

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The season opens with the heaviest promotion yet. p27  
Spot TV sets 2d-quarter record, billings up 4.6%. p34  
Schemes, meetings multiply as ETV sees pie in the sky. p45  
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NEWSPAPER

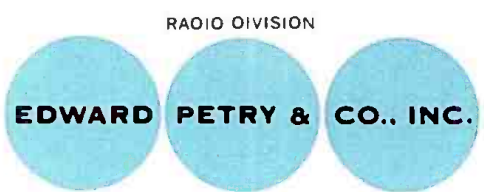


Courtesy of Delta Airlines

spot radio  
sells for you round the clock



They're taking a vacation and flying, because major airlines sold them round the clock with Spot Radio.



THE ORIGINAL STATION REPRESENTATIVE


NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • OETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

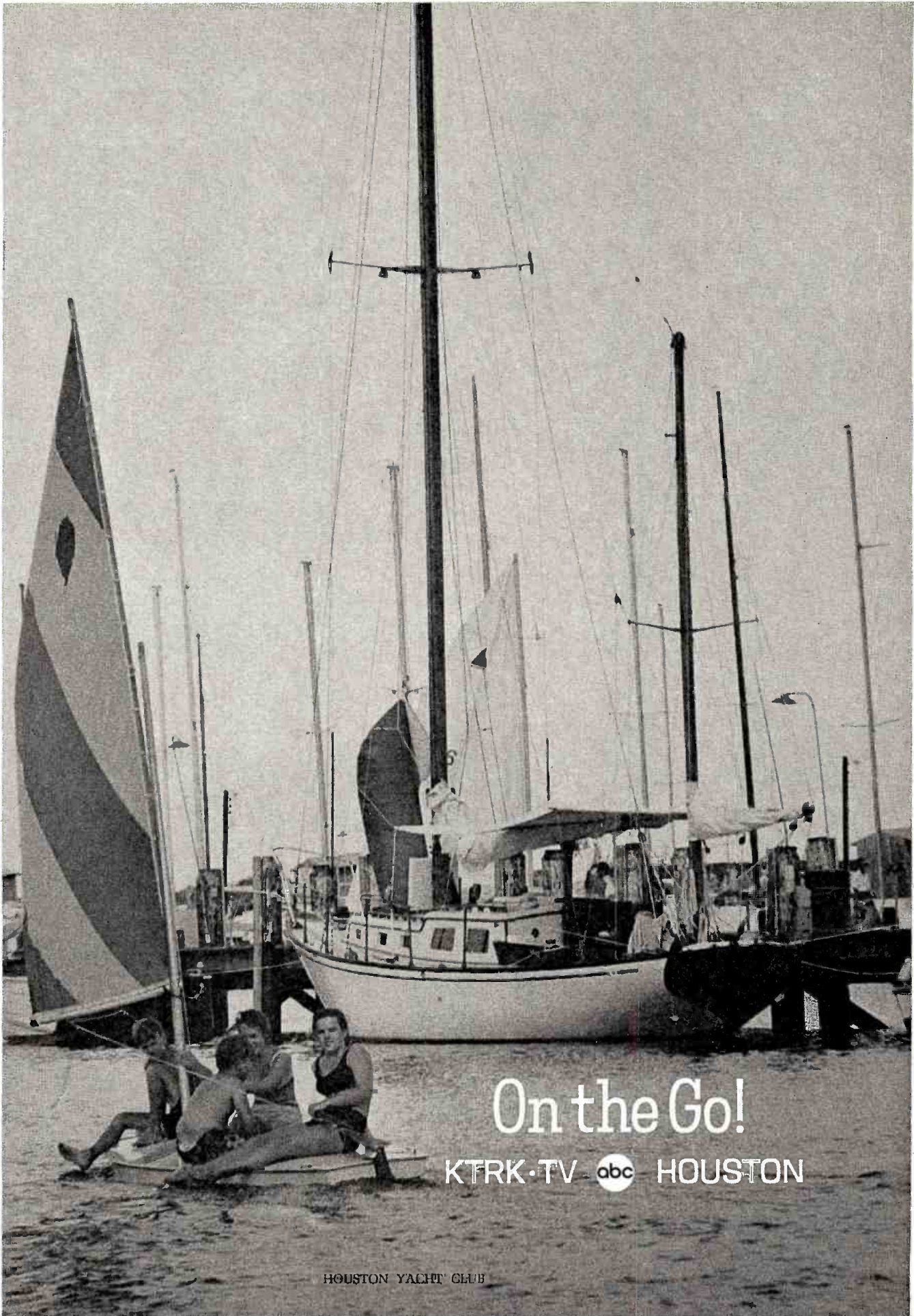


Being the most **colorful** station in Tulsa  
is important, but it's not everything.

That's why we pay such close attention to our programming. That's why we've invested in the finest movie packages available. And, that's why we strive so hard to keep our viewers happy (triple spotting is taboo). The fact that we're Tulsa's most colorful station is just a big *PLUS* for our buyers!

**KVOO **2** TV**   
**TULSA**

Represented by  *The Original Station Representative*



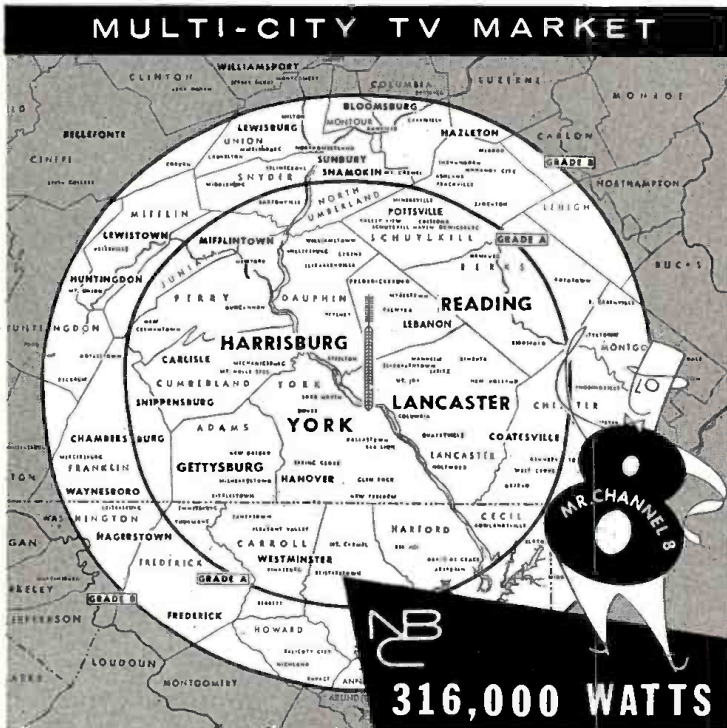
On the Go!

KTRK-TV abc HOUSTON

HOUSTON YACHT CLUB



symbols of good fortune



Good fortune for advertisers resides in the remarkable 19% color penetration\* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

\*This statistic is based on June 1966 Nielsen 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-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.  
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

## Keener than the ear

Problem of how to measure "loudness" on television and radio—which must be solved before effective steps can be taken to eliminate unwanted loudness—may be on way to solution. All member countries of International Consultative Committee on Radio (CCIR) of International Telecommunication Union are working on it, and West Germans may have scored breakthrough. They say they have developed meter that can measure loudness of particular passages. No such instrument is now on market.

*Paper describing West Germans' work is available to all CCIR members, and it's expected that engineers at U. S. networks who have been working on problem will check out proposal. Other countries have also reported work on so-called loudness meters. Loudness problem is discussed in U. S. mainly in terms of commercials. But in European countries, where commercials play smaller part in broadcasting, concern is expressed over difference in loudness between, say, announcer's voice and music that precedes or follows.*

## Both sides of its mouth?

What Ford Foundation spokesmen have been saying publicly in plumping for support of Ford plan for free ride by satellite for "noncommercial" television on back of commercial TV differs widely from their inside lobbying in which they reportedly crack commercial TV between the eyes as "corrupting" force. McGeorge Bundy, Ford Foundation president, and Fred Friendly, former president of CBS News and architect of Ford satellite "model," have been meeting privately with government leaders, educators, newspaper executives (notably *New York Times*) as well as Comsat in seeking to further project.

*One report, from usually unimpeachable source, was that at recent meeting with top newspaper group, Mr. Bundy espoused Ford proposal as means of countering "debasement effect" of commercial TV and said that commercial TV actually lowers American values as against "elevating influence" non-commercial service would provide. Reportedly cited as reason for "evil" is commercial broadcasters' obsession with profits and "crass overcommercialism of the networks." This theory, however, isn't expounded publicly, it's*

# CLOSED CIRCUIT

*conjectured, because it's feared it would arouse opposition, including that substantial portion of press in TV station ownership.*

## Unaligned reps

Station reps trying to settle on policy statement for Station Representatives Association on multi-product, multi-company TV commercials appear to have reached impasse, at least temporarily. Statement had been drafted but at final review session, it's reported, so many different ideas and viewpoints were exchanged regarding both language and scope that efforts to reach agreement were finally postponed. One part of statement not subject to serious disagreement, according to insiders, was passage praising TV networks' stand against these commercials (CLOSED CIRCUIT, Aug. 29).

## The pinch

FCC's money problems, aggravated by congressional cut of \$181,500 in its budget request, may be accentuated with another \$100,000 loss. Funds for agency's emergency planning-defense operations, which are allocated by Office of Emergency Planning, so far haven't been allocated and may force cutback in other operations.

*FCC received overall appropriation of \$17,338,500 for new fiscal year—same as last year—but it's forced to absorb increases in government salary scale out of budget. Degree to which FCC can build task force to expedite CATV regulation under attorney Sol Schildhouse will depend in large measure whether emergency defense funds are forthcoming, it's understood.*

## Big decision

Whether CBS Inc., in its quest for properties, will seriously entertain acquisition of beleaguered Curtis Publishing Co. may not be known for several months. It may take that long to determine whether it would be economically prudent and just how Curtis's tax loss carryforward (estimated at between \$45 and \$55 million) might be used to CBS Inc.'s benefit. CBS officially is silent on Curtis, except to include it among dozens of enterprises being studied.

*But there is latent interest in pub-*

*lishing on part of CBS, whether it be Curtis, newspaper group (like Hearst) or business paper publishers (like McGraw-Hill). Whatever emerges, if anything, CBS must be parent, in essence meaning that William S. Paley, CBS chairman, will retain that status both corporately and in ultimate stock ownership. Least likely, it's thought, is Curtis prospect.*

## Field branches out









Field Communications Corp., operator of UHF station WFLD(TV) Chicago, is set to expand TV program syndication through agreement effective Sept. 1 with Cardinal Programs Inc., Hollywood. Deal will give Field full distribution rights to all of Cardinal's properties, including half-hour color series, *Adventure Calls* and *Hawaii Calls*. Ed Simmell, executive vice president of Cardinal Programs under former set-up, is slated to become general manager of Field's syndication arm, with headquarters in Hollywood.

## Softening line

Biggest obstacle to Schine Enterprises' proposed sale of its WPTZ Albany, N. Y., appears on verge of dissolving. Hearing on station's license-renewal application has raised question whether Schine would have license to assign to proposed buyer, Reality Equities. Issues involve nine-year-old criminal contempt conviction of Schine principals. However, initial decision would grant one-year renewal, to permit Schine to sell station. (Examiner, Sol Schildhouse, would not be reluctant to grant full-term renewal either [BROADCASTING, July 25]). And commission's Broadcast Bureau staff, it's now understood, has made at least tentative decision not to oppose initial decision. Bureau's position won't be firmed up until incoming Bureau Chief George Smith reviews case.

*Decision not to seek reversal, if it sticks, would be unusual on part of bureau, which normally takes hard line. However, Schine case may be part of trend. In two other hearing matters in past few months bureau did not file exceptions to initial decisions that favored applicants.*

# Fill in the FIRST NAME

 <p><b>PIKES PEAK</b> American general and explorer. Pikes Peak named in his honor.</p> <p>_____ <b>PIKE</b> 1779-1813</p>	 <p><b>COLT 45</b> American inventor. U.S. patent for revolver issued 1836.</p> <p>_____ <b>COLT</b> 1814-1862</p>	 <p><b>SHRAPNEL</b> English artillery officer. Invented shrapnel shell.</p> <p>_____ <b>SHRAPNEL</b> 1761-1842</p>
 <p><b>ZEPPELIN</b> German soldier and aircraft designer. Served in American Civil War.</p> <p>_____ <b>ZEPPELIN</b> 1838-1917</p>	<p><b>WIBBAGE NAME GAME</b></p>	 <p><b>BLOOMER</b> American social reformer concerned with education, woman's suffrage.</p> <p>_____ <b>BLOOMER</b> 1818-1894</p>
 <p><b>LOGAN CIRCLE</b> Irish-born secretary to William Penn. Mayor of Philadelphia.</p> <p>_____ <b>LOGAN</b> 1674-1751</p>	 <p><b>BUNSEN BURNER</b> German chemist and scientist. Invented Bunsen Burner, Bunsen Cell.</p> <p>_____ <b>BUNSEN</b> 1811-1899</p>	 <p><b>GRAHAM CRACKER</b> American temperance and health food advocate.</p> <p>_____ <b>GRAHAM</b> 1794-1851</p>

## Practically everybody calls us by our first name—WIBBAGE

*Especially advertisers!* Campaigns click on WIBBAGE • Radio 99, FIRST NAME in Philadelphia radio. MORE people . . . in MORE homes listen to WIBG than any other Philadelphia radio station.\* Must be the music . . . or personalities . . . or the games we play.

Zebulon Montgomery Pike • Samuel Colt • Henry Shrapnel • Count Ferdinand von Zeppelin • Sylvester Graham • Amelia Bloomer • James Logan • Robert Wilhelm Bunsen



# WIBG Radio 99

\*All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—April-June, 1966; Share of Audience—Total Rated Time Periods, HOOPER—April-June, 1966

# WEEK IN BRIEF

Networks prepare for most extensive, expensive pre-season promotion campaign in history. Estimates point to promotional costs above \$3.3 million, about 10-15% higher than last year. Color boosts costs. See . . .

## FALL PROMOTION . . . 27

Spot-TV advertising registers record second quarter as gross billings rise 4.6% to \$313.6 million. Automobile advertisers pace advance. Six months' figures of \$603.8 million, up 15.4% over last year, also set new high. See . . .

## RECORD QUARTER . . . 34

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## COLOR AD BOOM . . . 40

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## THREE-WAY FIGHT . . . 49

ETV's network's interview of FCC Chairman Hyde turns into debate of commission programming policy, with 'Washington Post' critic. Chairman defends commission policy against criticism from Laurent on live program. See . . .

## CHAIRMAN AND CRITIC . . . 62

Dialogue on financing of ETV grows as Comsat submits new proposal, Ford Foundation meets with networks on its plan. Comsat plan suggests satellite user-tax to benefit ETV, but raises authorized-user controversy again. See . . .

## PIE IN THE SKY . . . 45

Crashes involving Los Angeles, Washington radio-station helicopters claim seven lives, including each station's traffic reporter. 'Captain Max,' of KMPC, and Marie McDonald of WWDC perish in crashes. See . . .

## RADIO COPTERS CRASH . . . 64

Experimental radio station on Isle of Man may provide guidelines for possible British local commercial radio. Some 100 firms hopeful of getting license anxiously await results, change in government policies. See . . .

## BRITISH TEST TUBE . . . 72

Post-mortem of NBC crime report reveals mixed reaction. Special achieved some success in ratings, but critics claim it was anti-Italian, distorted. Advertisers also shunned \$500,000, three-and-a-half-hour program. See . . .

## DID CRIME PAY? . . . 62

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## Broadcasting

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WNBC-TV—NEW YORK

ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to "Poverty is People," "New York Illustrated" series.
ACADEMY OF TELEVISION ARTS AND SCIENCES BOARD OF GOVERNORS EMMY AWARD to Dorothy Gordon, moderator of "Youth Forum."
ACADEMY OF TELEVISION ARTS AND SCIENCES BOARD OF GOVERNORS AWARD for "Racial Hell" series.
WOMAN OF THE YEAR, THE UTILITY CLUB, INC. to Dorothy Gordon, moderator of "Youth Forum."
HALLMARK CITATION FROM FUTURE JOURNALISTS OF AMERICA, SCHOOL OF JOURNALISM, U. OF OKLAHOMA to Dorothy Gordon, moderator of "Youth Forum."
AMERICAN RED CROSS IN GREATER NEW YORK to Theodore H. Walworth Jr., Vice President and General Manager.
CERTIFICATE OF APPRECIATION FROM THE CITY OF NEW YORK to Robert Howard, Station Manager.
CERTIFICATE OF APPRECIATION FROM THE CITY OF NEW YORK to Dorothy Gordon, moderator of "Youth Forum."
CERTIFICATE OF APPRECIATION FROM THE SAVE THE CHILDREN FOUNDATION.
CERTIFICATE OF APPRECIATION FROM THE U.S. COAST GUARD.
EQUITABLE SAVINGS & LOAN ASSOCIATION.
4TH ANNUAL JOURNALIST ACHIEVEMENT AWARD to "Direct Line" series.
FREEDOM FOUNDATION AWARD for "Our Legal Profile-Bill of Rights."
NEW YORK DEADLINE CLUB SIGMA DELTA CHI AWARD for "Light Across the Shadow."
GABRIEL AWARD FROM THE CATHOLIC BROADCASTERS ASSOCIATION.
CERTIFICATE OF APPRECIATION, MARCH OF DIMES OF GREATER NEW YORK DISTINGUISHED AND EXCEPTIONAL SERVICE AWARD FROM THE CITY OF NEW YORK to WNBC-TV and Dorothy Gordon, moderator of "Youth Forum."
SPECIAL AWARD FROM FAIRLEIGH DICKINSON UNIVERSITY to Dorothy Gordon, moderator of "Youth Forum."
SPECIAL AWARD FROM FAIRLEIGH DICKINSON UNIVERSITY to Theodore H. Walworth, Jr., Vice President and General Manager.
MERITOUS PUBLIC SERVICE AWARD FROM THE INTERNAL REVENUE SERVICE to the "Direct Line" series.
CERTIFICATE OF MERIT FROM THE AMERICAN BAR ASSOCIATION for "Our Legal Profile" series.
VIGILANT PATRIOT AWARD for "Communism: Evolution of a Revolution" and "Youth Forum" program, "This! A Small Nation Challenges Communism."
RADIO AND TV AWARD OF SIGMA DELTA CHI to "Poverty is People" of the "New York Illustrated" series.
SPECIAL CERTIFICATE OF RECOGNITION FROM NATIONAL CONFERENCE OF CHRISTIANS AND JEWS to "Andy A.M." of the New York Illustrated series.
CERTIFICATE OF APPRECIATION, MARCH OF DIMES OF GREATER NEW YORK to Basiloh Jara, Public Service Coordinator.
WMAQ-TV—CHICAGO
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for "Sunday Night Specials."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for "Mission: Chicago, Sunday Night Special."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to "The First Television War."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to Gene Brees, Engineer, for fighting of "A Simple Girl."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for the design and development of a miniaturized self-contained mobile videotape unit.
UNITED STATES OF GOVERNOR'S CITATION to Henry Maule, Engineer, for technical achievement.

ACADEMY OF TELEVISION ARTS AND SCIENCES PRESIDENTIAL CITATION to Robert Lamson, Vice President and General Manager, for recognition of service as Chapter President.
ILLINOIS STATE MEDICAL SOCIETY AWARD for the outstanding medical documentary "Monday's Child."
ILLINOIS ASSOCIATED PRESS AWARD to Len O'Connor for editorial coverage.
ILLINOIS ASSOCIATED PRESS AWARD for "The Man From Peikin."
ILLINOIS ASSOCIATED PRESS AWARD for coverage of the riot at the Chicago House of Correction.
ILLINOIS ASSOCIATED PRESS AWARD to Everett Mitchell for his farm program.

KNBC—LOS ANGELES

ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for outstanding documentary program "Out of the Ashes."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to Bob Wright, newsmen, for "Out of the Ashes."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for Public Affairs Excellence to KNBC's "College Report."
ACADEMY OF TELEVISION ARTS AND SCIENCES CERTIFICATE to KNBC's newsmen, cameramen and soundmen for bravery and resourcefulness in news coverage during the Watts Riots.
ACADEMY OF TELEVISION ARTS AND SCIENCES BOARD OF GOVERNORS AWARD to Theodore H. Walworth, Vice President and General Manager.
COLUMBIA UNIVERSITY AWARD OF MERIT FOR COMMERCIAL FILM to "The Last Out."
NATIONAL MULTIPLE SCLEROSIS SOCIETY CITATION OF MERIT for distinguished service to our fellow Americans who suffer with multiple Sclerosis.
CALIFORNIA TEACHERS ASSOCIATION GOLDEN APPLE AWARD to Bob Wright, newsmen.
CHRISTIAN BELL ASSOCIATION CERTIFICATE OF APPRECIATION for Public Service.
CARDONA CLUB UNITY AWARD for Documentary Program "Out of the Ashes."
CALIFORNIA FEDERATION OF WOMEN'S CLUBS CERTIFICATE OF MERIT for Public Service documentaries.
AMERICAN ALUMNI COUNCIL CERTIFICATE OF COMMENDATION to "College Report."
THE LOS ANGELES COUNTY HEART ASSOCIATION AWARD OF MERIT to Tom Frandsen.
NATIONAL CONFERENCE OF CHRISTIANS AND JEWS BROTHERHOOD AWARD OF MERIT for Contributions that bring us nearer the goal of the Brotherhood of Man under the Fatherhood of God.
NATIONAL CONFERENCE OF CHRISTIANS AND JEWS MASS MEDIA AWARD for outstanding contributions to better human relations and the cause of brotherhood.
INGLEWOOD CHAMBER OF COMMERCE CERTIFICATE OF APPRECIATION to Tom Frandsen.
UNITED STATES CONFERENCE OF MAYORS AWARD for outstanding contributions to the field of Community Service.

CITY OF LOS ANGELES AND THE BOARD OF FIRE COMMISSIONERS CITATION OF MERIT for outstanding Public Service on the "Agriculture, U.S.A." program.
INDEPENDENT COLLEGE FUND OF AMERICA, INC AWARD for distinguished service.
FRANCHISE TAX BOARD, STATE OF CALIFORNIA AWARD for assistance in acquainting the layperson with their responsibilities.
RADIO AND NEWS ASSOCIATION OF SOUTHERN CALIFORNIA AWARD for consistent excellence in team reporting of news.
LOS ANGELES TEACHERS ASSOCIATION AWARD for outstanding coverage of education news, issues and activities by a television station.
U.S. ARMY (LOS ANGELES CHAPTER) CERTIFICATE OF MERIT for excellence in reporting military affairs.
COUNTY OF LOS ANGELES/BOARD OF SUPERVISORS AND THE COMMISSION OF HUMAN RELATIONS CERTIFICATE OF COMMENDATION for outstanding service to the community.
CHILDREN'S ASTHMA RESEARCH INSTITUTE AND HOSPITAL AWARD to Tom Frandsen.
CHILDREN'S ASTHMA RESEARCH INSTITUTE AND HOSPITAL AWARD to Howard Sturm, Manager, Public Affairs.
AMERICAN FILM FESTIVAL AWARD for "Stripes," a segment of the "College Report" series.
COUNTY OF LOS ANGELES/BOARD OF SUPERVISORS AWARD for the special "Battle of the Bands."
THE MAYOR AND THE CITY COUNCIL OF LOS ANGELES AWARD for outstanding community service.

INTERNATIONAL FILM AND TV FESTIVAL OF NEW YORK, THE SILVER AWARD for "Polonaise Concept."
CERTIFICATE OF APPRECIATION FROM MARCH OF DIMES for contribution to the annual drive.
D.C. SOCIETY FOR CHIPPED CHILDREN CERTIFICATE OF APPRECIATION for contribution to Easter Seal Drive.
THE DISTRICT OF COLUMBIA TUBERCULOSIS ASSOCIATION CERTIFICATE for generous voluntary help given toward the association's effort to help eliminate tuberculosis.
FREEDOMS FOUNDATION AWARD GEORGE WASHINGTON HONOR MEDAL for "The Early Light of Dawn."
AVIATION/SPACE WRITERS ASSOCIATION AWARD for Excellent Broadcast "The Space Probers" to John Davern, Producer.
A.A.U.W. METROPOLITAN AREA MASS MEDIA AWARD for contribution to national and international affairs for "A Moment With."
A.A.U.W. METROPOLITAN AREA MASS MEDIA AWARD for Best Educational Program to "It's Academic."
A.A.U.W. METROPOLITAN AREA MASS MEDIA AWARD for Excellent Educational Series "The Georgetown University Forum."
UNITED GIVERS FUND CERTIFICATE OF ACHIEVEMENT for outstanding participation in annual QF campaign.
RADIO FREE EUROPE CERTIFICATE OF MERIT for outstanding Public Service.

