Girl.

WABB

P. O. Box 1476

Mobile, Alabama 36601

Wanted—

Experienced traffic man or girl for major market AM Radio station. Immediate opening. Many company benefits.

Call Mr. E. C. Myers,
area code 202-882-2500.

RADIO—Situations Wanted

Management

Outstanding

Radio personality-program director with 18-year record of success. Last 14 years in top ten markets exclusively. Have influenced revolutionary new concepts. Highly creative, mature, stable, dependable. Seek administrative affiliation with class and quality radio operation, but will consider air work offers. Investment capital available.

Box E-235, BROADCASTING

RADIO

Situations Wanted

Management—(Cont'd)

ANNOUNCER—PERSONALITY on New York and national scene for over 20 years: Prior top experience in midwest regional stations in news, sports, commercial broadcast. Recent ownership, management and administrative background in theatre. Current active leadership in professional and church organizations.

WOULD LIKE TO EXPLORE:

Purchase of part interest or eventual total purchase of AM or FM Station in New York City or N.E. area. Immediate participation in on-the-air services, programming, and over all management. Contacts to build national spot business. Lets discuss our assets.

Box E-243. BROADCASTING

NEWS

HOTLINE PRODUCTIONS

Chicago

—Says thanks to—

- | | |
|---------------|------------------|
| KRLA | WIXY |
| Los Angeles | Cleveland |
| KMBC | WFAS |
| Kansas City | White Plains |
| KXOK | WMEX |
| St. Louis | Boston |
| KJEM | WTOP |
| Oklahoma City | Washington, D.C. |
| KFH | WCLS |
| Wichita | Columbus, Ga. |

Foresighted stations now enjoying exciting success with "Hotline to Viet-Nam" STAN MAJOR recorded over 600 servicemen for these top stations—next:

"The Best of Hotline"

Coming soon—The 30 best interviews—Available everywhere and within everyone's budget!

Hotline Productions—5202 Marina City
321-1680 Chicago

TELEVISION—Help Wanted

Announcers

Our sports man has been hired to broadcast the Atlanta Braves games . . .

WSM

**RADIO and TELEVISION
NEEDS A TOP NOTCH
SPORTS ANNOUNCER**

Play by play football and basketball on radio, daily sports programs for television . . .

Send
bio and video tape if possible to
JUD COLLINS, WSM, Box 100
Nashville, Tennessee

TELEVISION—Help Wanted—Technical

**BROADCAST FIELD
ENGINEERS**

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

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Your 1st Class Ticket
in 6 weeks or Less
at America's Foremost

SCHOOL OF BROADCASTING

the

DON MARTIN SCHOOL OF RADIO & TV
Register now for June 13th or Aug. 1st CLASSES. For additional information call or write to:

**DON MARTIN SCHOOL
OF RADIO & TV**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

BUSINESS OPPORTUNITY

\$ DOLLARS \$

Put your CASH back in your business.

Sell us your land & tower and we will lease it back to you. Long term leases arranged

WRITE:

TOWERS UNLIMITED
120 Flamingo Rd.
Las Vegas, Nevada

EMPLOYMENT SERVICE

**ANNOUNCERS—1st
NEWSMEN—ENGINEERS
DJ's—SALESMEN**

If you need a job, we have one for you!
C.B.I. PLACEMENTS

1615 California St., Denver, Colo. 80202
Phone 303-292-3730

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

NEED MORE MONEY?

CALL OR WRITE FRIENDLY NATIONWIDE FOR NO-COST, SELF-IMPROVEMENT HELP!

You may be worth thousands of dollars more each year! Let Nationwide evaluate your qualifications for the many top paying positions available. . . . At no charge to you.

Deposit your resume and tape, if applicable, with America's exclusive full-time Radio and TV Employment Agency . . . An associate of ABB (America's Best Broadcasters)

NATIONWIDE RADIO-TV EMPLOYMENT AGENCY

645 North Michigan Ave., Chicago, Ill.

Phone area code 312 337-7075

RON CURTIS, President

FREE PLACEMENT FOR QUALIFIED APPLICANTS



FOR SALE—Equipment

USED TOWERS FOR SALE

One 300 ft. Blaw-Knox microwave with two reflectors (ten by fifteen ft.) Two parabolic antennas (eight ft.) We have a large stock of CATV cable towers.