WKYC-TV—CLEVELAND

GABRIEL AWARD FROM THE CATHOLIC BROADCASTERS' ASSOCIATION to Arthur Watson, Vice President and General Manager for "I'll Never Get Her Back," of the "Montage" series.
GOODWILL INDUSTRIES AWARD for generous support of Goodwill Industries vocational program.
SALVATION ARMY AWARD to John Schimpf for a distinguished service in its centennial year.
CUYAHOGA COUNTY AWARD to Richard Trembath, Public Affairs Director for service given to children.
RICHMOND HEIGHTS HIGH SCHOOL AWARD to John Schimpf for outstanding proficiency in The Kiwanis Career Days.
JUNIOR ACHIEVEMENT PUBLIC RELATIONS AWARD to John Schimpf for recognition of excellence in the promotion of an outstanding Junior Achievement Week.
JUNIOR ACHIEVEMENT PUBLIC RELATIONS AWARD to Ray Lawrence for recognition of excellence in the promotion of an outstanding Junior Achievement Week.
JUNIOR ACHIEVEMENT PUBLIC RELATIONS AWARD to Richard Trembath for recognition of excellence in the promotion of an outstanding Junior Achievement Week.
CUYAHOGA COUNTY AWARD for service given to children in the custody of the Division of Child Welfare.
BOY SCOUTS OF AMERICA AWARD to Noel Van Ellis, Station Manager in recognition of service to boys.
UNITED STATES ARMY AWARD for outstanding contributions to the United States Army Recruiting Service.
PRESS CLUB OF CLEVELAND BEST OF INDUSTRY AWARD to Arthur Watson, Vice President and General Manager for "Montage," (chosen as one of the best locally produced programs in Cleveland.
NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION—NEWS DOCUMENTARY AWARD to Dennis Goulter, Cameraman for "Montage."
UNITED STATES NAVY AWARD for outstanding public-spirited cooperation with the Navy Recruiting Service.
GOODWILL INDUSTRIES GREATER CLEVELAND WORKSHOP FOR THE HANDICAPPED Award to John Schimpf for generous support of Goodwill's Vocational Rehabilitation Program.
MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA AWARD to Clay Conroy for distinguished public service in the fight against Muscular Dystrophy.
THE SALVATION ARMY AWARD for service to the Salvation Army during their celebration of a "Century of Service to God and Man."

WRC-TV—WASHINGTON

ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for "A View From Casocin."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for "The President's Day."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD for "The Space Probers."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to Ray Scherer for Performance "The President's Day."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to Jim Stuppion for Performance "The Last Out."
ACADEMY OF TELEVISION ARTS AND SCIENCES EMMY AWARD to David Van Sosthen for Writing "The Last Out."
A.A.U.W. METROPOLITAN AREA MASS MEDIA AWARD for contribution to national and world affairs "A Moment With."
A.A.U.W. METROPOLITAN AREA MASS MEDIA AWARD for Best Educational Program, "It's Academic."
LETTER OF COMMENDATION FROM COLUMBIA LIGHTHOUSE FOR THE BLIND for assistance to cause of the blind.
DEPARTMENT OF DEFENSE CERTIFICATE OF COMMENDATION for outstanding leadership in Civil Defense.

Take Away Our 122 Awards And What Have We Got?

We've still got the programs that won the awards. And in New York, Washington, Cleveland, Chicago, and Los Angeles, those are the programs worth having.
The NBC Owned Station in each of these five cities stands alone in the community in its range and diversity of programming, and in its initiative at covering commu-

nity activities. Viewers in all five cities know it. Sponsors also know it. Moreover, so do the judging panels of 80 different award-giving organizations.
This past year, they gave programs and personnel of the NBC Owned Stations a total of 122 awards (including 23 Emmys). Although we program for people,

not prizes, such recognition is gratifying indeed, and we are proud to acknowledge this unprecedented total of public honors and citations.
And, incidentally, we have absolutely no intention of letting anybody take them away.





## Nielsen forces Sparger to eat his words

### CONSENT ORDER FILED FRIDAY IN FEDERAL COURT

A. C. Nielsen Co.'s suit for \$1.5 million against Rex Sparger ended dramatically Friday (Sept. 2) when consent order signed by Mr. Sparger was filed in federal court in Oklahoma City. In order, Mr. Sparger virtually conceded charges he illegally attempted to distort Nielsen ratings of *Carol Channing Show* last February.

In return, Nielsen dismissed claim for punitive damages against Mr. Sparger, one-time congressional investigator in House ratings investigation in 1961-63.

Order, entered late Friday by U. S. District Judge Luther Urbanks, had Mr. Sparger acknowledging that he "improperly and illegally" obtained names and addresses of Nielsen homes, that he attempted to distort Channing show "for purpose of obtaining financial enrichment," that Nielsen's security system was adequate to detect attempted rigging, that attempt to influence ratings of *Bewitched*, *Orange Bowl Parade* and *Bob Hope Vietnam Christmas Special* failed because Sparger did not have correct names and addresses of Nielsen homes.

Order enjoins Mr. Sparger, and wife, Mrs. Yvonne Sparger and friend, Nelson Brittan, from among other things:

- Obtaining, disclosing or using in any manner names, addresses of Nielsen homes, supervisors, fieldmen—except to duly constituted authorities;

- Influencing or attempting to influence TV viewing in Nielsen homes. This does not preclude Mr. Sparger from engaging in business of attempting to influence TV viewing generally.

- Making any false, libelous, slanderous or malicious statements about Nielsen or its research or business.

- Writing or publishing book or articles on TV referring directly or indirectly to Nielsen and its business without submitting manuscript before publication to Ernst & Ernst, New York certified public accounting firm, or other party agreeable to both Nielsen and Mr. Sparger, for review and deletion of any "false or libelous statements" concerning Nielsen or its business. Ernst & Ernst was chosen, it's understood, because it is official auditor for Broadcasting Rating Council.

Consent order also requires Mr. Sparger to deliver to Nielsen within ten days records and other documents containing list of names and addresses of Nielsen homes, fieldmen "or other trade secrets."

Because case never came to trial, court costs are expected to be nominal and must be borne by each party. Each party must also pay attorneys' fees plus other costs involved in investigations, depositions, etc.

During course of case, instituted last March (BROADCASTING, March 28), Nielsen investigation unearthed \$4,000 check from Charles Lowe to Mr. Sparger (BROADCASTING, July 11). Mr. Lowe, who is Miss Channing's husband, produced Channing show.

Mr. Sparger claimed he attempted to rig Channing and other TV shows in order to gain material for book he was writing. Book was to show how easy it is to influence TV viewing, he said then, and to expose weight given to program ratings by TV industry.

In consent order Mr. Sparger explicitly recants first part of his defense; the stipulation contains these words: "Sparger's claim that Nielsen's NTI could be distorted without detection by Nielsen was not true."

## Observes anniversary with dividend payment

For first time in four years, 10 stockholder radio stations in Intermountain network were paid dividend. It amounted to 20% of holdings.

Action took place at three-day 25th anniversary meeting of regional radio network held in Salt Lake City, which concluded on Friday (Sept. 2). Meeting was attended by 65 of 66 Intermountain Network Affiliate stations and by 11 other non-affiliate stations represented by network.

Highlight of affair was luncheon hosted by Intermountain and attended by 575 cultural and business leaders of Rocky Mountain region including governors of Arizona, Montana, Wyoming, Idaho, New Mexico, Colorado and Utah. Charles Kimball, Midwest Research Institute president was luncheon speaker.

## WWDC to fly again

As Federal investigators examined wreckage of Washington radio station wwdc's helicopter in which traffic reporter Marie McDonald died (see page 64), station's chief said it would resume helicopter traffic reports Tuesday

(Sept. 6).

General manager Ben Strouse said John Harter, who has been on station's news staff since 1962 and substituted for Miss McDonald when she was absent, will assume traffic duties.

## CATV reporting form readied for issuance

Information-reporting from CATV's will be required to file with FCC under commission's CATV rules are expected to be in mail by Oct. 1 to all systems known to commission.

Form has been approved by commission and cleared by Bureau of Budget. It has also been checked with officials of National Association of Broadcasters and National Community Television Association.

Systems which are not known to commission and which, consequently, don't receive form in mail, will be expected to obtain copy.

Document is being printed in quantity. Commission expects to publish it in *Federal Register* and have copies in mail at same time. Systems will have 30 days in which to reply.

Form poses same questions as those in document submitted to commission for approval in July (BROADCASTING, July 11). It asks for name, community, number of customers served and stations carried on cable. It also asks kinds of service provided besides television—FM, program origination, among others.

Systems in top-100 markets are asked to state number of subscribers they

## Phone and CATV lines

Latest wrinkle in telephone equipment is combination drop-off line to phone-subscriber households that contains both telephone wires and coaxial cable for CATV, or for any other service requiring broad-band capability.

Special cable is being made by Brand Rex Division of American Enka Corp., at Willimantic, Conn. Officials there decline to indicate how sales are going, but sources in telephone circles confirm that product has aroused interest, especially among independent telephone companies that are in, or plan to go into, CATV.

had as of Feb. 15, effective date of rule barring expansion of systems in major markets without FCC permission.

Systems with more than 500 subscribers or in communities of more than 5,000 will also be asked for additional information on their owners, officers, directors and holders of 5% or more interest in company. This will include data on holdings in broadcasting, communications common carriers, other CATV's or in companies manufacturing communications equipment.

Commission also wants to know whether any of their officers, directors or 5% stockholders have been convicted of felony within past 10 years and whether they are U. S. citizens.

## WNBH-AM-FM sale okayed by FCC to Hall Syndicate

Sale of WNBH-AM-FM New Bedford, Mass., by E. Anthony & Sons Inc. to Hall Syndicate, New York, for \$507,500 subject to adjustment was announced last Friday (Sept. 2).

Hall Syndicate, major newspaper syndication firm, is licensee of WMMW Meridian and WICH Norwich, both Connecticut. Robert M. Hall is 100% owner of company.

WNBH founded in 1921 and owned by Anthony since 1934, operates full-time on 1340 kc with 1 kw day and 250 w night. WNBH-FM began operation in 1946 on 98.1 mc with 20 k.

In January 1966, WNBH-AM-FM and WOCB-AM-FM Yarmouth, Mass., also owned by Anthony, were sold to Otta-way Stations Inc., but because of overlap problem between two stations, only WOCB sale was approved.

## RCA pays dividends

RCA on Friday (Sept. 2) declared dividend of 20 cents per share on common stock of company, payable Oct. 24 to holders of record at close of business Sept. 16. RCA board also declared dividend of 87½ cents per share on cumulative first preferred stock for period Oct. 1-Dec. 31, to holders of such stock at close of business Dec. 16.

## Fines for tardiness

Twenty-eight radio stations in Pennsylvania, Delaware and Kentucky are subject to fines between \$25 and \$200 for late filing of their license-renewal applications.

Two stations are liable for \$200 fines for being 60 to 90 days tardy: five for \$100 fines for being 16 to 60 days late, and 21 stations for \$25 fines for tardiness of up to 15 days.

Commission in June began practice of fining stations for late filing in

## WEEK'S HEADLINER



Mr. Silverbach

Alan Silverbach, VP in charge of international and domestic syndication, 20th Century Fox Television, joins Screen Gems International as VP and director of sales, effective Sept. 12, (CLOSED CIRCUIT, Aug. 22). Mr. Silverbach originally joined 20th Century Fox Films International Corp. in 1946 as sales executive in feature films division.

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

effort to speed commission processing of several hundred renewal applications filed every two months. Stations have 30 days to pay fines or contest.

## Visual is going public; registers 180,000 shares

Visual Electronics Corp., New York, producer and supplier of electronics equipment to broadcasting industry, has filed with Securities & Exchange Commission looking toward public offering of 180,000 shares of common stock.

Proceeds would be used by Visual to increase working capital and retire company's 6½% debentures. At completion of offering public shares would represent approximately 17% of equity.

Maximum filing price has been set at \$11 per share. It's expected that registration of stock might be completed by end of this month.

Officers and directors of Visual, led by President James Tharpe, own approximately 35% of company's outstanding common shares.

In last fiscal year ended March 31 Visual reported sales of \$6,880,000 and after-tax earnings of \$434,874, equivalent to 56 cents per common share.

Francis I. Dupont, A. C. Allyn heads underwriters.

## Duke honored

Vernon J. Duke, recently retired senior project engineer after 37 years with NBC during which time he was associated with key broadcasting developments, has been selected to receive 1966 Herbert T. Kalmus gold medal award presented by Society of Motion Picture and Television Engineers to honor his contribution in color film development.

## All's well in Austin; Luci and Pat have CATV

President Johnson may have lost a daughter when Luci married Pat Nugent last month, but it turned out Johnson family CATV operation in Austin, Tex., gained new subscriber in process.

When young Nugents moved into their duplex apartment in Austin, one of first things they did, after going shopping for \$30.13 worth of groceries, was to have electricians hook up CATV cable in new home. Bride and groom, through Capital Cable Co., will be able to receive programs from 10 channels on TV set.

Austin has only three TV stations but CATV also transmits programs from Waco, Temple and San Antonio stations.

Nugent residence is also guarded by concealed closed-circuit TV cameras and Secret Service men. Three closed-circuit cameras, lenses barely visible in wooden containers matching duplex's trim, were installed before couple arrived from honeymoon trip and are trained on front, side and back yards.

## Original color dramas are set for prime time

Drama festival of five one-hour original plays in color are planned for telecast on NBC-TV in prime-time periods, preempting regular shows, during week of April 17, 1967.

Producer David Susskind of Talent Associates reported Friday (Sept. 2) that project is "well along its way." He said he had proposed idea to Fred Papert, board chairman of Papert, Koenig, Lois, who endorsed it and gained tentative agreement from two advertisers, Xerox Corp. and Celanese Corp. Third client is being sought, Mr. Susskind said, and may be announced by next week. Each advertiser would pay about \$1 million for production and time.

Dramas would be produced in New York, Mr. Susskind said, and he has already commissioned some playwrights for project.

## Fitzgibbons dies

John J. Fitzgibbons, 76, board chairman and former president of Famous Players Canadian Corp., Toronto, died Aug. 31 in nursing home in Tarrytown, N. Y. Famous Players operates theaters, TV stations and community antenna systems in Canada and for several years ran pay-TV experiment in West Toronto using Paramount's International Telemeter System. Mr. Fitzgibbons changed his residence from Toronto to Scarsdale, N. Y., in 1963.

# "The best Westerns are those with the best stars"

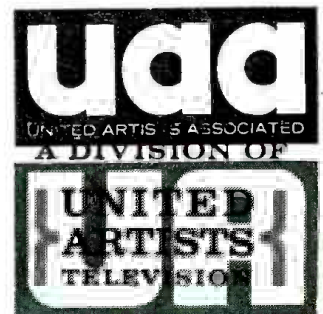
SPONSOR, May 30, 1966



## 142 HOURS 28 MINUTES OF WESTERNS FROM

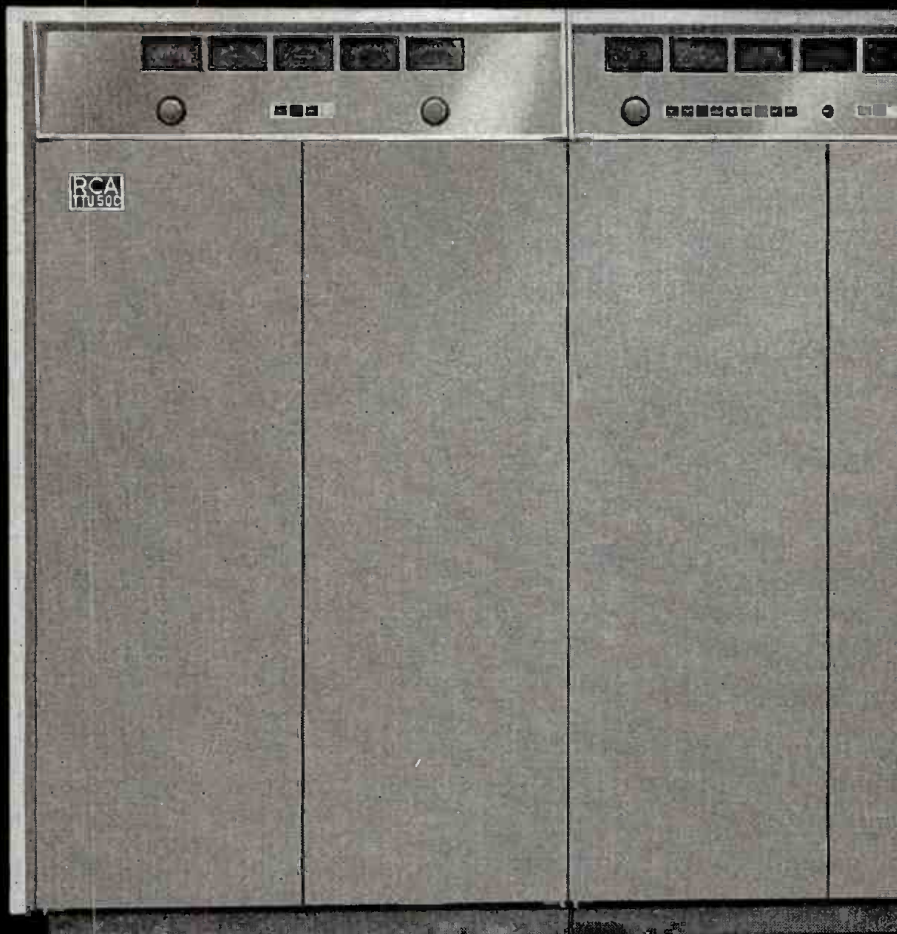
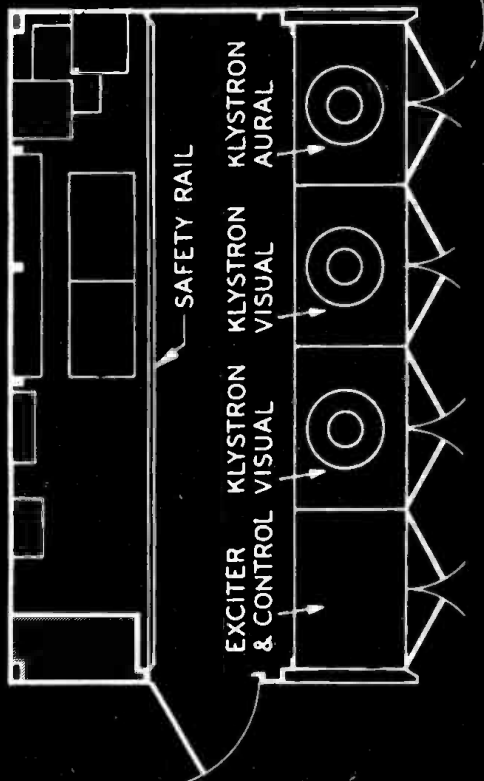
UAA's Westerns from Warner and RKO have "the best stars"... John Wayne, "Bogie", Errol Flynn, Jane Russell, James Cagney, Joel McCrea, Kirk Douglas, Barbara Stanwyck, Claire Trevor, Ward Bond, Virginia Mayo and other top guns. The shooting's so good, many stations are renewing, to continue their success with UAA Western theatre strips, morning, afternoon, prime-time, late and late-late.

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# 55 KW UHF transmitter



## Diplexed Power Amplifiers...

Two separate visual power amplifiers in this new UHF Transmitter will mean it is never at a loss for power. One is always ready to back up the other thus providing a new high order of reliability for the transmitting plant. This is added assurance of uninterrupted operation.

### 2½ MILLION WATTS ERP

Combined with a TFU-46K antenna, this transmitter provides RCA's most powerful transmitter-antenna package, giving up to 2½ million watts, ERP.

### KLYSTRON POWERED

Its unique integral cavity vapor-cooled klystrons are

the same klystrons used in proven RCA 30KW transmitters. They offer high reliability and long life.

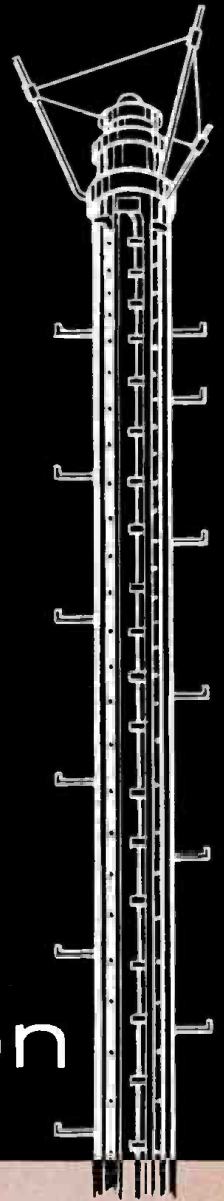
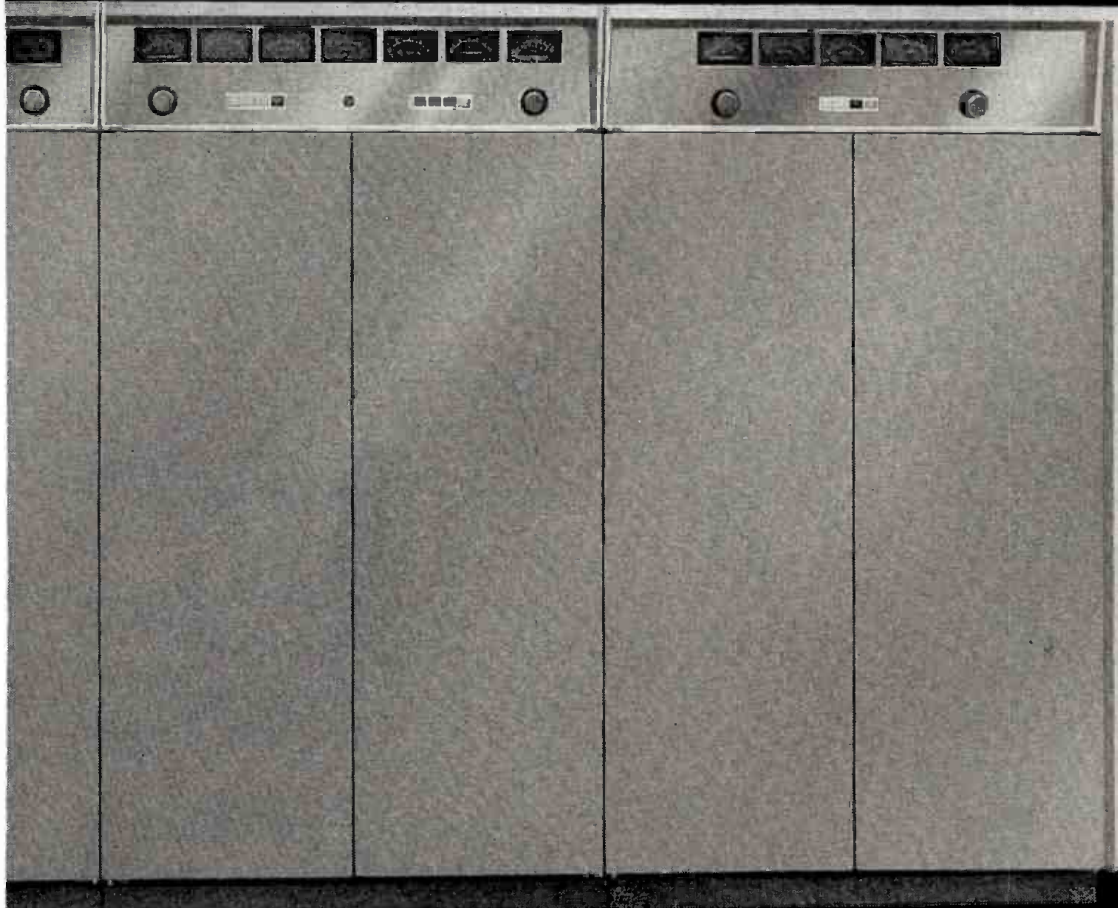
### VAPOR COOLED

Vapor cooling is better than water cooling. Volume for volume, vapor cooling is more efficient resulting in lower transmitter operating expenses.

### WALK-IN DESIGN

Walk-in cabinetry is not only an important factor in the reduced size of the TTU-50C, but also of value in speeding maintenance and reducing expense.