U. S. Towers
249 Barlow Lane
Petersburg, Va.

COMPLETE MICROWAVE SYSTEM FOR SALE

SOLID STATE LENKURT TV-76-E, 3 Channels with Composite Sound, FULL FAULT ALARM REPORTING, 24V DC and 117V AC powered. BRAND NEW. NEVER BEEN INSTALLED. TUNED TO 12.2-12, 7KMC, easily RETURNED TO CARS FREQUENCIES. SYSTEM INCLUDES:

- 1 3-CHANNEL TRANSMIT TERMINAL
- 2 3-CHANNEL RECEIVE TERMINAL
- 8 3-CHANNEL DROP/THROUGH REPEATERS

FOR ADDITIONAL INFORMATION CONTACT:
OFFICE OF THE PRESIDENT
TELESIS ENGINEERING, INC.

Box 6066, Station B
EVANSVILLE, INDIANA
812-424-5541

DRAMATIZE TV WEATHER REPORTING GEMINI STYLE

Receive, and use up-to-the-minute weather maps and instant satellite pictures.—Right on camera —for authentic TV Weather Reporting.

- 1 Official weather maps come to your studio direct from the U.S. Weather Bureau's Facsimile Network—on the same Alden Electronic equipment they use on TV coverage of latest Gemini 9 flight.
- 2 Viewer impact mounts when you use Alden APT Recorders to show them colorful Automatic Picture Transmissions—as they are being sent—direct from orbiting weather satellites such as NIMBUS and ESSA.

Alden Electronic Facsimile Equipment is in use nationwide by the U.S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Tatro, Manager Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-366-4467.

FOR SALE—Equipment

Continued

AUCTION SHERIFFS SALE

By virtue of an execution issued out of the Supreme Court of the State of New York against the property of
EMPIRE SPORTS NETWORK OF ROCHESTER INC.

we will sell at
PUBLIC AUCTION

on
WEDNESDAY, MAY 25, 1966 at 1 P.M.
on the premises at
20 Cairn Street (off 719 West Ave.)
Rochester, N. Y.

COMPLETE MOBILE TELEVISION REMOTE UNIT CONSISTING OF FOUR CAMERA CHAINS AND COMPLETE AMPLEX VIDEO TAPE UNIT, MOUNTED IN TWO FORD AND CHEVROLET STEP IN VAN BODY TRUCKS.

Video Tape Mobile Unit consists of Ampex Mod. 1000 video tape recorder, complete; 2-Tektronics Type 525 & 511A monitor and oscilloscope, 1300' video camera cable & accessories.

Mobile Unit consists of 4 video 17" monitors, complete, 4-RCA & GE field and studio cameras, complete with power supply, controls, lenses, tripods and dollies. Quantity of monitors, field power supplies, switches, electronic mixer, telephoto lens, Sync generators, 600' video camera cable, supplies, accessories, parts, etc.

No Confirmation Necessary
Immediate Removal

For information or descriptive circular, write, wire or phone

I. Shoolman and Associates, Inc.
Shoolman Derman Weinstein
Auctioneers Appraisers Liquidators
Phone: (716) 325-4916 526 Granite Bldg.
Rochester, N.Y. 14604

WANTED TO BUY—Stations

WANT TO BUY RADIO STATION

Anywhere East of the Mississippi. Price can go from 100,000 to 500,000. Must be in a growing market and making money. All information in strict confidence.

Write to:

Box E-174, BROADCASTING

(Continued from page 83)

kw aur., trans. location, redescribe studio location, change type trans. and type ant., make changes in ant. structure, increase ant. height to 1,130 ft.; condition; and extension of completion date to Sept. 15.

WTVT(TV) Tampa, Fla.—Granted mod. of CP to make changes in ant., increase ant. height to 1,420 ft. and redescribe main studio location.

Following stations were granted mod. of licenses to reduce aural ERP: WIPM-TV Mayaguez, P. R., to 5.37 kw, DA; WEAT-TV West Palm Beach, Fla., to 56.2 kw (main trans. & ant.); and WSUR-TV Ponce, P. R., to 0.537 kw.

Actions of May 6

WSCO-TV Newport, Ky.—Granted mod. of CP to change trans. location to Bald Knob Lehman Rd. at Jean St., Cincinnati, studio location to Race and Center Streets, Newport, type trans. and ant.; and approved engineering data submitted pursuant to fifth report and order to specify channel 19 in lieu of channel 74, ERP vis. 436 kw, aur. 87.1 kw, ant. height 990 ft., and make changes in ant. structure.

Granted renewal of license for following main stations and co-venting auxiliaries: KGUD Santa Barbara, Calif.; WBNE-FM and SCA Fitchburg, Mass.; WBOS-AM-FM Brookline, Mass.; WGIR Manchester, N. H.; WGUY Bangor, Me.; WJTO Bath, Me., and WYBC-FM New Haven, Conn.