# for 2½ million watts ERP



## More Reliable Operation

### ANTENNA CHOICES

A choice of three antennas is offered... the TFU-46K, delivering a gain of 46 and up to 2½ million watts; the TFU-30J delivering a gain of 27 (vertical with 0.5 electrical beam tilt); the TFU-25G delivering a gain of 25.

*For more information, call your  
RCA Broadcast Representative.  
Or write to RCA Broadcast and  
Television Equipment, Bldg. 15-5,  
Camden, N.J.*

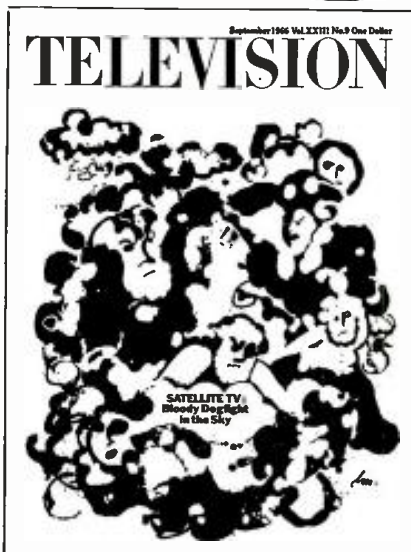
### OTHER UHF TRANSMITTERS

Also in this new line are the 30KW (with integral cavity, vapor cooled klystrons), a completely air cooled 10 KW, and a 2 KW that is easily expanded to a 10 KW.



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In September: Why satellite television has stirred up the biggest dogfight of the space age. Exclusive forecast of all the ratings of the new season. An inside look at the pivotal shows that all three networks are really counting on. And more. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036; (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

## DATEBOOK

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

■Indicates first or revised listing.

### SEPTEMBER

Sept. 6—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

■Sept. 7-10—Annual convention, Federal Bar Association. Copyright, regulatory and antitrust aspects of CATV is one of several sessions relating to broadcasting industry; panel discussion will hear Robert D. L'Heureux, National Community Television Association; Louis Nizer, New York attorney; Harry M. Plotkin, Washington attorney; Ernest W. Jennes, Washington attorney, and John L. Wilson, Department of Justice. Moderator will be Robert E. R. Huntley, Washington and Lee University, Lexington, Va. Program chairmen: Hilbert Slosberg, FCC; Morton W. Bachrach, Air Force. Other sessions will hear Marcus Cohn, Washington lawyer, on government dossiers and the right of privacy and John W. Chancellor, Voice of America, Statler Hilton hotel, Washington.

Sept. 8-10—6th district conference of the American Federation of Advertising. Speakers include Robert J. Coretz, retired senior vice president, Foote, Cone & Belding; Alex Franz, president, Alex Franz Agency, Chicago; Richard N. Murray, western manager, *Reader's Digest*, international editions; Charles A. Sweeny, director of the bureau of deceptive practices, Federal Trade Commission; Jo Foxworth, president and creative director, Calkins & Holden, New York; Dan Powers, director of public relations for the Greyhound Corp.; Gail Smith, general director of advertising and merchandising of the General Motors Corp.; and Kenneth Laird, chairman of the board, Tatham, Laird & Kudner, Chicago. Ramada Inn, Champaign, Ill.

Sept. 8-11—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters. Downtowner hotel, New Orleans.

Sept. 11-14—Fall election meeting, Pacific Northwest Community Television Association. Portland Hilton hotel, Portland, Ore.

Sept. 12—Meeting of the New York City chapter of the American Women in Radio and Television. Speaker will be Sir Hugh Greene, general director, British Broadcasting Corp. Hotel Pierre, New York.

■Sept. 13—Third Annual Brotherhood testimonial dinner for the National Conference of Christians and Jews, comprising members from the broadcasting, motion picture and recording industries of Hollywood. Robert

### NAB FALL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

### FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 12-13—Hilton Inn, Atlanta.

Sept. 26-27—Hyatt House (near San Francisco).

Sept. 29-30—Warwick hotel, Houston.

Oct. 6-7—Hilton Inn, Tarrytown, N. Y.

Oct. 10-11—Northland Inn, Detroit.

Oct. 13-14—Pheasant Run Lodge, Chicago.

O. Reynolds, KMPC Los Angeles, is general chairman. Beverly Wilshire hotel, Beverly Hills, Calif.

Sept. 14-15—National program committee meeting of the Educational Television Stations Program Service of the National Association of Educational Broadcasters. Indiana University, Bloomington, Ind.

Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 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.

Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters, Sebasco Lodge, Sebasco Estates.

Sept. 16-18 — Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.

Sept. 17-18—National executive committee meeting of the National Association of Educational Broadcasters. Georgetown Inn, Washington.

Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.

Sept. 19 — Annual stockholders meeting. Jerrold Corp. Fidelity-Philadelphia Trust Building, Philadelphia.

Sept. 19-20—Meeting of the national board or directors of the educational television stations of the National Association of Educational Broadcasters. Kenwood Country Club, Bethesda, Md.

Sept. 19-21 — General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

Sept. 20—Board meeting of the Broadcast Pioneers. 10 a.m., Barclay hotel, New York.

Sept. 20—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts.

Sept. 20-21—Executive committee, National Community Television Assn. Madison hotel, Washington.

Sept. 20-21—Thirteenth annual convention of the CBS Radio Affiliates Association. New York Hilton hotel, New York.

Sept. 22-24—Industrial TV Broadcast Symposium sponsored by the Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 23—"Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria hotel, New York.

Sept. 23-25 — Southern area conference of the American Women in Radio and Televi-



Photographed by Ken Whitmore for KRLA's "Sounds of the West" collection.

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Here

The Sandlot,  
The Saturday  
The Guys  
The Someday.  
And Someday's big game  
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**KRLA,**

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you want to get out of air-conditioning  
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sion. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 24—First statewide educational radio conference of the West Virginia Educational Broadcasting Authority. Buckhannon.

Sept. 26-28—"Wingspread Conference on Educational Radio as a National Resource"—a national educational radio seminar of the National Association of Educational Broadcasters. Johnson Foundation, Racine, Wis.

Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30 — A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Sept. 30-Oct. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.

■Sept. 30-Oct. 1—State sales clinic sponsored by the Montana Broadcasters Association. Lubrecht Forest, Missoula.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

**OCTOBER**

Oct. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

Oct. 3 — Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel, Chicago.

Oct. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

■Oct. 4-Nov. 29—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (Consecutive Tuesdays, excluding Election Day, Nov. 8). Chemical Bank & Trust Co., 59th Street & Madison Ave., New York.

Oct. 5—Twelfth annual conference of the Advertising Research Foundation. Morning session on research and the creative environment includes Roger Purdon, D'Arcy Advertising; Albert Shepard, Motivation Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles R. DeCarlo, International Business Machines, and panelists yet to be announced. Luncheon speaker: Sherwood Dodge, ARF president, with Paul E. J. Gerhold of J. Walter Thompson and ARF chairman, presiding. Afternoon session on budgeting strategy and media measurements includes James O. Peckham of A. C. Nielsen Co.; William S. Blair, Harper-Atlantic Sales Inc.; G. Maxwell Ule, consultant; Melvin A. Goldberg, John Blair & Co., and Peter Langhoff, American Research Bureau. Waldorf-Astoria hotel, New York.

■Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman,

**NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS**

Oct. 10—Plaza hotel, New York (Region 1).

Oct. 14—Marriott hotel, Dallas (Region 4).

Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas (Region 8).

Oct. 26—Raddison hotel, Minneapolis, (Region 6).

Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

president, Robert E. Eastman & Co. Stafford motor hotel, Tuscaloosa.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association. Ramada Inn, Jefferson City, Mo.

Oct. 10—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

■Oct. 13-14—Annual fall meeting and election of officers of Missouri Broadcasters Association. Ramada Inn, Jefferson City.

Oct. 13-14—Annual fall meeting and election of officers of Indiana Broadcasters Association. Marott hotel, Indianapolis.

Oct. 13-14—International Film & TV Festival of New York. Americana hotel, New York. Further details are available from Industrial Exhibitions Inc., 17 East 45th St., New York 17.

Oct. 14—Thirty-first annual convention of the Audio Engineering Society. Speakers on stereo broadcasting and reception include Harold L. Kassens, FCC; Arno M. Meyer, Belar Electronics Laboratory; Lawrence C. Middlekamp, FCC; Peter Onnigian, Jampro Antenna Co.; William S. Halstead, Multiplex Development Corp.; Richard W. Burden, Richard W. Burden Associates; and David N. Leonard, Steve T. Ou, and Jack H. Abernathy, all with Texas Instruments Inc. Barbizon Plaza hotel, New York.

Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 14-16—Western area conference of the American Women in Radio and Television. Olympic hotel, Seattle.

Oct. 15-24—MIFED, International Film, TV Film and Documentary Market, Milan, Italy.

Oct. 16-18 — Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

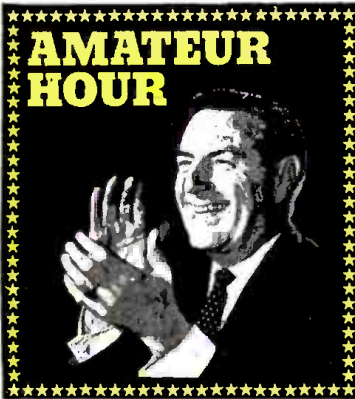
■Indicates first or revised listing.



The background of the entire image is a repeating pattern of bright yellow, five-pointed stars on a white background. The stars are scattered across the frame, creating a festive and eye-catching texture.

**YOU'LL SEE  
STARS  
THIS FALL  
ON CBS ©**

Sundays at 5:30 pm.



# AMATEUR HOUR

Mondays at 8 pm. New comedy.

Sundays at 7 pm.



# LASSIE

Mondays at 8:30 pm.

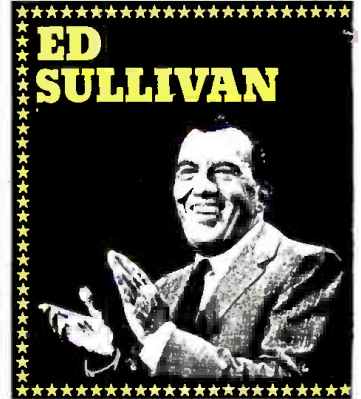
Sundays at 7:30 pm. New comedy.



# IT'S ABOUT TIME

Mondays at 9 pm.

Sundays at 8 pm.



# ED SULLIVAN

Mondays at 9:30 pm. New comedy.

# RUN, BUDDY, RUN



Tuesdays at 9:30 pm.

# THE LUCY SHOW



Wednesdays at 7:30 pm.

# ANDY GRIFFITH



Wednesdays at 8:30 pm.

# FAMILY AFFAIR



Wednesdays at 9 pm.

# PETTICOAT JUNCTION



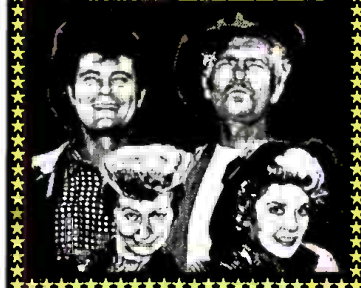
Thursdays at 9 pm.

# LOST IN SPACE



Fridays at 7:30 pm.

# BEVERLY HILLBILLIES



Fridays at 8:30 pm.

# GREEN ACRES



Fridays at 9 pm. New series.

# CBS THURSDAY NIGHT MOVIES



# THE WILD WILD WEST



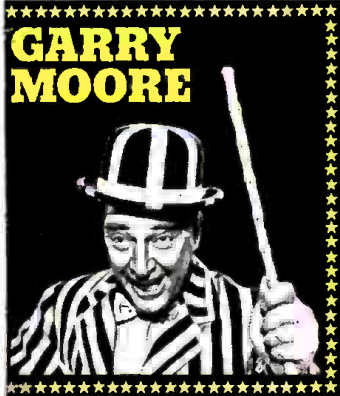
# HOGAN'S HEROES



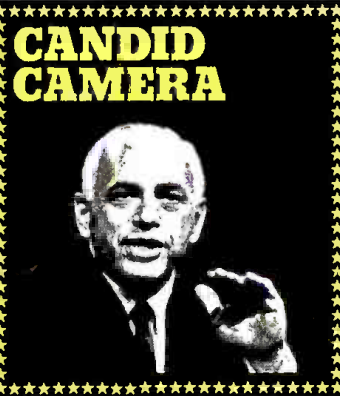
# CBS FRIDAY NIGHT MOVIES



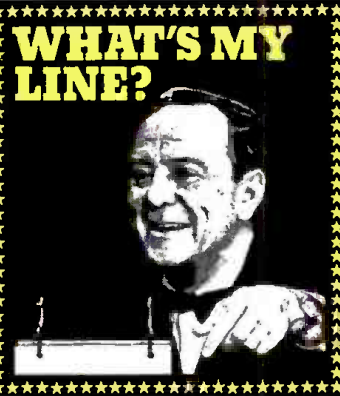
Sundays at 9 pm. New series.



Sundays at 10 pm.



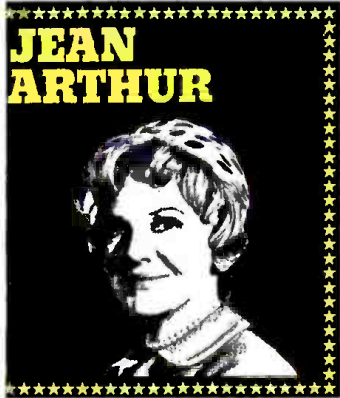
Sundays at 10:30 pm.



Mondays at 7:30 pm.



Mondays at 10 pm. New comedy.



Mondays at 10:30 pm.



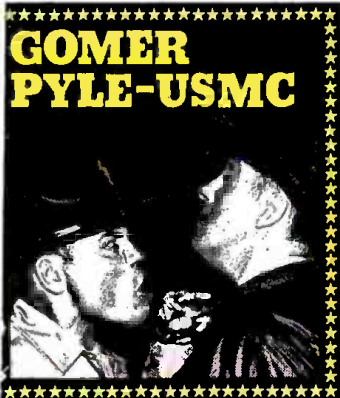
Tuesdays at 7:30 pm.



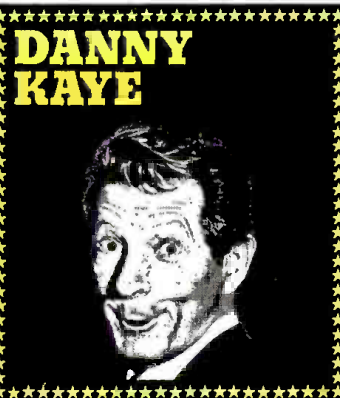
Tuesdays at 8:30 pm.



Wednesdays at 9:30 pm.



Wednesdays at 10 pm.



Thursdays, 7:30pm. New adventure.



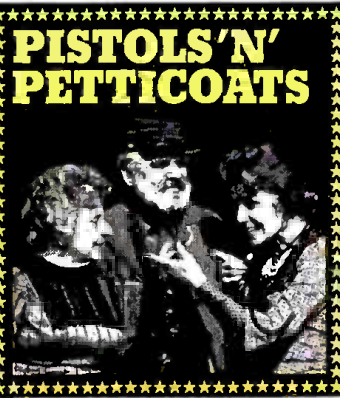
Thursdays at 8:30 pm.



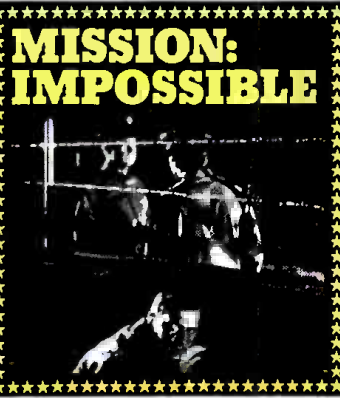
Saturdays at 7:30 pm.



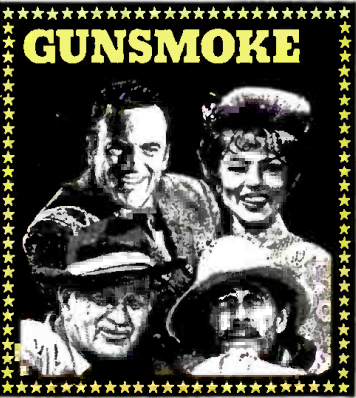
Saturdays at 8:30 pm. New comedy.



Saturdays at 9 pm. New adventure.



Saturdays at 10 pm.



**Starting Sunday, September 11,  
a brilliant new season bursts  
into view on the CBS Television  
Network...A season overflowing  
with excitement and variety...  
A season of memorable "specials"  
and inspiring performances  
by many of the greatest talents  
of the world of entertainment...  
A season of penetrating insights  
into the issues and events of our  
time. This year, more than ever  
before, the Network's viewers  
and advertisers will have going  
for them night after night the  
most rewarding programs in  
television - all in color!**



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# Broadcasting

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 TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

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**OPEN MIKE®****A tribute**

EDITOR: Since publication of my Mon-  
 day Memo (BROADCASTING, Aug. 15),  
 I have been receiving letters and tele-  
 phone calls from friends throughout  
 the broadcasting industry. It's a tribute  
 to the impact of your publication.—*Mel  
 R. Korn, president, J. M. Korn & Son,  
 Inc., Philadelphia.*

**Sheriffs offer services**

EDITOR: Hats off to the broadcasters of  
 America. While it seems the "in" thing  
 these days to berate radio and tele-  
 vision, I feel that the American system  
 of broadcasting is still far superior to  
 other methods.

May I offer the services of the Na-  
 tional Sheriffs' Association to any  
 broadcaster who may seek advice, in-  
 formation, or technical assistance. We  
 have no axe to grind and no pet projects  
 other than our devotion to the preser-  
 vation of government by law and the  
 keeping of the peace.

As one of the world's largest progres-  
 sive and professional law enforcement  
 associations, we'll be happy to coop-  
 erate in any way for the betterment of  
 our nation and the lessening of the na-  
 tional crime rate. Our members  
 (22,000) include not only sheriffs but  
 educators and representatives of almost  
 every major police organization in  
 North America.

I would like to thank "Sheriff" Andy  
 Griffith (CBS-TV) for his recent co-  
 operation in presenting his Lawman of  
 the Year Award. "Sheriff" Andy, while  
 not perhaps always true-to-life in his  
 depiction of a modern sheriff, performs  
 a valuable service and refutes the cries  
 of some that television is all "blood and  
 guts."—*Ferris E. Lucas, executive direc-  
 tor, National Sheriffs' Association, Suite  
 209, 1250 Connecticut Ave., N.W.,  
 Washington 20036.*

**In memoriam**

EDITOR: As one of Fulton Lewis's close  
 friends, I wanted you to know that I  
 deeply appreciate your editorial.

Fulton was a fearless commentator.  
 He was tireless in his efforts to forward  
 our industry. Above all, he was a true  
 patriot and loved everything for which  
 America stood.

We are going to miss him.—*Victor  
 C. Diehm, chairman, Mutual Affiliates  
 Advisory Committee, WAZL Hazelton,  
 Pa.*

**Likes cartoon**

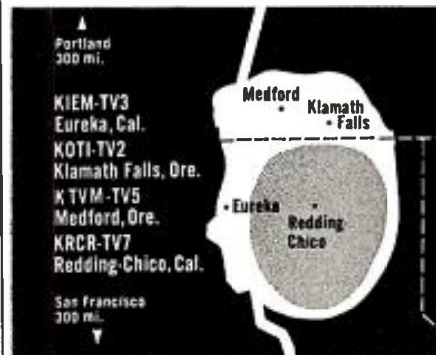
EDITOR: May we have permission to re-  
 print your April 11 cartoon?—*Donald  
 Price, Block Drug Co., Jersey City,  
 N. J.*

(Permission granted.)

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 ROCHESTER  
 We have what you want  
**COVERAGE!**

Represented by  
 Edward Petry & Co., Inc.

WROC/TV  
 A RUST CRAFT STATION

## The industry has a rate problem

Change is a part of the business world and television is no exception. But TV's changes have not been particularly orderly.

Network charges to advertisers increased in an absolute sense over the years as more stations were added and more sets were installed. Network business increased and full sponsorship declined from full, to half, to thirds, to sixths, to twelfths, to fourteenths. Cross-plugs were expanded, then double cross-plugs; 30/30's were introduced on an occasional basis and grew to the point where they represent a significant share of total network and spot commercial time.

Commercial content of movies has been expanded recently with additional minutes. Station breaks have lengthened from 30 seconds to 40 seconds to, in some cases, 70 seconds.

**Discount Move** ■ Some stations have adopted "simplified" grid rate cards that not only destroy rate protection but are designed to achieve immediate dollar increases for unknown audiences of future schedules. There is a move under way to eliminate all (or most) discounts. This, where competition is tough, will lead to rate cutting via the bonus spot system—a giant step backward.

As was clearly indicated in the reaction to one of C&W's periodic polls of station representatives, there is a degree of station interest in and, in some few cases, acceptance of recent offers of 30/30's by unrelated advertisers at the minute rate. Our letter said that we understood some stations were accepting them and asked: "Do you offer unrelated 30/30's at less than twice the published rate for 30's . . .?" It also pointed out that we were asking so that "all advertisers may be granted lowest rate for like schedules."

At least half of those receiving our letter automatically assumed it was a specific proposal and leading trade publications headlined "Networks, Stations, Reject C&W Proposal" and "Another Chisel . . .".

When so many people—broadcasters, reps, editors—interpreted so much "dealing" and "chiseling" that wasn't in our letter, it would seem that they were expecting something—or even wanting it.

**Some Do** ■ The industry in general has reacted against the attempt to cut rates but some stations do sell 30's at 50% and 60% of the minute rate and a number are "thinking it over."

The properly priced 30 or unrelated 30/30 will some time come to be, since economics irresistibly indicates that revenues must be increased to compensate for operating costs in the face of further audience fractionation.

The TV cost-per-thousand cannot continue to escalate, and the number mechanics cannot continually "justify" high CPM's with magical manipulation of sets, viewers, homes, cumes, etc. Further evolution in sales practices of stations and networks can and must occur.

Piggybacks are in use today with little reluctance and no rejection anywhere. The 30/30 of unrelated advertisers may sound bad but it is not a violation of the code and would not necessarily add to clutter or to the maximum time utilized for commercial messages. It could attract new money to the medium—network and spot—if the price is right.

But what will TV cost—or what does it cost today? Spot rate cards range from those of certain outlets with a large variety of plans and discounts, including "rates on request," etc., to others with trick discounts where it is cheaper to run three spots than two.

**Bomb Rebate?** ■ Then there are the abominable grid cards that penalize the good timebuyer by raising rates if he picked a good position but do not rebate him for picking the occasional bomb. These grids and the elimination of discounts are bound to have a deleterious effect on advertising efficiencies.

Networks have recently modified discounts—but they still remain in effect and quite properly so. The hard-to-answer question regarding network costs

is primarily in the package buy.

The relationship of time and talent is often unclear, particularly when a specific unit of a package may be booked at a rate less than the time charges for the stations. These peculiarities, however, add up to a basic practice in package selling of establishing a reasonable cost-to-audience which permits the network and the agency to provide the advertiser with a reasonable assurance of efficiency.

Unlike the spot stations using grid cards, the network cannot raise rates in the middle of a contract. However, networks can and do adjust rates on available time if audiences fluctuate, but are reluctant to compensate the poor advertiser who contracted for unsuccessful properties.

Networks and station cost increases must stop, and rate protection, particularly in the spot area, must be strengthened, or the medium will suffer a surprising loss of advertiser support. Broader acceptance of new commercial units may be an interim step.

But the long-range answer may well be a circulation guarantee—where an advertiser is rebated if a schedule fails to deliver the estimated number of homes within the contractual period. Overages, as in the case of print, would be a bonus.

A move in this direction would solve the rate protection problem, would meld talent costs into the rate card (as print does with editorial costs) and eliminate the penalties accruing to a network advertiser firmly committed to a high-cost failure. Or to a spot advertiser who is arbitrarily assigned a high cost on a grid card—but the audience doesn't materialize.



William G. White, who joined Cunningham & Walsh, New York, in 1953 as head of broadcast media, is now senior vice president, director of media and television. Broadcasters are currently aware of Mr. White's letter that drew industry attention by asking station representatives for explanation of station policies on doubled-up one-minute commercials. His background includes association with CFRB Toronto; Benton & Bowles and Pedlar & Ryan, both New York.

# Quality

IT'S NOTHING  
WITHOUT "U!"