Actions of May 5

KOWH Omaha, Neb.—Granted CP to increase power from 500 w to 1 kw, continued operation on 660 kc, D, and install new trans.; conditions.

KBVR Anchorage—Granted CP to change ant.-trans. and studio location and make changes in ant. system (increase height).

WMEG Eau Gallie, Fla.—Granted CP to install alternate main trans. at main trans. location.

WRTH Wood River, Ill.—Granted CP to install alternate main trans. at main trans. location.

WNBS Murray, Ky.—Granted CP to make changes in ant. system (increase height, side mount FM ant., etc.); conditions.

WCPC Houston, Miss.—Granted CP to make changes in directional ant. system; condition.

WBYG Savannah—Granted CP to change ant.-trans. location.

Remote control operation permitted *KCSB-FM Santa Barbara, Calif.

Granted change of remote control authority for WPAL-AM-FM Appleton, Wis.

FOR SALE—Stations

La Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

TE 2-9362

Rocky Mountain

Full time, by owner. \$15,000.00 down, balance in ten (10) years. Medium sized market. Very clean operation. Principals only.

Box E-218, BROADCASTING

Tenn.	small	daytime	\$120M	cash
East	medium	AM&FM	150M	29%
Ala.	metro	FM	55M	SOLD
South	metro	power	300M	29%
N.E.	major	daytime	200M	50M



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

Actions of May 4

WECP Carthage, Miss.—Granted license for AM and specify type trans.

KCOG Centerville, Iowa.—Granted license covering use of old main trans. at main trans. location with remote control operation.

WAIR Winston-Salem, N. C.—Granted license covering installation of new auxiliary trans. D, alternate main nighttime, and specify type trans.

WSTO(FM) Owensboro, Ky.—Granted CP to install new trans. and new ant., increase ERP to 100 kw, and decrease ant. height to 350 ft.; condition.

WONN Lakeland, Fla.—Granted extension of completion date to June 15.

Granted licenses covering increase in daytime power for following stations: KLCCB Libby, Mont.; KCCR Pierre, S. D.; and WLKS West Liberty, Ky.

KCOG Centerville, Iowa.—Granted license covering increase in nighttime power.

Granted renewal of license for following main station and co-pending auxiliary: KEVT, Tucson, Ariz.

Remote control operation permitted following stations: WLDR-FM Traverse City, Mich.; KLUC-AM-FM Las Vegas.

Action of May 2

Remote control operation permitted WMBS Uniontown, Pa., while using nondirectional ant. (aux. trans.).

Rulemakings

AMENDED

■ By report and order, commission amended its FM table of assignments to substitute channel 237A for 252A at Kenton, Ohio, and to assign latter channel to Bellefontaine, which now has no assignment, but rejected other changes affecting Jackson and Lima proposed in rulemaking, and terminated proceeding. Kenton-Bellefontaine assignments will become effective Oct. 1, 1967, concurrently with expiration of license of Ohio Radio Inc., for WKTN-FM on channel 252A at Kenton, or such earlier date as that station may, upon its request, cease operation on 252A at Kenton. Meanwhile, WKTN-FM can file renewal application specifying operation on 237A. Whoever becomes Bellefontaine permittee will be expected to reach agreement with WKTN-FM to reimburse that station for its cost of shifting channels. Action May 11.

PROPOSED

■ Commission invited comments to its proposal to change TV table of assignments to give Topeka, Kan., three commercial UHF channels—27, 43 and 49—instead of present channels 29 and 58. Two applicants are competing for channel 29 and

single applicant has filed for channel 58. With computer program, it has been found that channels 27, 43 and 49 may be assigned to Topeka for use at any of proposed sites and that this combination is more efficient in terms of impact on available assignments than any other three-channel combination. Commission added that it "does not consider it to be desirable or necessary to hold hearing solely for purpose of selecting one of two qualified applicants competing for single channel in area where additional assignments may be made without seriously affecting remaining available assignments for places where they may be needed. Technical characteristics of three channels should be virtually identical." Action May 11.

New call letters requested

WBMK-FM West Point, Ga. Requests WCMJ(FM).

Woodruff, S. C.—S. J. Workman. Requests WSJW.

Rutherford, N. C.—Clayton Sparks. Requests WCAB.

Wilmington, N. C.—New Hanover Broadcasting Co. Requests WNCR(FM).

Joplin, Mo.—Caldwell & Associates Inc. Requests KQKY-TV.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 11. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■Indicates franchise has been granted.

Tucson, Ariz.—First Illinois Cable TV Inc., Chicago (William E. Clancy, president), has applied for a franchise. The company already has a franchise in Springfield, Ill. Pima Cable TV, Tucson Drive-In Theaters Inc., Southern Arizona TV Stations Inc. and Eastern Cable Inc. are previous franchise applicants.

Santa Clara, Calif.—Community Cable Services of Alameda (representative, John Convery) has applied for a franchise. If the franchise is granted, the subscriber will pay \$4 to \$6 per month for the service of nine to possibly 12 additional channels.

Abingdon, Ill.—George Foreman, Galesburg, Ill., has applied for a franchise. If approved, the company would provide six TV channels and two FM channels for Abingdon customers. The proposed service charge is \$5 per month.

Warsaw, Ind.—United Transmission Inc. has submitted a new proposal which would pay 4% of the company's annual gross receipts to the city instead of the original 3% offer. The new proposal meets the minimum requirements established by the city board. Earlier the board had rejected the applications of United Transmission and Valley Cablevision Corp. because the firms had not met the city's minimum requirements.

Topeka, Kan.—Cable TV Construction Inc., Iola, Kan., and CATV Systems of Topeka, Inc., Topeka, have submitted applications for franchises. Cable TV Construction Inc. proposes to bring 12 TV channels to its subscribers, plus FM, time, weather and news. It would charge \$5 a month, and pay the city 4% of its annual gross revenues for the first two years, then 5%. CATV Systems of Topeka plans to offer 10 TV signals, FM, time, weather and news, for \$5 per month with an initial installation fee of \$7.50. It will pay the city 3% of its gross revenues on the first 10,000 subscribers; 3½% for the next 5,000 and 4% for all over 15,000. Other pending applications: Total TV of Topeka Inc., American Quality Cable TV Co., and Topeka Cablevision System Inc.

Brunswick, Md.—Frederick Cablevision Inc. (John I. Hanly, representative) has applied for a franchise. Twelve TV stations will be made available for a cost of \$4.95 per month.

Hagerstown, Md.—Com-Tel (affiliated with

Entron Inc., Silver Spring, Md.) has applied for a franchise. The firm will pay the city 3½% of its gross revenues the first year, 4½% the second year and 5% from then on. Other applicants include: Malarkey & Associates, Washington; WARK Hagerstown; WHAG Halfway, Md.; McCracken Associates Inc., Washington; Tri-State Cable Co., Hancock, Md. Antietam Cable Co., Baltimore, has been granted a franchise.

■ Northboro, Mass.—Norton Industries Inc., Worcester, Mass., has been granted a franchise. Boroughs Cablevision, Northboro, had also applied for the franchise.

■ Somerville, Mass.—Somerville Cablevision Co. has been granted a franchise.

■ Aurora, Mo.—KSWM Aurora has been granted a franchise. The company, represented by Galen Gilbert, is presently operating a system in Neosho, Mo., and has also applied for franchises in Mount Vernon, Monett, Marionville and Verona. All Missouri. KSWM also plans to build other systems in Oklahoma. The firm's proposed system includes two news-weather channels and two FM channels. A \$20 installation fee and a \$5.50 monthly service charge will be collected by the company.

Charlotte, N. C.—Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBT-TV-TV) Charlotte has applied for a franchise. President Charles H. Crutchfield reported that he expects to charge \$5 monthly. The system will carry all the local stations.

Scotland Neck, N. C.—Carolina Communications Corp of Tarboro (O. J. Peterson, representative) has applied for a franchise. The corporation reports that there will be a \$160,000 investment, a guarantee of eight channels and a payment of 5% of the proposed system's gross receipts. Carolina Telephone and Telegraph Corp., of Scotland Neck also has an application pending.

Grand Forks, N. D.—Grand Forks Cable TV Inc. and KILQ Inc. have submitted proposed rate schedules. Installation costs will amount to \$19.75 plus a monthly service fee of \$5. Both firms have received franchises.

Wanaque, N. J.—The borough council has received applications from three firms: Ringwood TV Cable Corp., Tele-Mark Communications and Allstate Community TV systems.

Wayne, N. J.—Wayne Cablevision has applied for a franchise. Another applicant is WKER Radio Inc., Pompton Lakes, N. J. (Ron Hickman, general manager).

Delhi, N. Y.—Delhi Video Inc. (W. J. Calsam, president) has applied for a franchise in the Town of Delhi, N. Y. A franchise has already been granted to the company by the Village of Delhi. Several months ago, Cable Service Corp. (owned by Mokay Brothers) was granted franchises for town and village. Delhi Video Inc. is a division of New Channels Corp. (group CATV owner with several franchises in this area, including Oneonta and Sidney, both New York).