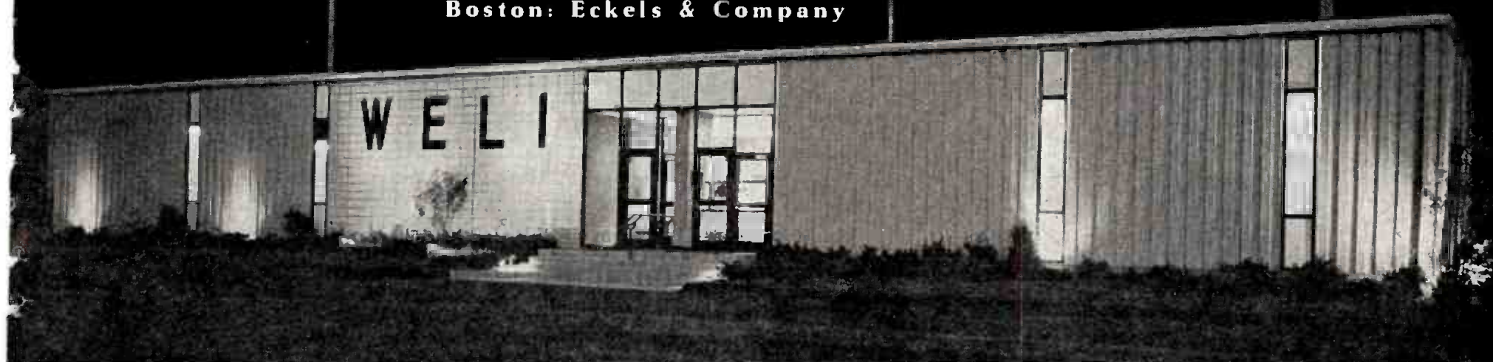
IN QUALITY RADIO,  
TOO, IT'S THE "YOU"  
THAT COUNTS. WELI  
BROADCASTS TO, BUT  
NOT AT, ITS BIG CEN-  
TRAL CONNECTICUT  
AND LONG ISLAND  
EAST AUDIENCE.  
YOU'LL SELL BEST  
WITH THE STATION  
THAT MAKES NEW  
HAVEN A SOUND  
RADIO BUY. **WELI**

960 KC • 5000 WATTS

The Sound of New Haven

National: H-R Representatives, Inc.

Boston: Eckels & Company



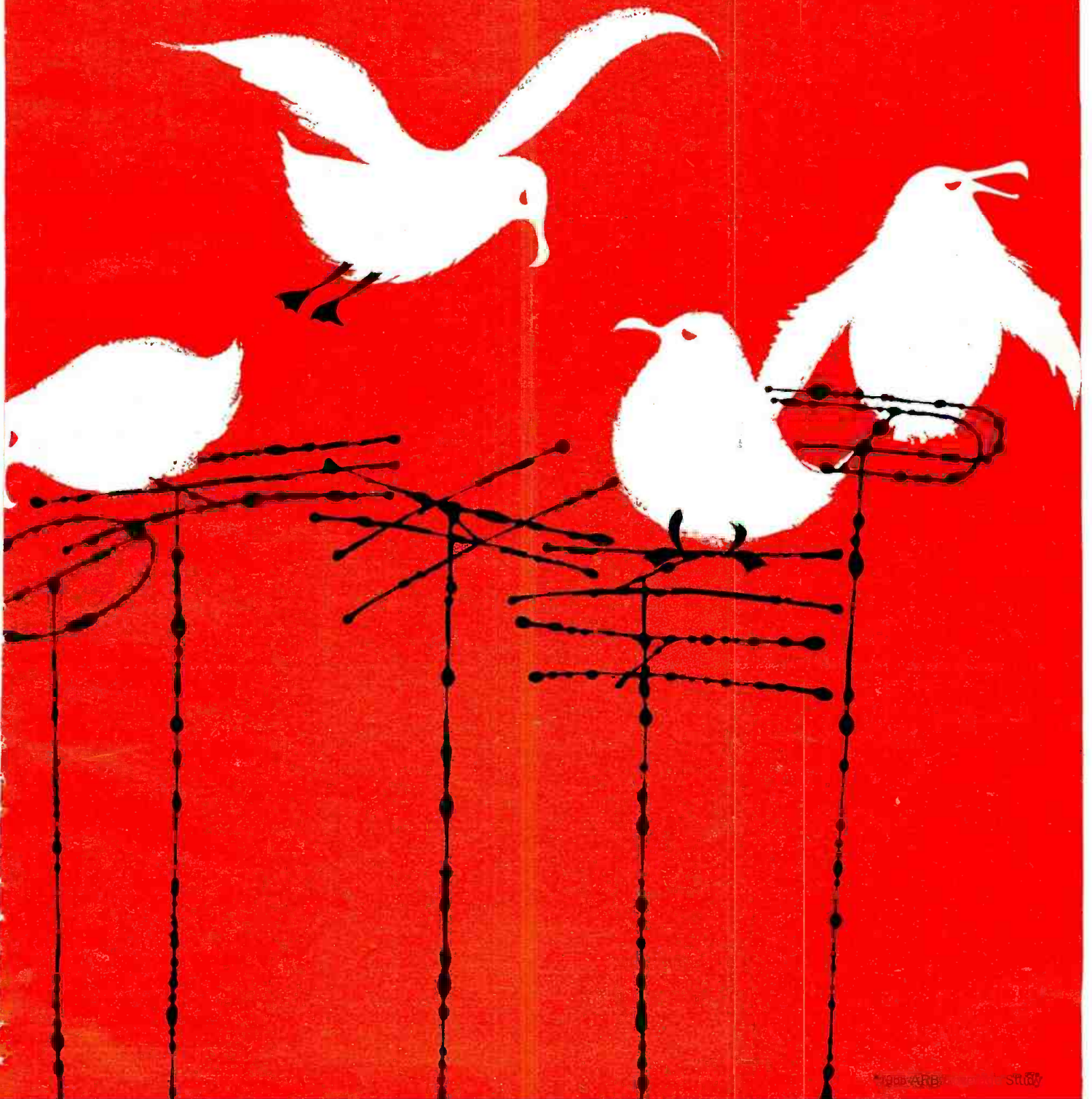


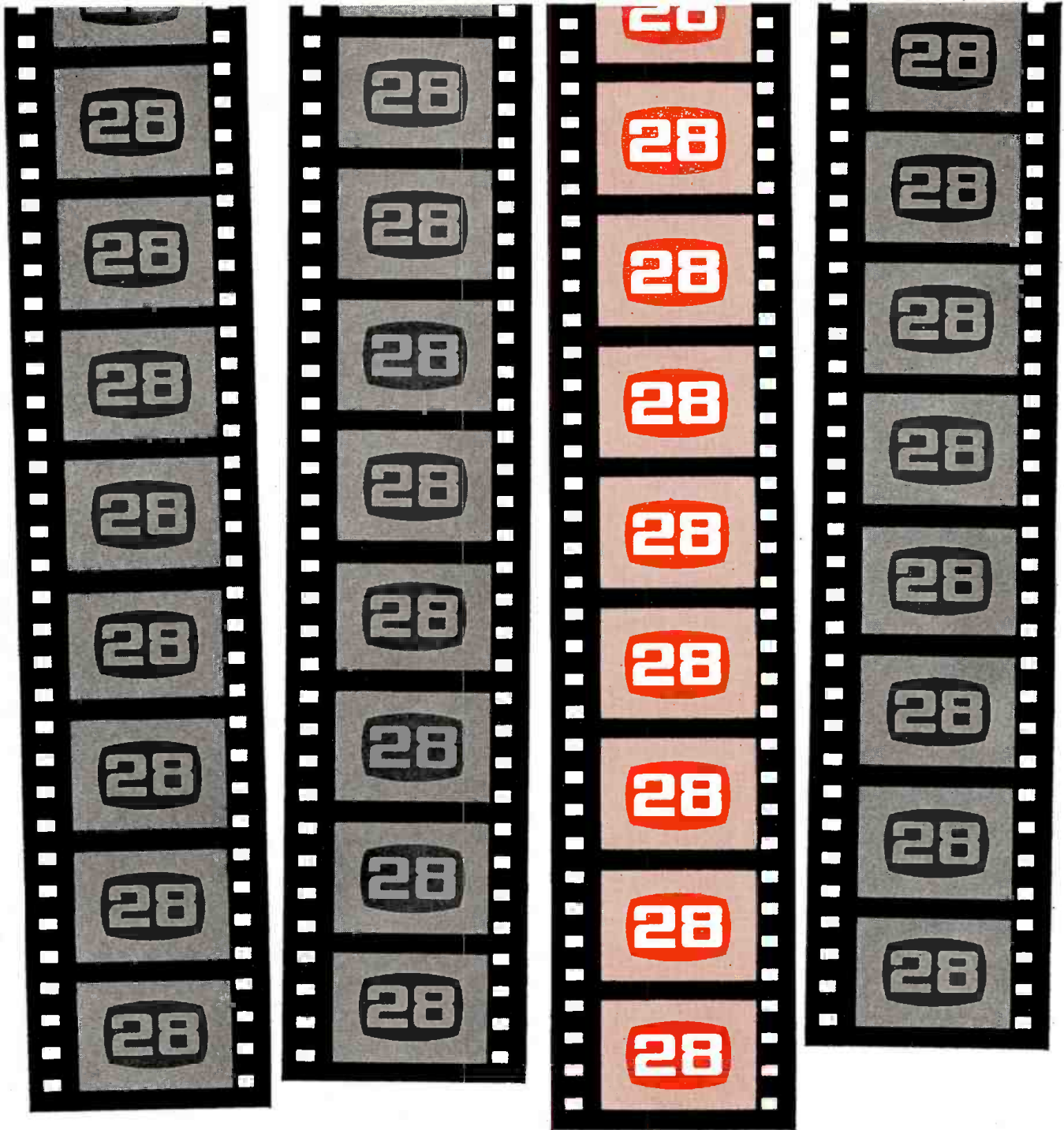


**coverage**

More coverage. More circulation.  
More advertising. More people  
reached. In short, WJXT spends  
more time with *your customers* than  
any other advertising medium in the  
booming Florida / Georgia Market.

**WJXT**   
**JACKSONVILLE, FLA.**  
Represented by TV&R  
A POST-NEWSWEEK STATION





## No Extra Charge For Color!

Great, what a spot of color will do for most products! Our very latest RCA COLOR film and slide equipment will present yours at their breathtaking best!

*No extra charge* for this color service. We are in color because our wealthy viewers demand it! Get the whole bright picture on colorful **28** from ATS!

THE COMMUNICANA GROUP  
  
 INDIANA COMMUNICATORS

# WSJV-TV

SOUTH BEND- **28** ABC  
 ELKHART

A MEMBER STATION OF THE COMMUNICANA GROUP  
 JOHN F. DILLE, JR., PRESIDENT





A new entry on CBS-TV that was widely promoted is 'It's About Time.'



A high-rated reliable, 'Bonanza' was featured in NBC-TV's promotion.

gave CBS its two themes used interchangeably and carried in seemingly relentless fashion in a multipromotional drive that began July 17.

One is "how come one network has so many stars?" And the other, "you'll see stars this fall on CBS."

CBS says this summer's campaign was one of the network's most "extensive and varied." Using the 15% increased cost estimate, which might well be conservative, it's reported that CBS put over \$1 million (out-of-pocket expenses) into its new-season push.

But this figure is minuscule when compared to the on-air promotion that used time worth millions of dollars. CBS had estimated that an average prime-time promotional announcement slotted any time from mid-July through the premiere week of Sept. 11 should have reached some 7.5 million homes.

A CBS estimate, it was learned, had placed the network and station air time value for its promotional announcements run through the eight weeks prior to premiere week and beyond at more than \$30 million.

**Promotion Since July** ■ In scheduling its promos in the past, CBS people had noticed that invariably 30% -50% of its filmed shows ran short (in seconds) of the stated program time. Rather than try to find fillers for the additional seconds, the network decided to use promos in the extra time.

Thus in all film shows on the air from mid-July onward, CBS snipped back program lengths to permit a 20-second promotion after every half-hour show and 60 seconds after every one-hour show. Since CBS's promos include 15's, 20's and 60's, it was possible to slot two promos in some shows

and hence the development of a star theme with two variations. And a doubling-up in promotional announcements in nighttime periods was achieved.

All of the on-air promotion announcements have been in color and have used intricate and interesting animation.

In radio a series of 10 spots was used, one for each show. (Eight new programs, one new movie night (Friday) and the *Jackie Gleason Show* on Saturdays which has been changed and "refurbished" for the new season.) These spots were placed on CBS Radio and sent to all TV affiliates for placement on their sister radio outlets or elsewhere. CBS purchased radio time on seven stations in New York. At minimum, it was expected that the radio push would equal last year's in New York. (Last year 75 spots were on CBS Radio and 161 TV affiliates then used 380 local radio stations with some 37,685 plays).

CBS also has a co-op newspaper campaign in which it was expected more than 150 affiliated stations would buy space in more than 600 newspapers. The network said there's been more than 80% acceptance this year. Affiliated stations also have co-op money to join with the network in promoting the schedule in the first few weeks of the new season in *TV Guide* (last year 115 stations participated, reaching an estimated 80% of total *Guide* circulation).

**Newspaper Splash** ■ In addition, the network will buy daily space (ranging from three columns to full pages) in the first two weeks of the season in newspapers in the five cities where CBS owns TV stations: Chicago, New

York, Los Angeles, Philadelphia and St. Louis. Estimated cost of this campaign alone runs to more than \$400,000.

Once the new season is on, CBS will buy into TV logs for boldface listings of its new-season schedule.

There are other sparklers in CBS's promotion with which it hopes to fire up viewer attention to the network in the new season. Among these:

CBS will have more specials this year than last. Plans are for *CBS Playhouse* (original TV dramas) plus at least 40 specials spread through the season. To promote this programming phase, the network launched a broad-gauge campaign in *Newsweek*, *Time*, *The New Yorker*, *New York Times*, *The Washington Post* and *Saturday Review* to reach "people of influence and stature or those who perhaps are the least attracted to TV entertainment."

On Saturday mornings, CBS will telecast all of its shows in color in the new season. To capture attention, center spreads in full color have been purchased in 60 comic magazines with an estimated 13 million circulation.

For use locally, affiliated stations receive excerpts from shows (four to six minutes of film) that can be used interchangeably. Stations can put these together for a half-hour preview film, "Seven Wonderful Nights." To facilitate assembly of the special film, star Garry Moore provides introductions, lead-ins and conclusions. Stations can thus custom-build material to fit local programming plans.

The CBS-TV network press information department moved into new-season activity last May, presenting 73 stars and featured performers on the stage

## NEW HIGH IN FALL SHOW PROMOTION continued

of the New York Hilton at CBS-TV's affiliates conference. May 24 a four-day promotion, dubbed "Golden Gate Press Voyage," took editors from all over the U.S. to Los Angeles and San Francisco and produced 1,760 interviews by newspaper and syndicated news writers.

Two months later (July 8-10) an annual weekend star junket was responsible for 2,414 interviews by 126 different editors, selection of 561 pieces of color art and 1,084 layouts that included 6,305 black-and-white prints. Last week a group of editors from New York and other major cities were transported to Miami Beach for a Jackie Gleason weekend and this week editors will be at a top-notch New York restaurant for a lavish buffet and for a mingling with stars and top producers of New York-originated shows.

**10 New, 17 Return at NBC** ■ NBC has 10 new shows and 17 returning shows in the new season, and by opening play dates this month the momentum gathered through the summer will have reached its crescendo.

Basically, the network's campaign follows the line of its extensive advertising-promotion drive of last year, but with two important new elements incorporated.

The basics encompass the theme of NBC Week that rolls through the pre-season periods and arrives with the slogan "NBC Week is Here," the use of newspaper and magazine supplements to be published just before the new season shows begin and the production of a 30-minute color comedy program to introduce the season.

The latter program, *Two in a Taxi*, starring the comedy team of Jack Burns and Avery Schreiber, was scheduled for showing yesterday (3-3:30 p.m.). The film was produced and written by Phil Mintoff, editorial director of the advertising department.

NBC's out-of-pocket expenses for pre-season promotion ran well ahead of the year before with an estimated \$1 million tab for these costs. This year the figure is expected to be closer to \$1.2 million.

New elements in the promotion:

■ New art treatment. In a sharp departure from previous campaigns when one artist was commissioned by the network for promotional material, NBC this year commissioned 15 artists in a plan similar to that used by movie companies that hire a different artist for each motion picture. The result has been what NBC calls movie-type art that has appeared in both on-air and print campaigns.

■ A poster campaign. NBC this year capitalized on the current poster fad, offering viewers an opportunity to purchase four program posters (*Bonanza*,

*I Spy*, *Get Smart* and *The Man from U.N.C.L.E.*, all hits last season) for the price of \$1. (In previous years, NBC offered a "startime" and "star album" magazine pieces.)

The poster offer began during the first week of August and in just four weeks (as of Sept. 1) orders for 400,000 posters has been registered. By today (Sept. 5), it was estimated, the number will hit 460,000.

NBC-TV for the first time has made co-op money available for all of its affiliates. In the past, NBC limited its co-op participation to stations in the top markets—50 or more markets. The bulk of the print campaign has been set for premiere week and is to continue for several weeks.

In other print-campaign features: an eight-page color supplement is scheduled

### KABC-FM goes all news

Late in September, KABC Los Angeles, will switch its FM operation to a news around-the-clock format. This will make it the first all-news station licensed to Los Angeles. KABC-AM will continue its news and conversation format but on Sept. 12 will begin 24-hour broadcasting for the first time. The all-night programming expansion will come by way of *KABC Overnight News*, a continuous nightly news service.

KABC-AM-FM will share use of a news-gathering team and news facilities. Jack London, newly appointed director of news for KABC, will supervise both news operations.

for *TV Guide* in its preview issue and a 16-page color supplement for a number of newspapers across the country for printing during the week before the new season's schedule begins. The supplement is divided into eight pages supporting network programs, and eight pages for local station new-season advertising.

In addition, a rendition into different size mats of NBC's program posters with space open for stations to add channel number and program time has been supplied all affiliates.

The on-air campaign seeks by blending information with humor to attract and entertain viewers. Eight different one-minute spots were produced along with ten 13-second color spots (one for each new show).

**Movie Treatment** ■ All of these programs use the movie-art treatment in

some form, with art work dissolving into film action taken from the series and voice-over adding details. These are open-end for stations to add their own call letters and the local time period for the show.

As in past years, stations were equipped with full promotion kits, including thousands of slides and 20-second and one-minute films for every show on the nighttime television schedule.

At NBC, Gerry Rowe, vice president, advertising, headed up massive advertising program with Dave Belling, director, advertising, and John Graham, director, design.

The NBC-TV press department covered the country with several promotional events. Among them: a 32-city "personally yours" tour for hand delivery of special publicity-promotion kits to TV editors; a trip of 36 editors to Hollywood in late June for interviews with stars and featured players of new NBC shows, and a project named "phoner fortnight," in which stars talked by phone to editors in all parts of the country (something over 500 calls were placed).

In addition, closed-circuit screenings were held for NBC affiliates and TV editors in their areas for review purposes; more than 20 stars were flown to New York for interviews with newsmen and more than 70 major wire service and syndicate interviews were arranged by the network.

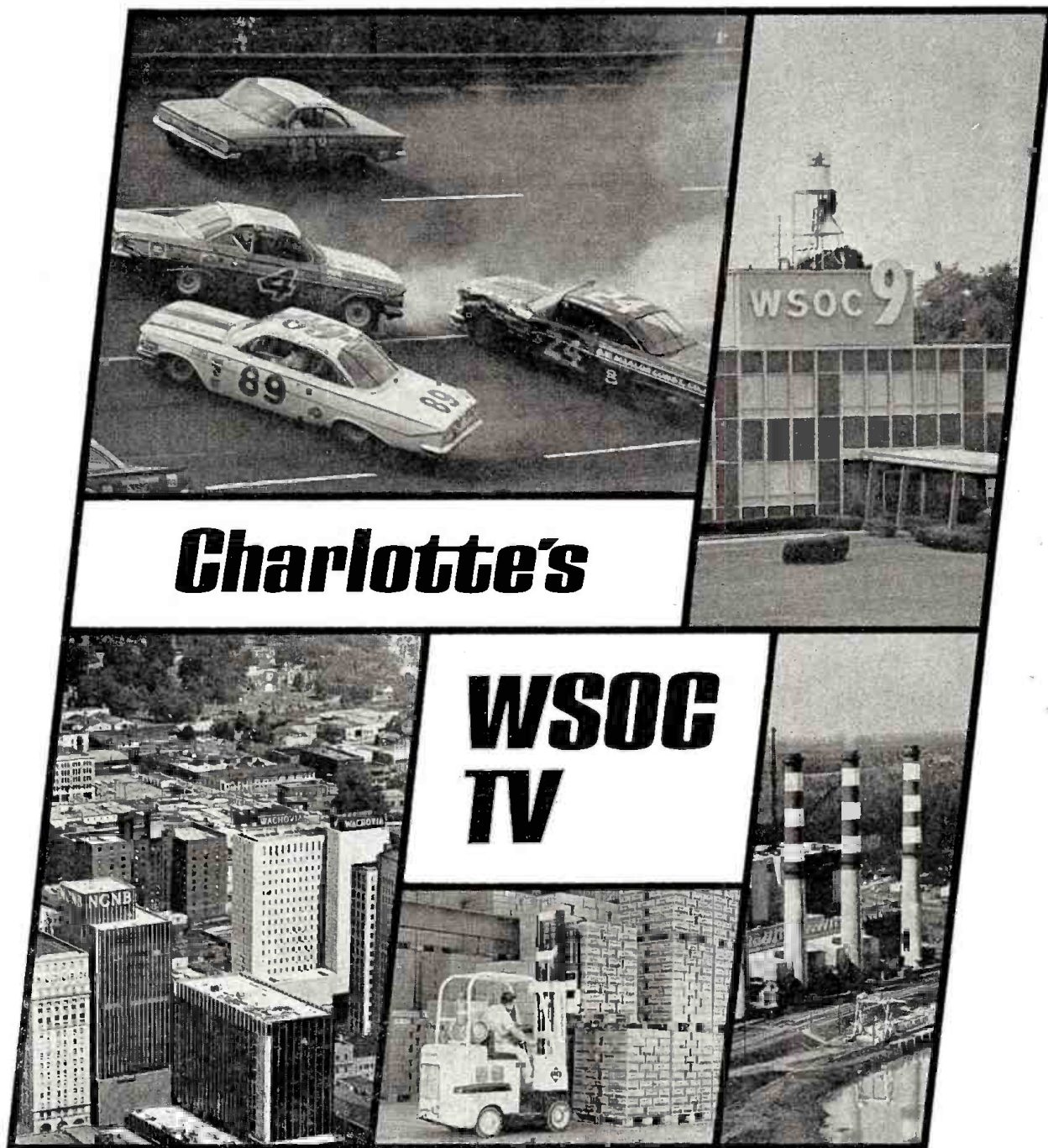
Also in the publicity effort: sets of special photos sent to 70 leading TV editors for all 10 new shows; preparation of NBC fact book containing an indexed night-by-night rundown of regularly scheduled programs with data on each, plus program schedules for all day parts, and information on specials, news and public affairs programming.

**Tours, Too** ■ NBC's promotion department, assigned to work with show talent, compiled a total of more than 20 star tours including on-air appearances and only last week was in Mexico City staging a *Tarzan* party to trumpet the network's new one-hour jungle adventure series.

New-series talent appeared during pre-season periods on daytime shows, the *Tonight* and *Today* programs and the *Mike Douglas Show* (syndicated by Westinghouse Broadcasting Co.).

The Mexico party featured vine-swinging contests by various actors who have played the *Tarzan* role over the years (including Ron Ely, star of NBC's series), and was attended by network and show representatives, members of the cast, local dignitaries, foreign news correspondents, reporters for the daily press and wire services, NBC Radio's *Monitor* and by television news cameras.

***The action station in the action city!***



***Charlotte's***

***WSOC  
TV***

*HAVE YOU LOOKED AT CHARLOTTE LATELY? Now hub of 7th largest trading area in U.S. according to Rand McNally Commercial Directory. In just a decade population increased 44%, retail sales 83%, wholesale sales 110%. Let Charlotte's WSOC-TV help you boost your sales in this booming market. Your schedule will be backed by the Carolinas' strongest local and regional programming. You'll get a brand of staff support that will add muscle to your own effort here. Ask us or H-R to give you a proposal. See how this great area station can give you more action for your dollar in the Carolinas... Charlotte's WSOC-TV.*

*NBC/ABC—Represented by H-R*



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

# CELEBRATE



The illustration above may suggest that the age of "wide-screen television" has arrived. Well, in a most important sense, it has—in the form of the NBC Television Network schedule for 1966-1967. If we do say so ourselves, the coming season promises to be the widest-ranging in NBC's

# NBC WEEK!



history. As of NBC Week, Sept. 11 to 17, the entire panorama will be there for the looking—the best of everything, and everything in color. NBC Week and every week, audiences will find the greatest entertainment, the best in sports, the finest in news coverage... all on the NBC Television Network.