New Windsor, N. Y.—Time-Life Broadcast Inc., New York City (Richard Drake, representative), and Hometown TV, Newburgh, N. Y. (Edward Schaefer, consultant), have applied for franchises. Time-Life proposed a 12-channel system at \$5 per month with an installation fee of \$28. The company offered to pay 3% of its annual gross receipts to the city. Hometown TV

proposed a 25-year franchise at \$5 per month with a \$20 installation charge.

Poughkeepsie, N. Y.—Two applications for franchises have been submitted. The applicants are WEOK Poughkeepsie, and Time-Life Broadcast (group CATV and broadcast owner).

Smithtown, N. Y.—Smithtown CATV and Suffolk Cable of Smithtown have applied for franchises.

Stony Point, N. Y.—Haverstraw-Stony Point Vision Co. and Good Vue CATV Inc. have applied for franchises. Last month the town board held public hearings on two previous applicants: Rockland Cablevision Inc. and High Tor Cablevision.

Bryan, Ohio—RKO General (group CATV and broadcast owner) has applied for a 20-year franchise. The company offered to pay 3% of its annual gross receipts to the city. There would be no installation charge, and monthly fees would be approximately \$5.

Bucyrus, Ohio—Direct Channels Inc., Akron, Ohio, has applied for a franchise. The firm has indicated that it would not charge an installation fee if customers sign up for the service within 30 days after the system begins operations. After the 30-day deadline the installation fee would be \$7.50. The monthly service charge would be \$4.75 with a 25-cent reduction if 2,500 customers sign up for the service. Crawford County Cablevision Co. also applied for a franchise.

An ordinance which would grant a 10-year franchise to the company has been given a second reading by the city council.

Elyria, Ohio—The applications of five firms are being considered by the city council's utilities committee. The applicants are Elyria Cable Service, Elyria Telerama Inc., Lorain Cable Television Inc., Lakeland Cablevision and Great Lakes Broadcasting. A 15-year franchise will be awarded to one of the firms.

Harmar, Pa.—Harmar Township board has decided not to grant a franchise to Westmoreland Cable Co. The company's proposal was for a 15-year franchise with an option for the next 10 years on a yearly basis. Board members said that they did not want to issue a 15-year franchise to any group.

Lititz, Pa.—Television Community Services Inc. (subsidiary of WGAL Lancaster, Pa.; Dan W. Shields, representative) has applied for a nonexclusive franchise. If approved, the company would charge \$15 to \$20 for installation and from \$3 to \$5 for monthly service. The borough council is also considering an application from the Denver and Ephrata Cable Telephone Co., which is seeking an exclusive 50-year franchise.

■ Monaca, Pa.—Rego Industries, Lewistown, Pa. (Viking Industries), has been awarded a franchise. The corporation currently holds franchises in Lewistown and New Castle, both Pennsylvania, and East Liverpool, Ohio.

■ West Reading, Pa.—Suburban Cable TV Co., Carlisle, Pa., has been granted a franchise. The ordinance states that the company will pay 1% of the first year's gross or rental income or \$200, whichever is larger, to the borough. For the second year the reimbursement will be 2% or \$400, and for each successive year thereafter it will be 3% or \$600.

JOHN McGoff takes delight in getting away on a fishing trip in the Canadian woods with old friends, like Dr. John Jeffries of Washington. And when they get up into the woods, Dr. Jeffries recounts, Mr. McGoff's greatest pleasure is to sit close to the campfire at night, sip a couple of martinis and sup on rare, charcoal-broiled sirloin steaks.

Contradictory? Not a bit to friends of John McGoff, who started out as a university administrator, founded a group of broadcast stations and only last month added three newspapers to the two already owned by the company he heads, the Panax Corp.

Dr. Jeffries, a chum of Mr. McGoff during their student days at Michigan State University, recalls the time young McGoff won a bid to wash a house. Mr. McGoff at that time was helping pay his way through college by house painting. Now, neither Mr. McGoff nor Dr. Jeffries at that time had ever washed a house, but that didn't stand in their way. Both put up their ladders and proceeded to wash the house with buckets of detergents and water. So successful were they, Dr. Jeffries recollects, that they literally washed the paint off the frame house. To anyone else this would have been a catastrophe. But not to Johnny McGoff; he won the contract to repaint the house after his too-successful laundering job.

No Midas ■ Not all that Mr. McGoff touches turns to gold. In the early days of his broadcast venture, he established a nonprofit organization called "AWARE." Its function was to bring to the community, leaders in the arts and the humanities. AWARE flourished for two years, then faded away—but not before some high-quality and provocative programs were presented to the East Lansing citizenry and on wswm-fm in that city, the first station Mr. McGoff and his colleagues built.