 **The Full Color Network**

# Record 2d quarter for spot TV

Autos lead gains as gross billings increase

4.6% to \$313 million; TVB reports that

first six months set \$603 million record

With automotive advertisers leading gains, spot television ran through a record second quarter in which gross billing moved up 4.6% to \$313,666,000.

These figures, reported last week by the Television Bureau of Advertising, reflect comparative data from the same number of reporting television stations in the quarters measured.

The second quarter of 1966 ranked first among all previous measured quarters, the last record having been achieved in the final quarter of 1965, when gross billings of \$303,935,000 were reported.

TVB also said the first six months of 1966 represented a record high for spot TV expenditures which reached \$603,887,000, up 15.4% from last year's first half figure of \$523,245,000. This percentage gain, since it is based only on data from those stations reporting in both first-half periods, does not reflect a true net figure for the overall spot TV medium.

A TVB official thought 7% would be a closer estimation of the real net billing gain for spot TV in the first half.

Auto companies and dealers showed an unusually strong gain of 70% in their second-quarter spot outlays, moving from \$9,461,000 in last year's second period to \$16,121,000. The increases came from both dealers and corporate accounts.

Big gains were made by Chrysler Corp., from \$369,000 to \$1,004,400; Ford Motor Co., from \$384,700 to \$1,298,000; General Motors Corp., from \$349,900 to \$2,118,300; Ford dealers, from \$1,937,200 to \$3,194,600, and GM dealers from \$1,843,600 to \$3,197,400.

The amusement and entertainment category more than doubled spot TV spending for the period, climbing to \$1,152,000. Gasoline and lubricants gained from \$10,747,000 to \$13,942,000; consumer services were up 46% to \$9,131,000.

Dental products went from \$6,964,000 to \$9,426,000, a 35% gain. The household equipment-appliance group moved ahead 60% from \$3,248,000 to \$5,211,000 and transportation and travel sponsors were ahead 48% to \$9,

408,000.

During the second quarter 68.2% of spot TV dollars were spent on announcements of 40- to 60-second length, 20% spent on 20- to 30-second commercials, 5.4% on 8- to 10-second ID's and 6.4% on programs.

#### By day parts

Time of day	Amount	Percent
Day	\$ 70,892,000	22.6
Early evening	74,280,000	23.7
Night	108,932,000	34.7
Late night	59,562,000	19.0
	\$313,666,000	100.0

#### Dollars invested by length of commercial

Length of commercial	Amount	Percent
60's (40 seconds or more)	\$213,910,000	68.2
20's (20-30 seconds)	62,671,000	20.0
10's (8-10 seconds)	16,930,000	5.4
Programs	20,155,000	6.4
	\$313,666,000	100.0

#### TOP 100 SPOT TV ADVERTISERS

Second Quarter 1966

(Source: TVB/Rorabaugh)

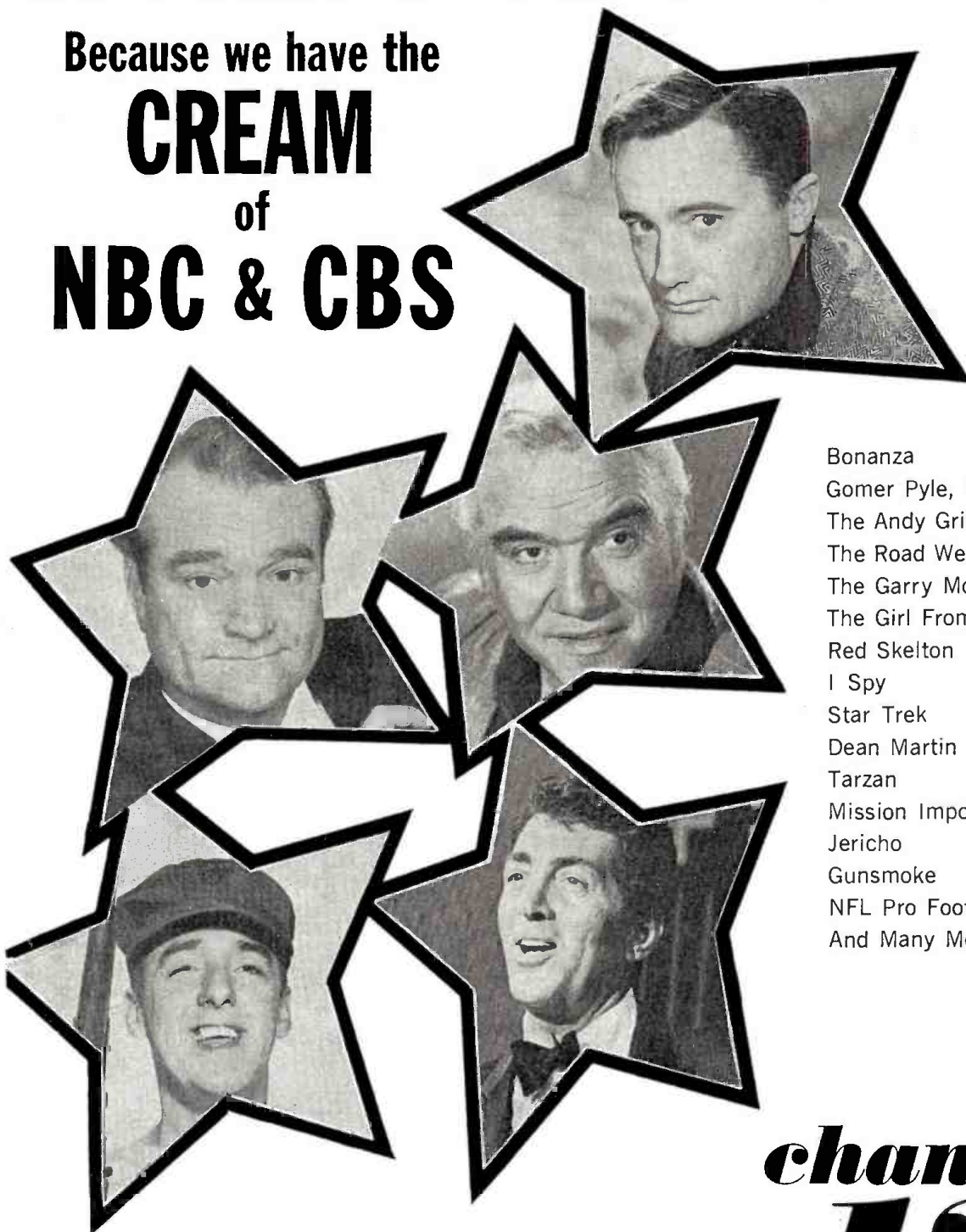
1. Procter & Gamble	\$18,414,700
2. General Foods	13,835,200
3. Lever Brothers	8,491,100
4. Coca-Cola Co. (bottlers)	8,401,200
5. Bristol-Myers	7,336,600
6. William Wrigley Jr.	5,851,700
7. Kellogg	5,369,300
8. Warner-Lambert	5,012,500
9. Colgate-Palmolive	4,562,700
10. PepsiCo (bottlers)	4,481,000
11. General Mills	4,172,200
12. Continental Baking	3,477,000
13. Miles Laboratories	3,356,500
14. General Motors Dealers	3,197,400
15. Ford Motor Dealers	3,194,600
16. Ralston Purina	3,108,900
17. American Tobacco	2,975,200
18. Corn Products	2,898,100
19. Liggett & Myers Tobacco	2,720,000
20. Alberto-Culver	2,701,700
21. American Can	2,679,400
22. Gillette	2,468,400
23. American Home Products	2,468,100
24. Jos. Schlitz Brewing	2,204,800
25. Royal Crown Cola (bottlers)	2,184,900
26. P. Lorillard	2,121,300
27. General Motors	2,118,300
28. Philip Morris	2,091,700
29. Chrysler Dealers	2,090,400
30. Johnson & Johnson	2,080,800
31. Seven-Up (bottlers)	2,056,500
32. Standard Brands	2,053,900
33. Mars	1,903,900
34. Shell Oil	1,813,900
35. E. & J. Gallo Winery	1,809,100

36. Swift	\$1,805,500
37. Carling Brewing	1,770,700
38. Mead Johnson	1,762,800
39. Sunbeam	1,712,800
40. Pet Milk	1,696,400
41. National Dairy Products	1,620,700
42. Heublein	1,608,300
43. Chesebrough-Pond's	1,583,900
44. Carter-Wallace	1,580,700
45. Brown & Williamson Tobacco	1,578,000
46. Scovill	1,563,000
47. Avon Products	1,553,000
48. Canada Dry (bottlers)	1,531,600
49. Anheuser-Busch	1,459,800
50. American Airlines	1,392,500
51. Pabst Brewing	1,344,100
52. Quaker Oats	1,299,100
53. Ford Motor	1,298,000
54. Gu'f Oil	1,265,300
55. Sterling Drug	1,261,000
56. Beech-Nut Life-Savers	1,251,900
57. S. C. Johnson & Son	1,242,400
58. P. Ballantine & Sons	1,215,500
59. Beatrice Foods	1,151,100
60. H. J. Heinz	1,122,800
61. United Air Lines	1,080,200
62. Hills Bros. Coffee	1,068,800
63. Borden	1,063,500
64. American Oil	1,061,200
65. Trans World Airlines	1,051,100
66. United Vintners	1,025,800
67. Sun Oil	1,024,600
68. Falstaff Brewing	1,017,000
69. Chrysler	1,004,400
70. National Biscuit	996,000
71. Purex Corp.	974,100
72. California Packing	963,700
73. Sears Roebuck	916,300
74. DeLuxe Reading	915,500
75. Campbell Soup	876,800
76. Schick Electric	866,300
77. Stroh Brewery	863,300
78. Texize Chemicals	839,600
79. Mobil Oil	829,000
80. World Coffee Promotion Committee	816,000
81. Phillips Petroleum	803,100
82. Florida Citrus Commission	790,700
83. Scott Paper	788,300
84. Pearl Brewing	769,600
85. R. J. Reynolds Tobacco	758,900
86. Eastern Air Lines	751,600
87. National Airlines	741,400
88. Continental Casualty	714,400
89. Rheingold Breweries	702,700
90. Eastman Kodak	684,300
91. United States Borax & Chemical	675,400
92. Noxzema Chemical	675,000
93. Piel Bros.	659,700
94. Standard Oil of California	656,000
95. Murine Company	655,300
96. American Motors Dealers	654,400
97. Texaco	640,100
98. American Sugar	633,800
99. Proctor-Silex	631,500
100. Tidewater Oil	627,800



# WHY DOES ONE STATION HAVE SO MANY GREAT SHOWS?

Because we have the  
**CREAM**  
of  
**NBC & CBS**



Bonanza  
Gomer Pyle, U. S. M. C.  
The Andy Griffith Show  
The Road West  
The Garry Moore Show  
The Girl From U.N.C.L.E.  
Red Skelton  
I Spy  
Star Trek  
Dean Martin  
Tarzan  
Mission Impossible  
Jericho  
Gunsmoke  
NFL Pro Football  
And Many More—

## WHERE THE COLOR IS

NBC Color/CBS Color/Color Film/Color Tape/Color Slides/  
Local Live Color On The Way.



**WAPI-TV BIRMINGHAM, ALABAMA**  
Represented nationally by Harrington, Righter, and  
Parsons, Inc.



*channel*  
**13**  
*wapi-tv*

# A new battle of the filters

Magnuson cites study to plug for rule on nicotine and tar content

Senator Warren G. Magnuson (D-Wash.) last week called for an investigation by the Federal Trade Commission into charges that some filter cigarettes contain more tar and nicotine than unfiltered cigarettes bearing the same name.

Senator Magnuson, chairman of the Commerce Committee, recently introduced legislation that would require cigarette packages and advertisements to state tar and nicotine content.

He said there was no question in his mind or in the mind of scientists at the U. S. Public Health Service that the basic reason smokers switch to filter cigarettes is their concern over the health hazards of smoking and the hope that filters will provide some protection. He noted the growth in filter-cigarette sales from 2% of the total output in 1952, when evidence of smoking hazards was first made public, to 64.7% in 1965. "People who switch from a non-filter cigarette to its filter namesake, plainly expect to receive some benefit in tar and nicotine," he observed. "Unless cigarette manufacturers begin to disclose on their packages and their advertisements the tar and nicotine content



Senator Magnuson  
Calls cigarettes on carpet

of their cigarettes, they are depriving the American people of the basic facts they need to make an informed choice," he added. "Unless this is done, I intend to urge the Federal Trade Commission to determine whether these companies are engaged in misleading practices in violation of the Federal Trade Commission Act."

**Moore Report** ■ Senator Magnuson

cited a report issued last week by Dr. George E. Moore, director of the New York State Cancer Research Center. This study reported that Pall Mall filter cigarettes yield 43.3 milligrams of tar and 2.13 milligrams of nicotine while that brand's regular cigarette contained 32.7 milligrams of tar and 1.75 milligrams of nicotine. Chesterfield and Lucky Strike filters were other brands that showed higher tar and nicotine content than their brand of regular cigarette, although there was less difference between the two than in the Pall Mall case.

A spokesman for the American Tobacco Co., which manufactures Pall Mall and Lucky Strike cigarettes, noted that its Pall Mall filter was longer than the regular brand accounting for the increase in tar and nicotine.

Commenting on his study, Dr. Moore said "some smokers are getting some protection, but others are not getting any, and the consumer has no way of knowing which filter is better." He added that the impression created by cigarette advertising that because a cigarette is filtered it cuts down on nicotine and tars is "simply not true."

## True cigarettes moved to FC&B

Laboratory tests have led P. Lorillard's True cigarettes out of the test markets into national distribution, and broadcast and other media stand to gain from the move.

The lab tests have also led the cigarette to a new agency—Foote, Cone & Belding.

Lorillard's True enjoyed a publicity bonus last week with the report of the Roswell Park Memorial Institute, a New York cancer research and treatment center, that placed the brand at the high end of a filter effectiveness test.

A company spokesman said production of the True brand would triple by the end of last week and triple again within another 10 days.

True was test marketed last April in New England, moved into New York City in May and reached West Coast markets last month. With publication of the Roswell Park report, immediate plans for full national distribution were initiated and a new campaign based on the research was undertaken.

Effective last week True was moved out of Grey Advertising, which already has Lorillard's Kent filter brand, and into FC&B, reportedly to avoid brand conflict now that True is apparently headed for national prominence.

The company would not estimate ad billings for True at the new agency but

indicated new spot television schedules would be used as well as network TV and that spot-radio activity would be expanded.

## Also in advertising . . .

**San Francisco merger** ■ Two San Francisco-based advertising agencies merged last week, with the bigger of the two retaining its identity. Christopher/Walker Inc., which bills about \$600,000 annually, merged into The Wyman Co., which services about \$2 million annually in billings. All key Christopher/Walker personnel will move to Wyman.

**Rep moves** ■ Eckels & Co., Boston, has moved to 1134 Park Square Building. The station-representative firm's telephone number remains unchanged: 542-6481.

**TV group formed** ■ Los Angeles, which seemingly has more media discussion groups than media outlets, added another to the list last week. The Los Angeles TV Association was formed by some 80 station representatives, time salesmen and sales managers. The group will hold luncheon meetings monthly to discuss the buying and selling of television time.

## Agency appointments . . .

■ V. La Rosa & Sons, New York, manufacturers of macaroni, spaghetti and Italian specialties, has appointed Wells, Rich, Greene, same city. The account, which had been with Hicks & Greist, also New York, bills about \$1 million. More than \$900,000 is in TV.

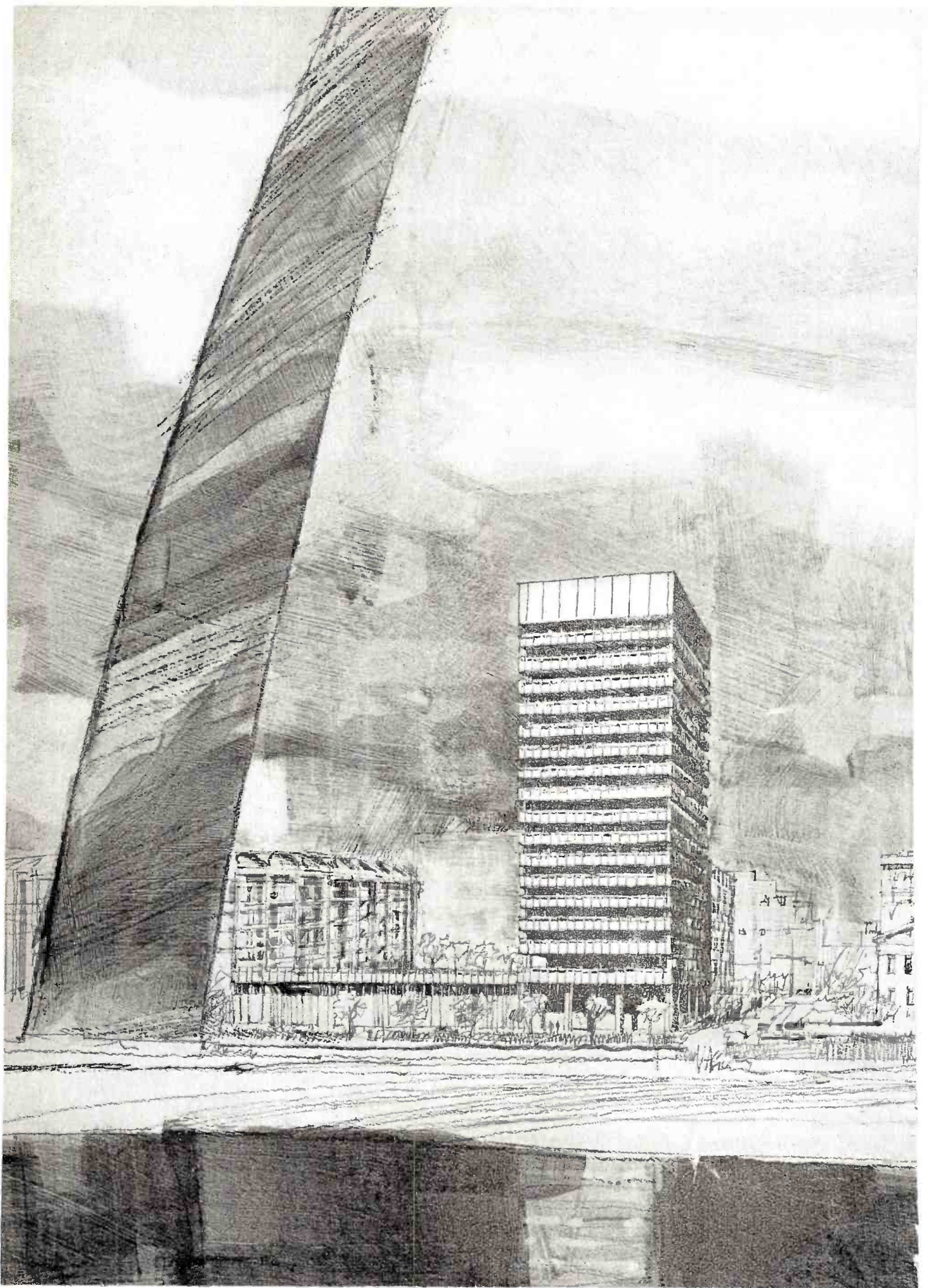
■ Darling & Co., Chicago, has named Edro Advertising, there, to handle its lawn and garden fertilizer division. Broadcast media will be used.

■ John Morrell & Co., Chicago, is consolidating all of its Morrell plant advertising accounts at Allen, Anderson, Niefeld & Paley, Chicago, which had been handling part of the account. Four regional agencies are being dropped. Morrell has been a major radio-TV account and will bill over \$1.5 million next year.

■ Hazel Bishop Inc., New York, has named Conahay & Lyon Inc., same city, as its agency for a test campaign on an undisclosed new product. The firm is developing several consumer products for the toiletries market.

■ Pepsi-Cola Bottling Co. of Los Angeles has appointed Brewer/Holzer/Taylor Inc., Los Angeles, to handle its some \$1 million in annual billings. The account has been handled for the last five years by BBDO, Los Angeles. BBDO, New York, handles the national Pepsi-Cola account.







## In St. Louis, the more things change...

Gateway Tower, future home of KMOX-TV in St. Louis, is scheduled to rise in the center of the city's new riverfront skyline, overlooking the magnificent new Gateway Arch.

Upon completion in 1967, the 20-level bronze-colored structure will be a major landmark in a mammoth two-billion-dollar reconstruction program that is currently serving to revitalize the entire St. Louis area.

## the more things stay the same.

KMOX-TV's clear, deep-rooted identification with the day-to-day life of the St. Louis community, for example. *Off-air*, as well as on!

During non-business hours, staff members make it their business to take a leading part in local affairs. Through leadership in the Chamber of Commerce, Better Business Bureau, Advertising Club and Kiwanis. Working for church and school organizations, the Boy Scouts and Salvation Army. Serving the Heritage Foundation, the Mundy Opera and National Wildlife Association. In fact, *wherever* St. Louisans are working toward community betterment, you'll find KMOX-TV people.

KMOX-TV knows St. Louis because it *is* St. Louis through and through. And St. Louis knows it. It's one reason the station continues to be such a vital, *popular* part of the local picture, year after year after year.

**©KMOX-TV**

Channel 4, St. Louis/CBS Owned. Represented by CBS Television Stations National Sales

# The boom in color-TV ads

40% of major agencies produce over 90% of their commercials in tint

The advertising import of the color explosion in television was pointed up last week by Filmex Inc., New York, producer of films and commercials, which released results of a survey taken of top TV-billing advertising agencies and leading advertisers.

The surveyed companies and agencies reported a predominant acceptance of color in commercials as an important sales tool. Forty percent of agency creative directors and production heads indicated that 90%-100% of their commercials are specified for color.

While the survey emphasized the rise of color in filmed commercials, the color boom apparently has caught up with taped commercials as well. Videotape Productions, New York, a major producer of taped commercials, said its production of commercials in color has moved from some 44% of its output six months ago to 75%-85% of the total this summer (CLOSED CIRCUIT, April 22).

The survey was conducted by Trendex Inc., New York.

Trendex polled 50 agency executives (creative directors and production heads), receiving 50 usable responses, and 46 chief advertising officers of companies that placed in the top-100 advertisers category, of whom 27 provided usable responses.

Findings included the following:

- While 40% of agency executives surveyed reported 90%-100% of their commercials would be in color another 34% said color would fall between 70% and 89% and 22% said it would be less than 69%. Company advertising executives: 41% said all of their commercials are set for color; 15% said almost all and 26% said between 50% and 75%. Of agency executives, some 4% either didn't know or didn't answer that question, while among advertisers 16% would make no estimate.

Several other questions asked for a yes or no on several aspects of color commercials. These brought the following findings:

- Almost seven of 10 (68%) agency production directors and 93% of the advertising executives said they think color commercials have greater "selling efficiency" than black and white.

- How much more effective? Of the

yes answers, 16% of the agency men estimated 80%-100% more effective; 6% said 30%-50% more effective; 10% said less than 30% and 36% would not give an estimate. (Some 12% of the company executives said color commercials were doubly effective, 24% estimated 10%-25% more effective and 12% said less than 8% more effective.)

- Of agency executives, 68% said they had determined the amount the agency spends on color was justified, and 74% of the advertiser officials also gave a yes answer to this question.

- Some 58% of the agency people also said color commercials would have a significant effect on the marketing of clients' products (63% of the company advertising directors answered yes to that question).

Filmex also reported some thinking expressed, particularly in relation to the justification of color's added expense and the significance of color's addition to selling the product.

The opinion on expense broke in three parts, according to Filmex: One group—the majority—said in effect that the higher cost differential was justified because color is so much more effective in delivering an impact as a selling force. Another group felt color wasn't really "substantially" more expensive, and the third group mentioned intangibles such as corporate image adding values.

**Marketing Plus** ■ In assessing significance on marketing, agency opinion generally fell into categories: one group felt color was more effective in certain product areas, such as food, fashion and travel, the other cited a positive effect on package design and presentation.