When John McGoff was 13-years old he took his savings (from delivering newspapers to his neighbors), and hied himself to Chicago. Being a frugal boy he checked into the YMCA and found his major entertainment at the big radio programs then originating in Chicago. Of them all, he recalls now most vividly attending Don McNeill's *Breakfast Club* programs every day he was there. After all, he explains, food was served.

Learned Early ■ Mr. McGoff was the youngest son in a family of seven, five older brothers and one sister. That's where he learned to scrap for what he wanted, Mr. McGoff recalls today. The family was Irish-Methodist, and his father was a crane operator at the Laughlin Steel Works in Pittsburgh. His father, he fondly remembers, was a staunch union man who brought home for often heated family discussions, union affairs and politics during those

A multi-media voice grows in the Midwest

years of the depression and the New Deal. It's ironic in a way, because Mr. McGoff considers himself a conservative and is a staunch Republican today.

At the age of 11, young McGoff was on street corners hawking Pittsburgh newspapers. All through his schooling

he worked—in steel mills, on a lumber boat to the West Indies, in railroad marshaling yards. The last made him an active model train hobbyist.

After World War II Army service in North Africa, Sicily, Italy and in Germany, young McGoff took advantage of the GI bill and entered Michigan State University. It was during his undergraduate and graduate days at East Lansing that he learned about radio, from R. J. Coleman, director of broadcasting at the university. Mr. McGoff was a 50-cents-an-hour continuity writer at WKAR East Lansing.

Mr. McGoff became assistant alumni director in 1956. In 1959, with the support of Mr. Coleman and James Anderson, a Lansing businessman, Mr. McGoff established WWSM-FM.

Since then, Mr. McGoff and his original backers, with the addition of Alden Dow, a Michigan architect and a member of the Dow Chemical family, have expanded the firm into a Michigan communications empire.

Panax's plans for continued expansion includes radio and television, but at the moment this area has been relegated to second place. From a purely business point of view, Mr. McGoff believes broadcast properties are currently overpriced. He also has another judgment on broadcasting, and he makes no bones about it: he intends to make Panax a voice that speaks out loud and clear on matters he and his associates believe in. It's easier and less involved to do this in newspapers, he says, than over the air where such inhibitions as Section 315 and the FCC's fairness doctrine cause a myriad of complexities for the man who wants to take a position on controversial matters.

Broadcaster-Publisher ■ It was with this in mind, that last month saw the culmination of Panax's purchase of the three upper peninsular newspapers owned by Frank Russell. This gives Panax five newspapers in the state, one of them a weekly, together with two AM's and a TV outlet in Missouri.

At one time, Panax owned four FMs in Michigan but three of them were sold during the past 12 months—to principals of Panax. So, actually, the Panax voice continues in those communities (Midland, Flint and Detroit).

Today, Panax has a staff of 500, but the organization is still run on the original philosophy; that everyone is an associate, dedicated and enthusiastic about its activities.

That's the key characteristic of John McGoff. Dr. Walter Emery, a Michigan State professor who served as a lawyer on the staff of the FCC for several years, characterizes Mr. McGoff as "enthusiastic, and energetic. A highly responsible citizen, dedicated to the public interest and a great believer in private enterprise."

WEEK'S PROFILE



John Peter McGoff—President, Panax Corp., broadcasting-publishing firm. b. June 29, 1925, Pittsburgh. B.A. (history and political science), 1950, M.A. (history), 1956, Michigan State University. Continuity writer, WKAR East Lansing, Mich.; assistant director, alumni relations, Michigan State University, 1956-59. Founded Mid-State Broadcasting Corp. (now Panax Corp.) in 1959 with WSWM-FM East Lansing. Two years later, put WQDC-FM Midland, Mich., on air; in 1962 purchased WABX-FM Detroit; year later acquired WGMZ-FM and WAMM Flint, Mich. In September 1963, acquired KFEQ-AM-FM St. Joseph and KLIK Jefferson City, both Missouri. Newspaper acquisitions began in 1964 with purchase of 'Mt. Pleasant (Mich.) Daily Times-News,' and year later, of weekly 'Alma (Mich.) Record.' At April's end, closed over \$4 million deal acquiring 'Marquette Mining Journal,' 'Escanaba Daily Press,' and 'Iron Mountain News,' all Michigan. Chairman, Ingham County Republican Committee; director, American Presidents Life Insurance Co.; member, Board of Control, Michigan State University; Governor's Committee on Higher Education; Lansing Chamber of Commerce; East Lansing Chamber of Commerce; Navy League. m. Margaret Ewert, Aug. 21, 1954; children, Susan, 9; Tom, 5 and David Scott, 3 months. hobbies—politics, model trains, trout fishing, reading.

Change of emphasis

MORE and more it becomes apparent that no television station can count on an indefinite preservation of its contemporary role in the U.S. communications scheme.

There is general agreement among both the scientists and the practical engineers that it is only a matter of time, and not much time at that, before direct broadcasting from satellites to home receivers will be technically feasible. One station in the sky could do the work of a 1966-style network and all of its affiliates in national broadcasting.

There is general agreement that it is only a matter of time, and less time than that described above, before a marketable home instrument capable of recording and playing back television programs will be developed. With such an instrument in widespread use, the whole system of television program distribution and the viewing behavior of the audience could be profoundly changed.

It is also recognized, as the lead story in this magazine reported last week, that usable portions of the radio spectrum are already crowded with many services that are clamoring for more space and that this condition will only be aggravated by the development of new satellite services.

Long before the physical plants of many stations in the existing television system have been depreciated, the individual stations will be confronted with the need to justify their retention of the channels they now occupy. They will be able to hold on to their facilities only if they can demonstrate that they perform services that cannot be supplied by a centralized system of national distribution.

Between now and the not-so-far-off moment of truth, stations everywhere will have to devote more of their time and money to the development and presentation of locally oriented programming. Those that don't will be left with little defense against a usurpation of their channels.

Shot with their own gun

SOMETIMES you have to hand it to the newspapers. At the National Retail Merchants Association's annual sales promotion convention last week, the Bureau of Advertising, American Newspaper Publishers Association, unveiled research findings of "major importance," based on what it said is "probably the largest consumer-oriented study ever to come out of the newspaper business."

The study found that if your wife says she's going to buy a dress soon, the odds are 8 to 1 she won't do it within a week—but she will probably buy something else instead.

So we are obligated to the Bureau of Advertising and its 25,000-interview study for finding out that women change their minds.

This trait is not as trivial as it may seem. As the bureau said, it offers a key to the country's \$282 billion retail market. It means that retailers must advertise regularly in a medium that reaches virtually everybody.

The newspapers, of course, claim they fit that description better than any other medium. But two other speakers at the same convention provided the answer to that.

One, Morton Minsky, president of Diamond Sales Corp. and publisher of *Date-Line* magazine, both of New York, told the retailers that when they're trying to reach teen-agers, "for maximum results" they'd better put their advertising money in three areas—and radio was the only mass medium he mentioned (the others: direct mail and high-school newspapers). Mr. Minsky said that 97% of all teen-agers listen to daytime and regard DJ's as "virtual gods," but "rarely read the newspapers except for the comics and sports pages."

Mr. Minsky was prescribing for the teen-age customer specifically, but there is evidence aplenty that radio's grasp extends to all other ages, too.

Certainly Mrs. Marilyn Holder was looking for customers of all ages in the campaign she described to the NRMA meeting. Mrs. Holder is sales promotion manager for Hudson-Belk Co. in Raleigh, N.C., part of a big southeastern retail chain, and the campaign she was talking about used four TV stations backed by five radio stations. The response? "Immediate and enthusiastic."

The thrust of Mrs. Holder's talk was that "television is for smaller stores, too," and she had learned something that ought to be impressed on all retailers:

"One thing that is possible in a market area such as ours is media domination with the use of television. It takes a lot of money to be the dominant advertiser in a daily newspaper, and while our spending may exceed that of any competitor, there are days when we are clobbered by masses of mess from grocery stores, discount houses and drug emporiums. So far, no detergent or pain reliever or car or cola has bought more available time during a 24-hour period than we have."

That sort of domination is available in either television or radio, far more than in newspapers, and more retailers ought to be trying it. The NRMA speeches suggest a new media mix for broadcasters to use in selling—a mix made up of radio and television advertising, supported by newspaper research.

Facts of life

ACCORDING to the national Arbitrons, NBC-TV's *Bonanza* and the second half of the same network's *Wackiest Ship in the Army* drew larger audiences than watched the CBS-TV special, *Death of a Salesman*, on Sunday, May 8. Those Arbitrons say a lot about the public's tastes and television's problems.

It is this publication's subjective view that anyone who ignored or tuned away from the magnificent television production of the Arthur Miller play missed an experience of rare enrichment. Still the 70% of the television audience that was watching something else can hardly be disenfranchised, however we may deplore its choice. The 30% that did see *Death of a Salesman* owes CBS-TV a debt that we must hope will be paid in lasting gratitude.



Drawn for BROADCASTING by Sid Hix
"Don't you dare tune out my favorite program . . . I'd rather fight than switch!"