Less emphatic were the responses on just how much an impact because of contrast or novelty black-and-white commercials could have in a color-commercial world. But a keen interest does exist with some: 46% of the agency people and 33% of the advertiser officials polled said noncolor would have greater impact because of the contrast; 28% of the agency people

and 44% of the advertiser spokesmen thought no while 16% among the agency and 22% among the advertiser executives said they didn't know. (A large proportionate number—10%—of agency people misunderstood the question and thus didn't give an answer, while only 1% of the advertiser group had that trouble.)

Comments ranged from a belief that black and white could create surprise or convey mood to outright denial of it, noting that "black and white is obsolete" or "would still be dull and drab."

Filmex said the major agencies polled included J. Walter Thompson; McCann-Erickson; Young & Rubicam; BBDO; Ted Bates; Foote, Cone & Belding; Leo Burnett; Benton & Bowles; Dancer-Fitzgerald-Sample; Compton Advertising; N. W. Ayer & Son; Lennen & Newell; Doyle Dane Bernbach; William Esty; Campbell-Ewald; Kenyon & Eckhardt; D'Arcy; Grey; Sullivan, Stauffer, Colwell & Bayles; Norman, Craig & Kummel; Ogilvy & Mather; Erwin Wasey; MacManus, John & Adams; Gardner; Fuller & Smith & Ross; Needham, Harper & Steers; Geyer, Morey, Ballard; Marschalk; Ketchum, MacLeod & Grove; Cunningham & Walsh; West, Weir & Bartel; Tatham, Laird & Kudner; Gumbinner-North, and Papert, Koenig, Lois.

Of advertisers taking part Filmex listed: Colgate-Palmolive; P. Lorillard; Avon; Bristol-Myers; American Tobacco; Continental Baking; Union Carbide; National Biscuit; RCA; Shulton; Revlon; Johnson & Johnson; Dutch Masters Cigar; Pepsi-Cola; Philip Morris; Best Foods; General Cigar; American Can; U. S. Rubber; Lehn & Fink, and AT&T.

## Toy code approvals ahead of last year

Television Code Review officials are in the midst of their annual pre-Christmas toy research, and this year promises to be bigger than ever before.

So far this year, code authorities have reviewed 296 proposed commercials. Some 123 are still under review or have been withdrawn for revision. Of the 173 remaining, 157 have been approved, some with minor corrections; 16, however, were rejected completely, principally because of safety factors, lack of positive disclosure on how the toy operates, incomplete price information and other failures to comply with code strictures on toys.

The 157 toy commercials approved as of Aug. 5 represent 32 more than were approved at the same time last year. In 1965, a record 293 toy

### 'Post' has big first day

*The Chattanooga Post*, a new newspaper, had first-day sales of 42,780. The only advertising used to promote the paper was on radio and television and in the *Chattanooga Times*, sister publication of the *Post*, according to Walter H. Stamper, promotion manager of the *Times* and *Post*.

The paper had expected first-day sales of 25,000.

# THINK DENVER!

*and keep an eye on KWGN Television*

*Providing the spark of leadership  
in the mile-high city  
with more coverage of Denver News  
than any other station... the only  
Denver television news show in color!*

*The big news in Denver is...*

**THE BIG NEWS  
WITH GENE AMOLE**



A WGN Continental Broadcasting Company station dedicated to quality, integrity, responsibility and performance

commercials from 47 manufacturers were accepted for broadcasting.

The August issue of *TV Code News*, mailed to telecasters last week, lists new and old toy commercials from 30 manufacturers approved by the code authority and scheduled for airing this year. Among them are 48 multiple-product announcements—35 of them integrated, and 13 piggybacks. The latter must be counted as two commercials under the TV code rules.

## TV gets a big piece of heavy Norelco budget

North American Philips Co., New York, last week announced an over-\$3-million fall advertising campaign—including network and spot TV—to introduce its "Tripleheader" Norelco shaver and boost the new model's Christmas sales along with the rest of the Norelco line. The campaign is the heaviest fall push in the firm's history.

More than 50% of Philip's nearly \$6 million annual ad budget will be spent during the present quarter in a campaign that will also utilize national magazines, newspapers, Sunday supplements and trade publications, according to Richard R. Kress, assistant vice president and director of advertising, North American Philips.

The firm will be a major participating sponsor in CBS-TV's National Football League telecasts and 13 prime-time CBS-TV series. The company will also extensively use spot TV and dealer tag announcements in 44 major markets. The agency is La Roche, McCaffrey & McCall, New York.

## Business briefly . . .

The American Tobacco Co., through BBDO, both New York, last week introduced nationally Colony Filter and Colony Menthol cigarettes, American's first cigarette products to offer bonus gift coupons. Colony packages bear coupons redeemable in cash at retail outlets or in trading stamps at many stamp companies. The introductory period will use newspaper and magazine advertising. Television coverage will follow.

Pepsi-Cola Co., through Ogilvy & Mather, both New York, is planning a radio-TV and newspaper campaign directed primarily at teen-agers to promote what is called the "glitzy" taste of a new chocolate drink, Devil Shake. Details, which involve one-minute spots in the greater New York-New Jersey area, will be announced later this month.

In a speed-up of its fall advertising and

promotion plans, National Airlines last week launched a \$1-million campaign to offset sharply curtailed tourism stemming from the recent airline strike (BROADCASTING, Aug. 29). National released no media information other than that it expected some campaign money would be spent in TV. Various vacation packages are offered for a "steal-a-long weekend" campaign.

Pacific Airlines Inc., San Francisco, through D'Arcy Advertising, Los Angeles and San Francisco is promoting its new 727 jet aircraft in 11 markets by way of a heavy radio and print campaign. On radio as many as 150 half-minute spots are being broadcast every week and will continue for the next month on five stations in Los Angeles, with 85 spots per week running on four San Jose stations. Radio also will be a major medium throughout the year in the 37 markets serviced by the airline in Nevada, California and Oregon.

Roman Meal Co., Tacoma, Wash., through McCann-Erickson, Seattle, will begin a 26-week sponsorship of the *Frank Hemingway Morning News* on ABC Radio West. This will be the cereal-product maker's first extensive use of network radio. The advertiser's schedule on the ABC regional network will encompass two spots one week and three the next on alternating days. The buy includes 56 stations throughout the Pacific states, Idaho, Nevada and Arizona, plus 10 stations in Utah, Montana and Colorado. Although the company promotes a number of brands, only regular and instant Roman Meal cereals will be advertised on the news program.

The Cigar Division of The American Tobacco Co., New York through Gardner Advertising, same city, will be a participating sponsor in seven ABC-TV shows this fall. Roi-Tan Cigars are being promoted in one-minute commercials that will run through early December. The programs are *Combat*, *Wide World of Sports*, *Voyage to the Bottom of the Sea*, *Iron Horse*, *Milton Berle*, *Time Tunnel* and *Shane*.

Golden Grain Macaroni Co., San Leandro, Calif., through McCann-Erickson, San Francisco, will promote its Rice-A-Roni and Noodle-Roni brands on two networks in the daytime and regionally at night. The food-maker's 60-second color commercials will be carried four times weekly on four CBS-TV mornings shows and from three to five times weekly on four ABC-TV afternoon programs. Starting this fall and continuing for as many as 10 weeks, the advertiser also will use a lineup of stations in the top-45 markets for local color spots.

Dr. Posner Shoe Co., through Sheldon Fredericks Advertising, both New York,

is bracing its fall sales campaign with a New York spot radio buy of 320 one-minute commercials on WOR, WNEW, WABC, WPAT, and the Spanish station, WADO over a four-week period that began last Monday (Aug. 29). The fall schedule represents a 30% hike over Dr. Posner's spring radio buy, which was a highly successful traffic builder, the firm said.

The Jell-O division of General Foods, White Plains, N. Y., through Young & Rubicam, New York, is introducing three new Minute Rice mixes to selected western markets. Campaign plans for Minute Rice Rib Roast, Drumstick and Spanish Rice include network and spot color TV.

The Lutheran Laymen's League, St. Louis, through Gotham-Vladimir, New York, has bought 52-week sponsorship of *The Lutheran Hour* on NBC Radio (Sunday, 1:30-2 p.m.) for the 11th consecutive year.

## Whirlpool looks for a new ad agency

Whirlpool Corp., Benton Harbor, Mich., and the Chicago office of Kenyon & Eckhardt are parting company after 11 years, both agency and advertiser announced last week. Whirlpool is considering a new selection among five other agencies in Chicago, Detroit and New York.

Whirlpool reportedly is billing about \$2.5 million this year but the firm's national advertising manager, Leonard F. Schweitzer, said the billing will be around \$5 million in 1967. Whirlpool recently acquired a majority interest in Warwick Electronics of Chicago. K&E handles advertising for Ampex and Magnavox, both competitors of Warwick.

## Rep appointments . . .

- KSWs-AM-TV Roswell, N. M.: Avery-Knodel Inc., New York.
- WNDR Syracuse, N. Y.: Kyle-Radio, New York.
- WABR Orlando, Fla.: Stone Representatives Inc., New York.
- WIHS-TV Boston (newly acquired by Storer Broadcasting): Storer Television Sales, New York.
- WTTT Amherst, Mass. and WDUN-AM-FM Gainesville, Ga.: C. Otis Rawalt Inc., New York.
- WJBK Detroit: Major Market Radio Inc., New York.
- KBNO-FM Houston: Jack Masla & Co., New York.



# DISTINCTIVELY DETROIT



Photograph by Kirsch Studios

**McGREGOR MEMORIAL BUILDING** *on the campus of Wayne State University, designed by world-renowned Detroit architect Minoru Yamasaki, has won international acclaim for its unique beauty.*

Just as Detroiters regard this magnificent structure as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 46 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

**WWJ and WWJ-TV**

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

STATION WAGL Cyl., Auto. Trans. 1495 Radio, Heater, etc. 895

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7 ft.  
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**BRAND NEW**  
**1966** **2-DR. HDTP.**  
Back-up lights, Power Steering, Tinted Windshield, Clock, Whitewalls, Padded Dash, Window Washers.  
**\$47.88** Semi-Monthly  
\$75 Down or any old car  
36 months to pay

AUTO FINANCING NEW Sale '62 Pwr. Wag. \$899  
3700 Big Discounts on '65 Trucks (A77 77)

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# 47.88 a month? Look again.

Look under the "88." There, set in type for all the world not to see, are the words "semi-monthly." Ye gads! Semi-monthly! How many readers do you think would be tricked into thinking \$47.88 is a monthly payment? *Too many.*

Chalk one up to deception! Chalk up one more smear of guilt-by-association against the name of every honest man in your business... and ours.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing everything in its power to erase advertising like this. But we can't do it alone. We need the help of everyone in publishing, broadcasting and advertising.

You have the biggest eraser of all.

You can refuse to have anything to do with dishonest and deceptive advertising. It takes some doing. But in the long run, a "say no" policy will benefit you, the consumer, and the vast majority of new-car dealers who deal only with the truth.

Send for your free copy of "Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles" published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International. Write to: N.A.D.A., 2000 "K" Street, N.W., Washington, D.C. 20006.

**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**  
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# Pie in the sky for ETV network?

**Comsat proposes an extra assessment to satellite users to finance the project; Ford Foundation meets with networks to discuss its plan**

A growing dialogue on how to finance educational television is under way, and the outcome could lead to an expansion and perhaps redesign of the ETV service.

Two actions took place last week that seem to point the way:

- A new proposal to underwrite ETV is coming from the Communications Satellite Corp., established by Congress in 1962 as a commercial corporation to establish and operate a worldwide communications satellite system. The plan, which has the blessing of Comsat Chairman James McCormack and President Joseph V. Charyk, is to have Comsat extract a modest assessment from every user of space circuits and to turn these revenues over to an authorized organization for disbursement to educational TV stations and program producers.

- Ford Foundation officials met with TV network executives to explore the Ford proposal that a nonprofit domestic satellite relay system be established to serve TV networks, with the profits going to a noncommercial service of national dimension.

Beyond the two meetings, there were reports from reliable sources that the Ford Foundation was getting ready to endow two hours weekly of culture and news for ETV stations. Foundation sources, who do not normally confirm grants until they've been approved by the board of trustees, said they had no such plans. The Ford Foundation board next meets in October.

The proposal to relay a sustained weekly culture and news program was first mentioned in the Ford Foundation proposal to the FCC early in August.

The Comsat recommendation is due to be submitted in two weeks to the Carnegie Corp.'s Commission on Educational Television. The Carnegie group was established last year to perform an intensive study of the problems and the future of educational television.

**Sum Not Known** — Exactly how much could be raised through the device of a levy on all communications space users is not known. It is argued that it could be substantial.

The idea that the communications

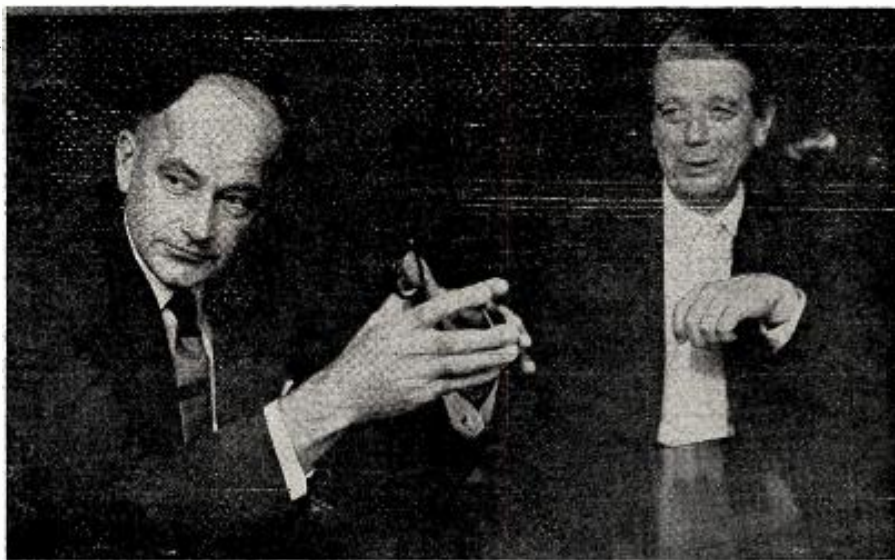
satellite industry be used to support ETV was broached Aug. 1 by the Ford Foundation. In comments filed with the FCC, the foundation suggested that a nonprofit, domestic TV satellite system be authorized, with profits going to ETV. Ford estimated that some \$30 million yearly could be realized from this service.

Comsat's more recent plan, according to Dr. Joseph V. Charyk, president of the corporation, has the virtue of simplicity and is wideranging in its application. It is based on the premise

almost \$50 million a year by 1971, with returns to Comsat figured at almost \$10 million for that year. So far Comsat has submitted no projections on revenues from domestic use of satellites. Its proposed assessments of ETV fees would reportedly apply to both international and domestic users.

The merit of the satellite-user tax, Dr. Charyk explained, is that everyone will share and the skim-off goes for a good purpose.

"Don't misunderstand," he added "it's not up to us alone to undertake this



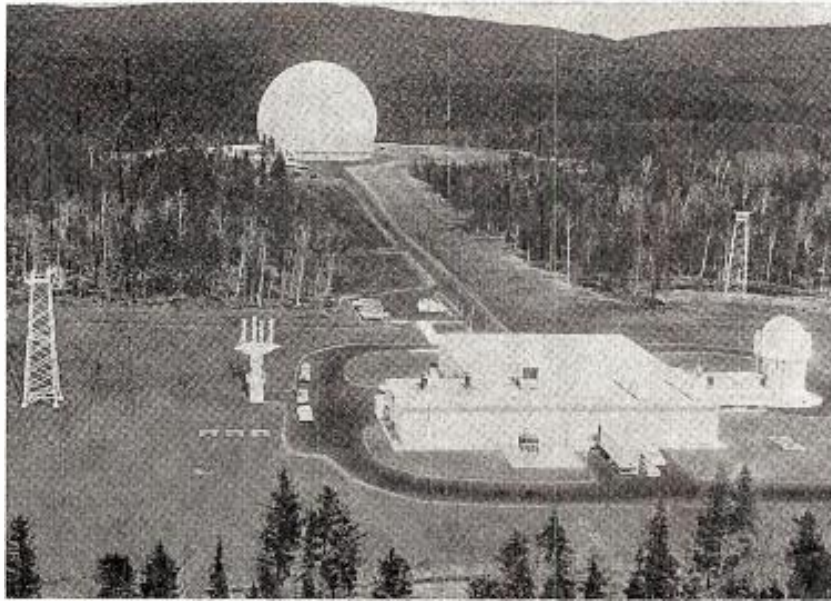
Comsat President Charyk (l) and Chairman McCormack

that through the use of satellites, communications users will enjoy substantial savings over more conventional facilities—cables, land lines, microwave, etc. If each user is tapped for a small fee every time he uses a space channel, a substantial amount of money might be raised for ETV.

Although no one at Comsat ventures to predict what this might mean in actual ETV dollars, the company did submit a report to the FCC last July on prospective revenues and operating costs for the years 1967 to 1971. This five-year prospectus, which was concerned only with the international, transoceanic use of communications satellites, estimated that Comsat should be taking in

function. First, it will be submitted to the Carnegie commission. If the commission recommends it, then it will be up to Congress to legislate and the FCC to implement the required authority. We can't do this by ourselves; there are no provisions in our act for this and our rate tariffs don't permit this without FCC approval."

Although he declined to estimate how much might be raised by this means, Dr. Charyk indicated that it might be more than was estimated in the Ford Foundation proposal. The Ford figure—to be derived only from the use of satellites by television-network users—has been challenged as being too optimistic by Comsat and other carriers.



## Filing near for Comsat-Bell Andover deal

Scheduled to be filed soon for FCC approval is the purchase by Comsat of the AT&T ground station at Andover, Me. Comsat is paying the Bell company \$4,981,000 for the 850 acres, buildings, antennas and other equipment. Since January 1965, Comsat has been leasing the station from AT&T, at a rental of \$100,-

000 a month.

The Andover station was built by AT&T in 1962 to work with that company's Telstar satellite, the first communications satellite placed in orbit by a private company. It has been used by Comsat since Early Bird was launched over the Atlantic in April 1965.

**Direct Dealings** ■ One element of the Comsat plan is considered important—and raises the “authorized user” question again.

Since the Comsat plan is predicated on users giving up a small percentage of the savings they will enjoy through the utilization of space satellites, the greater the saving the greater the income for ETV, Dr. Charyk pointed out. One way this will be possible, he continued, is for large users to be permitted to deal directly with Comsat. This, however, runs counter to FCC policy at the moment.

The FCC only last month issued a policy statement directing that Comsat must deal only with the common carriers. The only exceptions, the commission said, were to be permitted in “exceptional or unique cases” and then only by application to the commission.

The Comsat ETV plan stems from the Ford Foundation recommendation submitted to the FCC Aug. 1 when comments on the feasibility and policy of having a domestic satellite system were filed at the FCC's invitation. Reply comments on this inquiry are due to be submitted Oct. 1.

Comsat proposed at that time that it be authorized to establish a multi-purpose domestic satellite system serving not only TV networks, which anticipate feeding programs to their affiliates at a

cost much less than the estimated \$50 million a year they now pay to AT&T for such lines, but also for telephone calls, teletypewriter links, computer connections, facsimile and other communication's services.

Comsat's principal argument for the use of an all-embracing system—as compared with the Ford Foundation's “dedicated” system for TV networks only, or the earlier ABC proposal that it be permitted to launch a private satellite to connect its affiliates—is that the general-purpose system is less expensive than specialized ones. A domestic system carrying 44 channels—24 of them for TV—would cost about \$115 million to establish, Comsat has said. Ford Foundation estimates for its type of satellite system is \$80 million.

Ford's proposal that a separate satellite system be established for commercial and noncommercial television networks drew a strongly negative reaction from Comsat and the commercial carriers, and also from the television networks. The carriers and networks objected to the idea that they alone support educational television. ETV is a national responsibility, they told the Senate Commerce Committee's Communications Subcommittee last month, not a communications industry burden.

Senator John O. Pastore (D-R. I.), who is chairman of the Communica-

tions Subcommittee and who presided at the hearings remarked that there must be some way the space communications effort could benefit ETV.

He reminded the carriers and Comsat that the United States has spent billions of the taxpayers money to develop space technology and that one of the results is communication by satellites. There must be some way, he observed, that the privately owned Comsat could repay this tremendously costly research, like devoting part of its profits to ETV.

Senator Pastore's words reminded Comsat officials and others that during the congressional debate on the establishment of the Communications Satellite Corp. a strong movement developed to establish a TVA-type corporation to operate a communications satellite system. This was led by such powerful congressional leaders as Senators Russell B. Long (D-La.), Paul H. Douglas (D-Ill.), Wayne Morse (D-Ore.) and E. L. Bartlett (D-Alaska), who for a time actually filibustered against the administration-backed bill. Senator Pastore was floor manager for the Comsat bill at the time.

Comsat's new interest in helping ETV is by no means selfless. It's obvious, many observers say, that Comsat sees ETV tithing as a way of paying back the public for a technology that is essentially a fallout from the government's vast billions spent on space research. Because of this, and more directly because of the comments made by Senator Pastore at the hearings, the Comsat hierarchy is apparently eager to prove itself out in this effort.

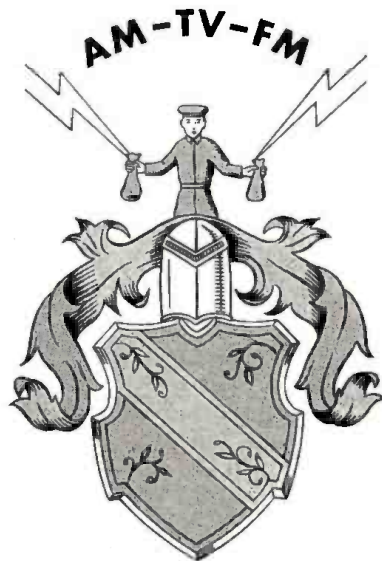
**LBJ Project** ■ The Carnegie Commission was established toward the end of last year with the blessing of President Johnson. It is headed by Dr. James R. Killian Jr., chairman of the corporation, Massachusetts Institute of Technology. Its report is expected at the end of this year, or early next year, and is expected to be a milestone survey of ETV and a benchmark recommendation for ETV's future.

Comsat's own contribution in aid of ETV, Dr. Charyk anticipated, would be to provide satellite services on a reduced rate, or even perhaps on a free basis, if permitted by law and the FCC.

Carnegie commission sources declined to comment on this latest development. Acknowledging that Comsat and committee members are due to meet some time soon, spokesmen for the Cambridge, Mass.-based study group had no comment on the reports of the Comsat proposal since nothing official has been presented to the committee.

Network officials also declined to comment on Comsat's new plans until more details are available.

Some network-related sources, however, tended to feel that Comsat's plan was preferable to the Ford Foundation's, if only because Comsat's would



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WJFM  
Grand Rapids

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Cadillac

## Joint ownership of earth station becomes possibility

The Communications Satellite Corp. and six other common carriers interested in ownership of a second East Coast earth station to be used in the global communications satellite system were reported to have made some progress last week toward agreement on interim joint ownership of the facility.

Two applications for ownership of the station have been filed, one by Comsat and the other by three carriers jointly. The remaining carriers only want ownership interests in the station.

The FCC has asked the carriers to seek an agreement for an interim joint ownership, which would permit operation pending a resolution of the conflicting applications and thus speed establishment of the satellite system (BROADCASTING, Aug. 29).

A commission spokesman said representatives of Comsat and the

carriers had met at the commission offices on Tuesday and "narrowed their differences." A second meeting will be held in New York on Sept. 9.

The basic issue is how much each of the parties will contribute. Each wants to contribute the maximum possible—and thereby have the largest share of the ownership. Construction of the proposed station is expected to cost between \$5 million and \$7 million.

Two problems will have to be resolved—how large a share Comsat on the one hand and the carriers on the other will own; and then how the ground-based carriers will divide their share among themselves.

Comsat's application specifies a site in Moorefield, W. Va.; the three carrier applicants, ITT World Communications Inc., RCA Communications Inc. and Western Union International Inc., would build one in Woodland, Ga. The other carriers

interested in acquiring interests in the station are AT&T, Western Union Telegraph Co., General Telephone and Electronics Corp.

Technically, of the three, only AT&T as an international carrier, and authorized user of Comsat, is qualified to seek ownership of the ground station. Western Union Telegraph and GT&E are sitting in.

But WUT last week asked the commission to designate it as an authorized user. The company said it is evident that satellites will soon provide a full range of domestic communications service, and it "intends to participate fully in the provision" of such services.

It also noted that designation as an authorized user would insure its right to participate in the discussions regarding interim ownership of the second East Coast earth station as well as in any future proceeding involving ownership of earth stations.

spread the support of ETV among all communications users, rather than confine it to the networks alone.

Others said they were increasingly inclined to feel that the question of the best possible domestic satellite system and the question of the best means of supporting ETV should be considered independently of each other—that trying to find a single answer to both questions seemed likely to produce one that would be less than the optimum answer for either.

**Ford Network Meeting** ■ Representatives of the three TV networks conferred Wednesday with President McGeorge Bundy and other Ford Foundation authorities, at the Foundation's request, in an effort to reach a clearer understanding of technical and economic phases of the Ford satellite plan and if possible to reconcile differences in these areas.

Mr. Bundy was reported to have told the group that the Ford proposal had already been successful, in that it had generated fresh thought, and that he felt it had now been established that ETV will get help from the domestic satellite system no matter who operates it.

Foundation consultants on the satellite proposal were said to have assured the conferees that interference between a satellite system and ground systems would be minimal. This would mean, participants noted, that network programs could be relayed from a satellite directly to network-affiliated stations, rather than to a few centrally located

ground stations for distribution to affiliates by conventional means. This is a factor in the Comsat plan.

The question of interference—and other technical aspects—apparently occupied much of the conference. At one point Mr. Bundy reportedly suggested that it might be advisable to convene an ad hoc committee of leading scientists to study the problem triggered by disclosure of Comsat's new plans. It was called, they noted, several days before news of Comsat's plans became public.

No further meeting was set, although at least some participants thought one will be held.

Representatives of the Rand Corp., the Massachusetts Institute of Technology and the Brookings Institution were among those present at the meeting along with representatives of the networks and officials, consultants and lawyers of the Ford Foundation.

A foundation spokesman, confirming that the meeting was held, said Ford authorities had discussed their satellite proposal with the Rand Corp. "and other research groups." They pointed out that the meeting was concerned with engineering and economic questions, not "policy" considerations.

Network representatives were officials of the engineering, planning and economic divisions and included Frank Marx, ABC; William B. Lodge and Dr. David Blank, CBS, and Allen Cooper and Donald Kivell, NBC.

The Ford Foundation contingent, in addition to Mr. Bundy, included Fred Friendly, former CBS News president,

now a Ford Foundation consultant and widely credited as author of the Ford satellite plan; Marshall Robinson, director of the Ford Foundation program on economic development and administration; Howard Dressner, program associate and coordinator of the foundation's satellite project, and Abe Katz of International Business Machines and Harold Rosen of the Hughes Co., who are industry consultants to the foundation.

### Media reports . . .

**Illustrator's exhibition** ■ Illustrators, artists and designers are invited to submit their work to "Illustrators '67," the ninth annual exhibition of the New York Society of Illustrators in its New York galleries (begins Jan. 6). All published or unpublished illustrations, except in photography, created or published between Nov. 1, 1965 and Oct. 1, 1966 are eligible in four categories: advertising, editorial, institutional and book. Entries must be submitted by Oct. 7, 1966. For further details, contact the society (128 East 63d Street).

**Staff trainee** ■ Gustavo Roa, an employe of ISAV, the private Audio Visual Systems Institute in Bogota, Colombia, will join the staff of WTVT(TV) Tampa-St. Petersburg, Fla., for three months of on-the-job training in filming, production, editing and script writing. Announcement of WTVT participation in the Florida-Colombia Alliance educational program was made by E. B. Dodson, vice president and manager.

# Three-way fight for WOOK-TV

Negro-format station  
attracts interest of  
two Washington groups

WOOK-TV (ch. 14) Washington was faced with a two-way challenge to its continued existence last week.

Two new Washington companies, each including prominent members of the broadcasting industry in its makeup, filed competing applications for the facility now operated by Richard Eaton's United Broadcasting Co.

One of the applicants, Washington Civic Television Inc., seeks permission to run only WOOK-TV whereas the other, Washington Community Broadcasting Co., wants to operate both the WOOK-AM and WOOK-TV facilities.

Drew Pearson, newspaper columnist and radio-TV commentator, is vice president of Washington Community. Mr. Pearson is also a 33% owner of the Bell-McClure Newspaper Syndicate and was a member of a company that lost a battle in 1951 to gain control of WBAL Baltimore. This was the original Blue Book case.

**Subscribers** — Among Washington Civic's subscribers are James F. (Jim) Simpson, sports commentator for NBC, and Lewis W. Shollenberger, director and sole owner of Washington Broadcast News Services Inc. Mr. Shollenberger was formerly director of special events and news operations, ABC News, Washington, 1961-63, director of Radio Liberty Division, Munich, Germany, in 1963-64, and executive director of worldwide facilities for the Radio Liberty Committee Inc., New York, 1964-65. Washington Civic has designated Mr. Shollenberger as station manager and Mr. Simpson as director of sports and special events.

WOOK-TV, which currently serves Washington's Negro community, last week filed renewal applications with the commission. The station's current operating licenses are due to expire on Oct. 1. WOOK-AM was given a full-term license renewal by the FCC last July along with a \$7,500 fine for violations of various logging and engineering rules (BROADCASTING, May 9, June 27).

Washington Community's application indicated that the company's radio and TV programing would be oriented toward Negro history and culture and would include editorials on issues pertinent to the Negro community. The AM application also said that 10% of the company's profits would be devoted to scholarships for Negroes who were

interested in careers in broadcasting. Washington Civic did not disclose whether the company would continue WOOK-TV's Negro-oriented format.

**Company Principals** — Washington Community, with a capitalization of 1.6 million, has 22 stockholders that have holdings ranging from 1.25% to 9.375%. In addition to Mr. Pearson (6.25%), company principals include Marjorie M. Lawson (6.25%), attorney and former juvenile court judge in Washington who is also 7.5% owner of Pasadena Community Station Inc., applicant for a new AM in Pasadena, Calif.; Harold William Walker (1.25%), newscaster for WTOP-TV Washington; George C. Vournas (9.375%), Washington attorney, and Roy N. Meachum (3.75%), art critic and director of in-



Richard Eaton

formation in charge of public, community and cultural affairs for the Post Newsweek Stations, Washington.

The new firm is headed by Mrs. Lawson, with Mr. Pearson as vice president; Jacqueline Robinson, wife of stockholder Dr. Alvin F. Robinson, as secretary; Newton Frohlick, Washington attorney, as assistant secretary; Norman Bernstein, real estate investment executive, as treasurer, and Theodore R. Hagens Jr., realtor, as assistant treasurer.

**Civic's Subscribers** — Washington Civic has a capitalization of \$800,000 and 33 subscribers with holdings ranging from 1.2% to 3.5%. In addition to

Messrs. Simpson and Shollenberger, company principals include Paul C. Aiken, Washington attorney, who is also vice president of the Cleveland Broadcasting Co., licensee of WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, Ohio, and KFAC-AM-FM Los Angeles, president of Topeka Television Inc., applicant for channel 43 Topeka, Kan., and vice president of Alabama Television Inc., applicant for channel 21 Birmingham, Ala.; Lawrence Beckerman, assistant librarian for the U.S. Senate and professor in American University's Department of Journalism, Public Relations and Television who was formerly executive producer of ABC's Washington News Bureau, 1962-63, and director of the public affairs and news departments for the Washington Post Co. (WTOP-AM-TV), 1955-62; Monroe Bush, executive director of the Population Reference Bureau, who is also vice chairman of the Greater Washington Educational Television Association, licensee of noncommercial educational WETA-TV Washington; William Calomiris, realtor, who was formerly president of WSAL Broadcasting Inc., licensee of WABW Annapolis, Md.; Michael J. Deutch, consulting engineer; Milton W. King, Washington attorney, bank director and vice president of the Washington Redskins professional football team; Richard K. Lyon, Washington attorney, who was formerly secretary and director of WINX Broadcasting Co., licensee of WINX Washington; Flaxie M. Pinkett, president of a real estate and insurance firm and director of the Greater Washington Television Association; Sterling Tucker, executive director of the Washington Urban League and Albert Philipson, Washington attorney. Mr. Aiken and Mr. Philipson are president and secretary of the company, respectively.

In addition to WOOK-AM-TV, Mr. Eaton's United Broadcasting is the owner of WFAN(FM), Washington; WSID-AM-FM and WTLF(TV), all Baltimore; WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N. H.; WFAB Miami; WBNX New York and WJMY Allen Park-Detroit. Mr. Eaton's application to purchase KTRG-TV Honolulu is pending.

## FM changes frequencies

Some six years of listener protests about adjacent channel interference in certain areas between WFMT(FM) Chicago (98.7 mc) and WRSV(FM) Skokie, Ill. (98.3 mc), are expected to end this week as WRSV starts operation on 101.9 mc, the frequency relinquished a fortnight ago by WCLM(FM) Chicago. WCLM went silent after exhausting all appeal remedies in the courts after failure to win license renewal from the FCC several years ago on grounds in-

# Today, the biggest problems of Teenage Driving are parents



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Today, most parents believe that Teenage Drivers get their bad image from a few "problem kids" from the other side of town.

The facts would indicate that notion is pure illusion.

The blame should be on *problem parents*.

Today, parents from *all* sides of town are allowing their children to make the automobile their No. 1 standard for social acceptance. And the consequences are proving disastrous.

Here is a glaring point culled from a recent Allstate study that surveyed a national cross-section of 20,000 students:

The automobile can jeopardize a teenager's future—and not just because two of every five teenagers are involved in accidents each year.

**Social success at age 16 . . . or a failure at 21?** Probing past the alarming accident statistics, the Allstate researchers discovered that the automobile too often has a serious detrimental effect on teenage grades.

Allstate found that students who hold driver's licenses are poorer students than those who don't. Students who drive cars to school are even worse. And students who own their own cars are the worst of all—29% of "F" students are car-owners.

One might well ask, "How important are grades?" because there *was* a time when a 'gentleman's C' would open business doors. But that way of thinking passed on as man faced the educational demands of the space age.

**"Get a part-time job and buy your own car."** This may be the worst mistake a parent can make—

an outright invitation to failure.

A youngster at work is in the best tradition of our American heritage. But let his goal be an automobile and his interests and time will also take that bent—and school work may be the sacrifice.

The study shows that this job-auto combination is disastrous. Only 18% of these students get B's or better—as compared with 35% in the "no car—no job" classification.

**What's the answer—no car and no part-time job?** Far from it. There can be a happy medium, and the Allstate study reveals one.

Both driving and working can be adjusted to the teenager's schedule without serious detriment to his grades and future.

### RULES :

- The youngster should be limited to weekend driving . . . only occasional week-day driving.
- If he works to support his car, this should also be on weekends only.
- Parents should limit his vacation-time auto expenses and usage—to avoid "breaking the habit" next school term.

**A teenage driver doesn't have to be a bad driver**—The Allstate report also uncovers ways to reduce the alarming accident statistics. The surest way is high school "Driver Training."

The study figures show up to a 29% improvement of the high school-trained students over those

taught to drive by their parents. Based on recent statistics on the number of under-20 drivers, this factor alone would mean 851 lives saved and more than \$128 million saved in property loss each year.

**Where do we go from here?** We at Allstate are continuing our wholehearted support of research into Teenage Driving, Driver Training, and new means of reaching teenagers with safety messages they will understand.

Recently, Allstate awarded \$90,000 to 42 colleges and institutions for their driver education programs. Since 1953 Allstate has contributed almost 1 million dollars to this field and has helped train more than 15,000 teachers and 2 million students.

But we realize that these activities do little more than treat the symptoms of the real problem. So we have also developed a public information program, designed to awaken the parents of the teenagers to *their* all-important responsibility.

**"A Teenage Pattern"**—The results of this extensive research project have been published in a booklet and entitled "A Teenage Pattern."

The book is directed to parents and describes their responsibilities in detail. It also offers recommendations for further action. So far, copies have been widely distributed to education authorities, traffic officials, and to parents themselves.

We will gladly send copies to all interested organizations. We're convinced that the problems of Teenage Driving should concern every parent.

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cluding horserace programing and engineering issues. The commission tentatively approved the WRSV move about a year ago pending outcome of the WCLM case.

## A withdrawal from Orlando ch. 9 case

After nearly 14 years of legal battle, Orange Nine Inc. last week withdrew its application to operate channel 9 in Orlando, Fla.

William O. Murrell Jr., secretary-treasurer of Orange Nine, announced that the company, in which he and his mother, Naomi T. Murrell, are principal stockholders, has decided to terminate its interest in the case because "the FCC apparently does not intend to withdraw the temporary authority under which the channel is being operated or set the matter for evidentiary hearing in the near future."

Channel 9 is currently being operated by Mid-Florida Television Corp. (WFTV[TV]) which received commission approval of its application in 1957. The FCC made the channel available to new applicants after the U. S. court of appeals in Washington held that the agency's reaffirmation in 1964 of its 1957

grant to Mid-Florida was based on a "stale" record (BROADCASTING, March 8, 1965). The case was returned to the FCC twice because of ex parte charges involving the late Commissioner Richard A. Mack.

According to Mr. Murrell, Orange Nine, formerly known as WORZ Inc., feels the apparent FCC decision not to withdraw Mid-Florida's temporary authority to operate channel 9 "probably will work to the benefit of the temporary licensee and, therefore, amounts to prejudice by the commission against the new applications. . . ." The appeals court early last year told the commission to reopen the channel 9 matter and to hold a hearing on the new applications.

Orange Nine's withdrawal reduces the number of applicants for permanent authority of channel 9 to six. They are: Florida 9 Broadcasting Co., Howard Weiss, TV 9 Inc., Florida Heartland Television Inc., Central Nine Corp. and Comint Inc. Several of the applicants have asked the FCC to provide for an interim authority in which all applicants would be eligible to share in the operation and profits of the station pending conclusion of the hearing. Mid-Florida requested that the commission deny all such applications for interim authority (BROADCASTING, May 23).

## Maybe there's an answer in the stars

Gordon McLendon, owner of the McLendon station group, has abandoned efforts to buy into WCIU(TV) Chicago, a UHF station.

At the same time two stockholders in the station agreed to drop a suit they had filed seeking to invalidate a contract for Mr. McLendon's purchase of one-third of the station's stock and to collect \$250,000 damages for public statements allegedly made by Mr. McLendon questioning the financial stability of the station.

The "amicable" settlement was announced last week by WCIU.

Meanwhile, however, Chicago attorney Jay J. G. Schatz, a WCIU stockholder who at times represents Mr. McLendon in broadcast matters, said he would continue his personal efforts to block FCC approval of a transfer of WCIU control to J. W. O'Connor and Howard Shapiro, the stockholders who had sued Mr. McLendon (BROADCASTING, May 23).

WCIU has been involved in stockholder and other controversies from time to time since it took the air in early 1964 as the first commercial UHF station in Chicago. Recently it announced plans to carry hard-liquor advertising, then just as abruptly cancelled them. Next came plans for a Bingo program which now has been postponed.

Last week WCIU said it would begin a Sunday half-hour show on astrology featuring Kriyananda, "the noted astologist who will forecast coming events, both local and nationwide."

## Changing hands

**ANNOUNCED** ■ *The following station sale was reported last week subject to FCC approval:*

■ **KDIX-AM-TV**, Dickinson, N. D.: Sold by Dickinson Radio Association to Stanley Deck for \$250 per share for class A stock and \$50 per share for class B, making a total of about \$650,000. Mr. Deck is presently 5% owner of Dickinson Radio and is general manager of **KDIX-TV**. **KDIX**, founded in 1947, is fulltimer operating on 1230 kc with 1 kw day and 250 w night. **KDIX-TV**, founded in 1956, operates on channel 2.

**APPROVED** ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 81).*

■ **WTTT**, Amherst, Mass.: Sold by Augustine L. Cavallaro to Robert K. McConnell and Edward H. Peene for

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\$255,000 plus \$50,000 for agreement not to compete for 10 years within 35 miles. Mr. McConnell is Amherst-Northampton businessman; Mr. Peene has been station manager of WTTT since it began three years ago. Mr. Cavallaro is an applicant for a new standard broadcast station in Bayamon, P. R. WTTT is a 5 kw daytimer on 1430 kc.

## New TV station

**KLOC-TV (Ch. 19) Modesto, Calif.**, received program test authorization Aug. 26, to operate with an ERP of 20.4 kw visual and 11 kw aural from an antenna 320 feet above average terrain and 355 feet above ground. KLOC Broadcasting Co. is permittee. The station is a KLOC affiliate.

## FCC 'racial' stand explained by Hyde

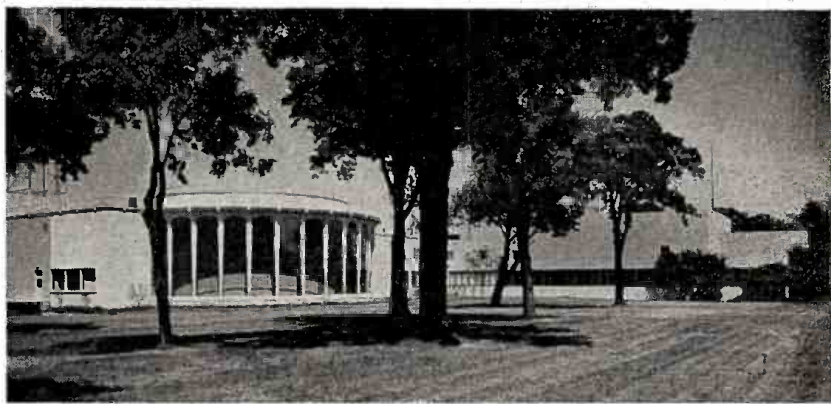
A congressman's charge that the FCC is applying racial standards in its evaluation of competing applications for a Washington AM station has been withdrawn after an exchange of letters with FCC Chairman Rosel H. Hyde.

The issue arose over two months ago when the commission observed that one applicant was proposing specialized programming while the other did not "appear to be similarly specialized." The contest was over the license renewal sought by WUST, which now has a Negro-oriented format. Another applicant, Bethesda-Chevy Chase Broadcasting Inc., also sought a permit for a station on WUST's facility.

Representative Frank Horton (R-N. Y.) at that time said it was inconceivable that a federal agency would use racial reasons in considering a case. He added such a policy amounted to refined intolerance.

Chairman Hyde replied that licensing decisions were in no way controlled by racial, ethnic or religious considerations. He also noted, however, that sizeable segments of the broadcasting industry have developed specialized programming and advertising designed to appeal to various minority groups such as Spanish or Polish audiences, or, as in this case, the Negro population. Mr. Hyde added that therefore the FCC had been obligated to deal with such factors and that the FCC always sought to assure that such specialized programming ultimately tried to bridge, rather than perpetuate, whatever gaps in understanding exist among the many segments of our population. He also cited FCC precedents in similar cases.

**Dispute Continued** ■ Representative Horton challenged the FCC chairman's



## Milwaukee's 'New Look': TV in the round

The Southeastern Wisconsin audience got its first glance at the *Milwaukee Journal* stations, WTMJ-AM-FM-TV, in a special one-hour color presentation, *New Look*, Friday, Sept. 2.

The look included a tour of the

stations' television studios and facilities, built on a circular plan.

In addition to construction of a new wing, the *Journal* station reorganized and modernized the original Radio City building, which opened in 1942.

explanation in a second message. He took issue with Mr. Hyde's parallel between programming for Polish and Spanish audiences who do not speak English

and Negro programming. He inquired why the FCC encouraged separate programming for Negro Americans who speak English. "This policy—I am sure

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## Senate promptly approves Hayes ambassadorial appointment

The nomination of Washington broadcasting executive John S. Hayes to serve as this country's ambassador to Switzerland whisked through the Senate Foreign Relations Committee early last week and was confirmed by the full Senate a day later.

The Senate approval interrupted a career in broadcasting which stretched back over 35 years for Mr. Hayes, who at the time of his appointment less than two weeks ago by President Johnson, was president of the Post-Newsweek Stations.

The lone specter of possible objection to Mr. Hayes' appointment by senators who have feuded with *The Washington Post* in the past failed to materialize either in the hearing or on the Senate floor, where the nomination won approval by voice vote.

Foreign Relations Committee Chairman J. William Fulbright, who has strongly disagreed with some of the *Post's* editorial policies, only asked Mr. Hayes whether he planned to resign his affiliation with the *Post*. Mr. Hayes replied that he would.

The only other questions posed by Senator Fulbright were to inquire whether Mr. Hayes spoke French and whether he had ever been to Switzerland. Mr. Hayes, who was



Ambassador Hayes

accompanied by his wife at the hearing, said he had spoken "a reasonable facsimile" of French dur-

ing his wartime service as organizer and commanding officer of the Armed Forces Radio Network, but that he had never visited the site of his new diplomatic post.

Other questions put to Mr. Hayes during the brief hearing touched on the importance of the Swiss assignment and concern that pressure might be applied by his news-media colleagues for him to act as a listening post for them. Mr. Hayes said he did not anticipate any difficulties. Senator Frank Carlson (R-Kan.) remarked that the Swiss ambassadorship was extremely important to the U.S. because of the more than 100 international organizations based in Geneva.

Mr. Hayes was also asked about the future of the *New York Herald Tribune* and of that paper's Paris edition, in which *The Washington Post* has acquired a 45% interest. He replied that he had little information on the subject.

Senator Eugene J. McCarthy (D-Minn.) smilingly endorsed Mr. Hayes's nomination and added he could vouch that Mr. Hayes was a good neighbor since they both live in the Washington suburb of Bethesda, Md.

unintentionally fosters the insidious idea that men of different color are basically different," he continued. Despite the expressed hope that these race-oriented programs will contribute to greater understanding, he said he doubted that misunderstandings between races could be removed by adding another difference in the environment.

In further defining the FCC's policy in such matters, Chairman Hyde said that while the commission recognizes the existence of such programing practices, "the commission generally has not favored it and certainly has not required it of licensees." He added that the FCC's policy generally required applicants to reflect community needs and interests. He also said that when there was insufficient evidence that the programing would contribute to greater racial understanding rather than being divisive, the commission demanded additional assurances. The need for such specialized programing, in some instances, Mr. Hyde continued, has been supported by the testimony of local Negro leaders.

**Position Not Fixed** ■ The FCC's position in this matter, he also said, "is by

no means fixed and immutable against change—particularly so when it is recognized that this issue is both novel and sensitive . . . we shall, at the same time, remain alert to the problem and fully responsive to any showing that our expectations have been misplaced and that some modification of our policy, or even some new approach altogether, would better serve the broadcast public, both in whole and part."

Representative Horton wrote Mr. Hyde that "our discussion of this issue has been valuable to me, and your sharpening and clarification of the policy has removed the need for my criticism." He also welcomed Mr. Hyde's decision to circulate the exchange of letters on the topic among the other commissioners and to the commission's top staff.

### Builds new tower

WRLP(TV) Greenfield, Mass., which went off the air Aug. 19, plans to return to the air in the near future, according to William L. Putnam, president of Springfield Television Broadcasting

Corp. A plane crashed into the station's tower, killing the two occupants and causing the tower to buckle. For safety's sake the tower was dismantled.

As soon as a new tower is completed, the station will go back on the air with increased power. WRLP is a satellite of WWLP(TV) Springfield, Mass. When it resumes programing it will no longer rely on an off-the-air pickup from WWLP, but will be fed by direct microwave from the station.

### Convention speakers set for CBS Radio group

The CBS Radio Affiliates Association will hold its 13th annual convention at the Hilton hotel in New York on Sept. 20 and 21.

The luncheon speakers will be Vice President Hubert H. Humphrey, on the first day, and John A. Schneider, president, CBS/Broadcast Group, CBS Inc., on the second day.