TV needs competition.

Here it comes.

Things are going pretty well for TV stations around the country. They'd just as soon nobody rocked the boat.

Sorry. We're born boat-rockers.

We've already started in Toledo, where we've opened our first TV outlet, making Toledo a three-station city.

Toledo is only a starter. We'll be opening stations in Pittsburgh, Atlanta, San Francisco, Cincinnati, and the Houston area.

All of them in major cities, and all planned for this year.

And all of them presenting competition to other stations.

We're going to have to be plenty good to catch up with some of the more solidly entrenched stations.

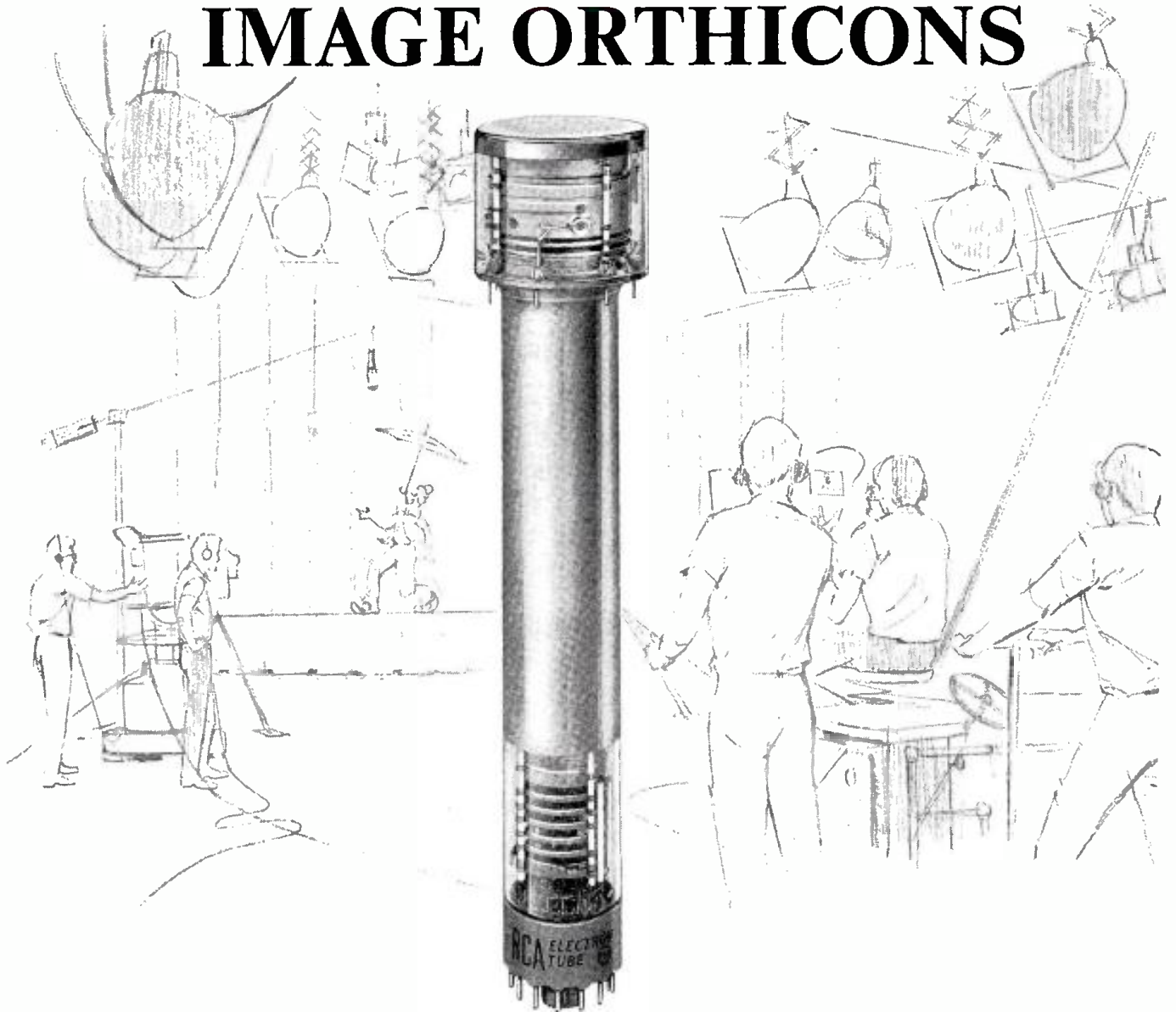
And they've got to be a little better than they are now, if they want to stay ahead of us.

Comforting thought: no matter what happens, the viewer wins.

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