Among the CBS Radio officials who will make reports to the convention

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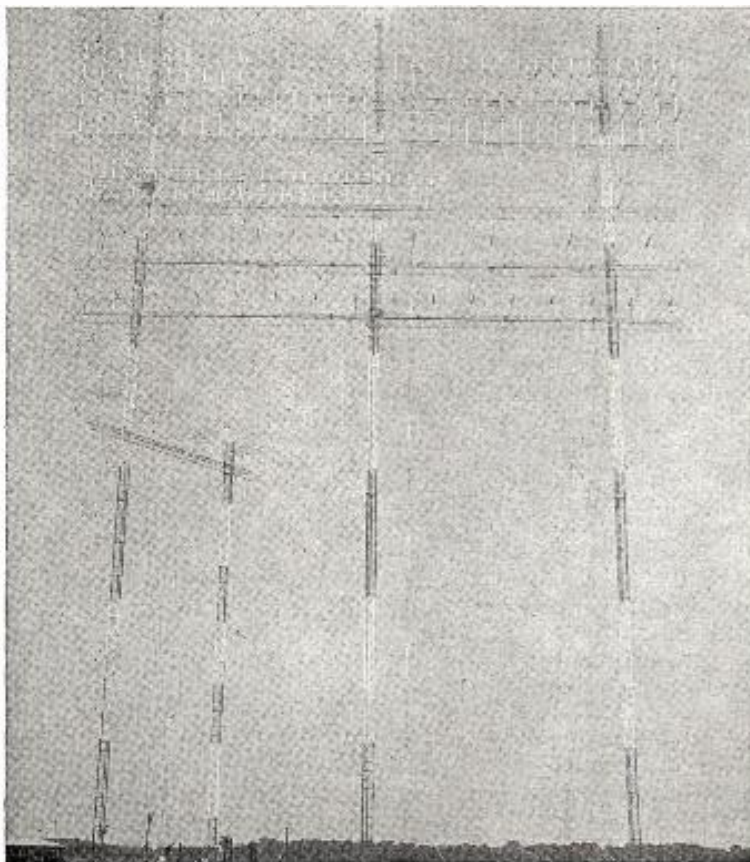
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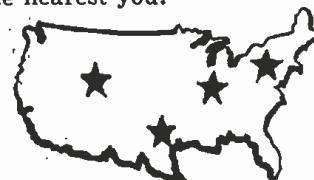
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are Arthur Hull Hayes, president; George J. Arkedis, vice president of network sales and affiliate relations; W. Thomas Dawson, vice president, information services, and Harper Carrairie, director of research.

Other speakers will be Richard S. Salant, president, CBS News; David Blank, director, office of economic analysis, CBS Inc.; William D. Greene, director, CBS/FM Broadcasting; Leon Brooks, vice president and general counsel, CBS Inc.; Joseph T. Dembo, director of radio news, CBS News.

Lee Fondren, station manager of KLZ Denver is chairman of the convention committee. Michael R. Hanna, general manager of WHCU Ithaca, N.Y., is chairman of the Affiliate's Association board, and will preside over the opening session.

## Little support given for translator microwaves

The FCC's proposal to permit translator operators to use AM microwaves to bring in programs from distant stations received little support from the two industry representatives that commented last week.

The Electronic Industries Association

commended the commission for trying to provide relief to translator operators in their quest to relay TV signals of reasonable quality but expressed the belief that the proposal to relay by AM microwave is "inherently inferior to the now universally accepted FM methods used by common carriers, broadcasters, CATV firms and other television services." AM microwave relay, said EIA, would not be capable of carrying a color TV signal very far without distorting it. Appreciable distortion, the association stated, would result from "basic propagational characteristics and current equipment design." EIA suggested that the commission consider the use of conventional FM microwave systems to relay signals to suitably equipped translator stations.

WLOE-TV Goodland, Kan., was primarily concerned that, if allowed to add microwaves to their facilities, the larger metropolitan TV stations would extend their influence far beyond their normal contours without the concurrent obligation to provide any local service. The station argued that there are many local broadcasters which can provide the services that larger stations seek to furnish via translators and relays. "If the larger stations are allowed to continue to extend their service areas," WLOE-TV said, "they will refuse to allow rebroadcast

rights to local stations which are in a position to furnish program service for their normal service areas."

The FCC issued notice of its proposed rulemaking last January (BROADCASTING, Jan. 17). The Association of Maximum Service Telecasters, NBC, and Field Communications Corp. were among broadcast representatives that commented previously on the proposal. The deadline for comments was last Thursday (Sept. 1).

## Dismissal sought on KCTY renewal hearing

Allen C. Bigham Jr., licensee of KCTY Salinas, Calif., last week asked the FCC to dismiss a July order that designated the station's renewal application for hearing. The commission had ordered that a hearing be held to determine whether any violations of FCC rules had occurred.

Mr. Bigham stated that the FCC's hearing order is "legally defective" as a designation order and also as a notice of apparent liability for forfeiture because it violates various commission rules. He said that the order failed to comply with FCC rules by not specifying any of the issues relevant to the renewal application. "For all practical purposes, the designation order is barren of any recitation of facts," Mr. Bigham said.

KCTY has allegedly been involved in unauthorized transfer of control, broadcast of a lottery, violation of the sponsorship-identification rules, falsification of logs and other misdemeanors (BROADCASTING, July 18). The FCC has also stated that if the hearing examiner finds during the contemplated hearing that KCTY's activities do not justify a denial of its license, he would then recommend to the commission whether a fine up to \$10,000 should be imposed.

## Reversal sought on review board decision

Prattville Broadcasting Co., owned by Ned N. Butler and Claude M. Gray, last week asked the FCC's review board to reconsider a July decision that would deny its application for a new AM station in Prattville, Ala.

The board based its decision largely on the grounds that Mr. Butler, licensee of WTLS Tallassee, Ala., had submitted falsified program logs in connection with the renewal application filed for his station in 1964 and, therefore, raised a question as to whether he possessed the character qualifications to be a licensee (BROADCASTING, Aug. 1).

Prattville admitted that WTLS's logs

## FCC's CATV task force needs room, staff

People and space — two items in short supply at the FCC—represent problems still to be solved this week as commission officials continue the job of setting up the task force on CATV whose creation was announced three weeks ago (BROADCASTING, Aug. 22).

Sol Schildhouse, who has been detailed from his regular duties as hearing examiner to head the new unit, hopes to recruit a force of 20-25 persons. This would include 12-15 attorneys, five stenographers and several research and office aides.

But getting the help from commission bureaus, all of which have manpower shortages of their own, won't be easy. The force, however, starts with a nucleus of six attorneys who have been working on CATV matters in the Broadcast Bureau, which formerly had responsibility in the area.

Mr. Schildhouse has drawn up a list of names for the additional help he would like and has discussed it with Executive Director Max Paglin. Some new assignments to the task force may be made this week.

The job of finding space for the

new outfit is also difficult. The U.S. Post Office Department, whose premises the commission occupies on Pennsylvania Ave., is constantly demanding more and more space for its own needs.



Examiner Schildhouse

were incorrectly submitted and that Mr. Butler was "careless" because he did not properly supervise and oversee the preparation of the logs. But the company also stated that the board holds "it is impossible to believe that careless or negligent conduct would occur in the preparation and filing of a license renewal because of the importance of the event." According to Prattville, carelessness or negligence during the preparation of a license-renewal application is certainly possible and, therefore, not "illogical." The board had previously charged that Mr. Butler's account of the events in question was filled with "illogical explanations."

## GE Cablevision buys 4 CATV systems

General Electric Co., which has been slowly building a group of CATV systems, last week when it acquired four systems from National General Corp., Hollywood.

The properties—in Alpena, Mich.; Biloxi, Miss.; Hattiesburg, Miss., and Logan, W. Va.—were purchased by General Electric Cablevision Corp., the

CATV subsidiary of GE. The price was \$3.5 million, according to NGC. The four systems serve almost 19,000 subscribers. National General continues to own a CATV in Williamsport, Pa.

## \$875,000 for ETV from National Arts Council

One noncommercial educational TV station and two ETV organizations were promised \$875,000 by the National Council on the Arts last week—but there were a couple of conditions attached to the gift.

Recipients of the council's largesse, if things work out, are WNDT(TV) Newark, N. J.-New York, operating on channel 13, and National Educational Television (NET) and the educational television stations division of the National Association of Educational Broadcasters (NAEB). The allocation among the three grantees has not yet been decided.

The conditions are two: first, matching funds totaling the \$875,000 must be received by the council from private or institutional donors on an unrestricted basis, and second, the recipients must match their shares from local sources.

## FCC commissioners set for NAB meets

Three FCC commissioners are doubling up their appearances at the fall conferences of the National Association of Broadcasters, while two commissioners will attend only one each, it was announced last week. FCC Chairman Rosel H. Hyde and Commissioner Nicholas Johnson are not appearing at any of the meetings.

Commissioners Lee Loevinger, Kenneth A. Cox and Robert E. Lee will appear at two of the conferences; Commissioners James W. Wadsworth and Robert T. Bartley, only one each.

The schedule:

Oct. 13-14, Dallas, Commissioner Loevinger; Oct. 17-18, San Francisco, Commissioner Cox; Oct. 20-21, Denver, Commissioner Wadsworth; Oct. 24-25, Minneapolis, Commissioner Loevinger.

Nov. 10-11, St. Louis, Commissioner Lee; Nov. 14-15, New York, Commissioner Lee; Nov. 17-18, Charlotte, N.C., Commissioner Cox; Nov. 21-22, Jacksonville, Fla., Commissioner Bartley.

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# Buckley show sold to ETV's

'Firing Line' now offered to noncommercial stations if commercials don't buy

RKO General, syndicator of William J. Buckley Jr.'s *Firing Line*, a weekly political debate, has begun selling the program to noncommercial television stations in markets where it cannot sell it to commercial outlets.

Three noncommercial, educational television outlets have bought the program. One already has arranged underwriting by a local advertiser. Another is negotiating for similar support. The third reported it would accept underwriting if offered.

The program, a weekly hour featuring Mr. Buckley, a conservative editor and writer, in television debates with well-known persons, was put into syndication last April. Sales to noncommercial outlets began this summer.

The three noncommercial outlets that have so far bought the show are KRMA-TV Denver, WTHS-TV Miami and WCNY-TV Syracuse, N. Y.

**Angel in Denver** ■ KRMA-TV said it already has a benefactor for the show. King Supers, a supermarket chain, will underwrite the series for which it will receive customary credits at the start and end of each show. King Supers had been underwriting *Open End*, the David Susskind discussion show, on the Denver educational TV outlet, but the station will drop that and substitute the RKO series.

Russell Casement, executive director of KRMA-TV, said the station was paying \$350 for each one-hour show and had signed for 26 weeks (including RKO's initial 13 programs and another cycle to be produced).

Thomas B. Petry, general manager of WCNY-TV, said he was negotiating with several companies to underwrite the Buckley series but that no contract had been signed. Air credit would be given to any underwriter, he said.

George Dooley, executive vice president of WTHS-TV, said his station had purchased the program but was not actively seeking an underwriter. He said, however, if a "possible benefactor" came along with a grant, the station would be pleased to receive it and customary credits would be given at the opening and closing of each program.

Mr. Buckley, RKO General said, will



Mr. Buckley

tape another 13 shows for the series which will be in a minimum 14 markets in the fall. The syndicator said sales were expected to be made to other noncommercial stations, in San Francisco, Buffalo, N. Y., and an unidentified

city in Georgia. It was acknowledged that in most cases, the price paid for the shows by ETV's was lower than that being sought from commercial stations in the same market.

Among those who have appeared on *Firing Line* in the first 13 shows: Barry Goldwater, Norman Thomas, Bishop James Pike, James Farmer, Senator Thomas Dodd (D-Conn.), David Susskind, Steve Allen, Claire Booth Luce, David Merrick, Joseph Rauh and Staughton Lynd. RKO said the design of the show is "to pit Mr. Buckley against opponents of national stature on economic, social and political issues."

## Programs, problems network subjects

The three directors of program development from the three television networks appearing on a competing medium in Los Angeles answered questions and talked about the coming network TV season last week. Leonard (Buzz) Blair, head of program development, CBS-TV, West Coast; Herbert Schlosser, vice president of NBC-TV network programming, West Coast and Harve Bennett, vice president of ABC-TV network programming, western division, were the guests for two hours of conversation on "PM Firing Line," a

### Negro formats: Do they divide or serve?

The question of Negro-oriented programming appears likely to develop into one of the stickier issues the FCC will have to face in the months ahead as the civil rights movement and the popularity of Negro programming both continue to grow.

Does Negro-oriented programming serve a legitimate public need, or does it widen the gulf between a city's white and Negro communities? If not intrinsically bad, are some formats acceptable and others not?

These questions were brought into focus by two developments last week.

One involved the release of an exchange of correspondence between a New York congressman and FCC Chairman Rosel H. Hyde. The other was the filing of competing applications for the facilities of WOOK-TV

(ch. 14) Washington, whose programming is designed to appeal to Negroes.

**Correspondence** ■ The correspondence indicated that Chairman Hyde had satisfied Representative Frank Horton (R-N. Y.) that the commission does not apply racial standards in evaluating proposals of competing applicants (see story page 53).

But the chairman's letters also make clear that the commission is aware of the possibility that Negro-oriented programming might "demean" the Negro and that, as a result, it would consider such programming proposals with great care.

The contest involving WOOK-AM-TV will require the commission to put that policy into practice. One of the new companies, Washington Com-



nightly telephone-talk program carried by KNX Los Angeles, a CBS-owned radio station.

What the three TV network programming executives had to say about the upcoming and future seasons in answer to questions put to them by program host Boyd Harvey and by listeners who phoned in was mostly a rehash of what network drumbeaters have been promoting for the last several months.

Buzz Blair spoke glowingly about CBS-TV's particular interest in producing "a lot of specials." Herb Schlosser said that NBC-TV was looking for a "diversity of programing," including but not concentrating on, specials.

Harve Bennett talked mostly about *ABC Stage 67*, terming the new series the "crown jewel" in ABC-TV's programing collection.

**Cost-Conscious** ■ All three men expressed concern over the rising cost of making pilots. Mr. Schlosser said that NBC-TV has found that program development for the season a year from now "has been very slow." He pointed out that as recently as three to four years ago, NBC pilots cost \$175,000 to \$200,000 to produce. Today, pilots normally cost about \$450,000, with some going as high as \$650,000.

"There is a trend in the direction of greater care, more of custom-tailoring your projects," Mr. Schlosser said. "You just can't do the number of pilots you used to do in the past. I think this may be a very good thing. I think it

will be good for the networks and will be good for the studios to think twice before committing vast sums for pilots. I think it's a good thing for them to be spending a lot more time and effort in developing a project before actually deciding to put it before the cameras."

Mr. Blair acknowledged that CBS-TV had been hurt by pilot costs in the past. He said that the network produced 22 pilots for the 1966-67 season, with only six scheduled to get on the air.

In agreeing with Mr. Schlosser's "go slow" theory about current pilot-making, Mr. Bennett indicated that ABC-TV's position might be termed even more radical. "I'd say," he commented, "that we are going to make half as many pilots this year as we made last year." In preparation for the current season, he explained, ABC produced approximately 35 pilots with about one-third getting on the air.

In a separate observation, Mr. Bennett has some favorable words for the general network practice of previewing pilots for specially selected audiences. He said this technique gives a good indication of how a network can improve shows; tells what about a show an audience likes, dislikes; tells about casting and where the jokes in a comedy play best. "This is a way," he said "for us to get at least a smattering of what the people think. It's not absolute. We don't make decisions based on such tests. But it's highly informative."

munity Broadcasting Co. is seeking the facilities of WOOK as well as WOOK-TV

The company seeking only the television channel, Washington Civic Television Inc., did not indicate whether its programing would be aimed at the Negro market. But Washington Community said it would serve the Negro community. Thus the commission will have to choose between two Negro-oriented formats.

Drew Pearson, vice president of Washington Community, indicated the approach his company would take. "The Negro population of Washington has been treated to a mixture of rock and roll far beneath their dignity and educational standards," he said in a statement. WOOK, he said, had missed an opportunity to contribute to the educational and

cultural life of the Negro community.

**Not the Only One** ■ This might not be the first contest of its kind involving Washington, 63% of whose population of 860,000 is Negro. WUST, in nearby Bethesda, Md., which serves the Negro population in Washington, has filed an application in competition with the renewal of an application for the facilities of WOL Washington, which also programs for the Negro audience (BROADCASTING, Aug. 1). However, the commission hasn't yet accepted the application.

Commission forays into programing questions invariably raise questions of censorship and program control. These questions won't be made any easier for the FCC when they become entwined in the racial issue.

## Vietnam and the news

### Pentagon's Sylvester defends Defense against news management charges

Defending against charges of government management of news from Vietnam, the Pentagon's information chief last week told a Senate inquiry that the current war is "the most intensely covered conflict in history."

Arthur Sylvester, assistant secretary of defense for public affairs, also told a Senate Foreign Relations Committee hearing that he didn't really know what critics meant by the term "news management," and said the only place where news is, and should be managed is in the news offices of the newspapers and television stations. He also said he knew of no attempts by government to manage the news.

A veteran of over 30 years as a newsman himself, Mr. Sylvester said no censorship was being exercised in Vietnam news coverage. He said the only restriction was a set of prearranged guidelines to which reporters agreed to assure the safety of the fighting troops.

Mr. Sylvester said because newspapers, television and radio covered the action in such great detail "the big picture frequently is blurred by the mass of material being reported each day." He added that platoon and even squad action was given in-depth treatment while such action would have been treated only as a one paragraph item in World War II or the Korean War. "The problem is not of mendacity but human fallibility," he observed.

**24-Hour Aid** ■ The Defense Department and the armed forces information officers in Vietnam, he said, provide around-the-clock assistance to the 419 newsmen from 22 different nations covering the war. Over 170 of these reporters in Vietnam today are Americans, he added. Back in 1964 there were only about 40 newsmen in that country, including foreign correspondents, he noted.

In assisting the coverage of the war, he said his office since last October had performed many tasks including the release of 157 TV newsfilms about Vietnam and assisted the networks in the production of 24 TV documentaries on the subject. In addition, he

said, information services in Vietnam had assisted with 11 other TV documentaries.

Committee chairman Senator J. William Fulbright (D.-Ark.), however, noted that "almost continuously over the past two years the Defense Department has been charged by responsible journalists and newspapers with managing, or mismanaging, the flow of news from Vietnam." Senator Fulbright said it was vital the public be accurately informed about the war and that the public's frustration seems to be intensified by a suspicion the government is consciously refraining from providing adequate and accurate information.

To the contrary, Mr. Sylvester replied that many newsmen thought the government allowed too much freedom for the good of the war effort. He also cited comments by CBS News commentator Eric Sevareid noting the transportation facilities and the information officers in Vietnam were the best he had ever encountered. As an example of the government's "complete candor" in allowing even unfavorable reports was the fact that a CBS reporter accompanied and gave an eyewitness ac-

count of the recent dropping of napalm by U.S. planes on U.S. troops.

**The Right to Lie** ■ Mr. Sylvester also denied the accuracy of statements attributed to him to the effect that the government had a right to lie in certain instances.

Senator Fulbright raised the issue that the government might exercise a great deal of power over television and newspaper coverage because TV stations have to get licenses from the government and because often the TV station is the keystone and most profitable segment of communications holdings that embrace both newspaper and TV. In some instances, Senator Fulbright observed, stations and papers affiliated with stations might be reluctant to criticize government policy because of their reliance on a government license.

However, Mr. Sylvester disagreed with that view, saying that he didn't see any signs of sensitivity by TV stations. "They don't have an eye toward the government. They are generally objective and often critical," he remarked.

**Free Choice** ■ Senator Fulbright said the question was raised when CBS earlier this year chose not to broadcast the committee's hearings in their



Defense's Sylvester

entirety. "You don't offer any prizes and can't compete with the other shows," replied Mr. Sylvester. Senator Fulbright noted, however, that another network did carry the hearing. "That's an example of freedom of the press and choice," Mr. Sylvester commented.

The strongest attack on government handling of Vietnam news came from Senator Joseph S. Clark who denounced U.S. news policies there as "barbarous, revolting, manipulated and lacking in candor." He also criticized government policy of supplying transportation in the past to newsmen to cover the war and said the only saving aspect of our policy was we have not yet imposed censorship.

Mr. Sylvester replied that Senator Clark could not document the charges and that he was libeling a large number of newsmen by implying they could be influenced by a plane ride to Vietnam. He said that if Senator Clark had a chance to examine the charges he might change his views.

The hearing was part of a general inquiry into government handling of war information. The committee earlier had heard testimony from U.S. Information Agency director Leonard Marks who defended USIA sponsored trips to Vietnam for foreign newsmen.



## A television special on the No. 2 wedding

The Aug. 27 wedding of Vice President Hubert Humphrey's son may not have attracted the national television coverage that was accorded Luci Johnson's nuptials three weeks earlier, but in Minneapolis it was big.

Wcco-tv Minneapolis provided live coverage of arrivals and departures of the wedding party at St. Olaf's Roman Catholic church, and while the wedding ceremony was in

progress switched to a special color-film report it had prepared on the principals, their families and places of origin. Mr. Humphrey's son, Robert, is a student at Minnesota's Mankato State College. His bride, Donna Erickson, is native of Hampton, Minn.

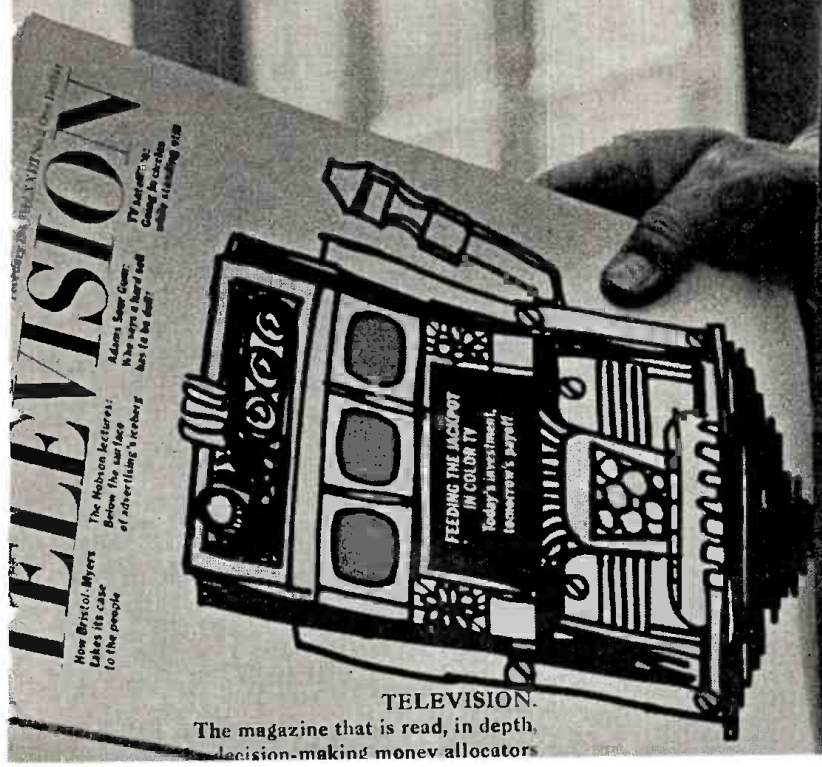
In the picture above Vice President and Mrs. Humphrey are shown on camera as they arrived for the ceremony.

## Russians will let ABC in

ABC News reported last week it has been granted permission to film a program in the Soviet Union on the daily life of a family in Rostov. Recently both NBC and CBS have been turned down on similar projects.

Last month the Soviet Union withdrew permission for CBS to film two programs there and last spring NBC unsuccessfully sought to telecast the Tchaikovsky international competition from Moscow. These networks were advised that the international situation prohibited cooperation with U. S. television companies.

# Rollie Coffin takes it home to read.



Rollie Coffin, Chairman of the Board, RCA

# Did crime pay for NBC?

Some success in ratings, but sponsors shun show; praise, criticism heard

The recent NBC-TV white paper on organized crime proved to be less than a smashing success with at least two segments of the population, it became apparent last week.

Advertisers reportedly stayed away from the three-and-a-half hour special and its contents brought protests from several critics who saw the program as

being anti-Italian or misleading.

Although critical reaction to the program was mixed, NBC said it received dozens of telegrams from viewers across the country acclaiming it in terms such as "magnificent," "masterpiece" and "best television show ever."

In New York, officials said, the program evoked 97 telephone calls, all but two of them approving in tone. Both critical calls, they said, came from men who identified themselves as policemen and objected to scenes showing police corruption.

Meanwhile protests resounded from the city hall in Youngstown, Ohio, to the chambers of the U.S. Congress. Another outcry came from a New York police officer who heads a civil service organization.

**'Distortion' Protested** ■ Youngstown

city officials protested what they called distortion of interviews with local government officials. The city's police chief was quoted as saying, "they took my statements out of context and made it appear as if crime was still rampant here, which it is not." The police chief and mayor both said that the show made it appear as if they had denied the existence of any vice in that city, which they claimed they had not.

Representative Leonard Farbstein (D-N. Y.) criticized the program as "a libel upon Italian-Americans, one of the nation's finest, most law-abiding minority groups, one that has helped in substantial measure to enrich American life." He added that the network owes an apology to the Italian-American community because of its emphasis on Cosa Nostra activity and interviews

## Chairman Hyde and critic argue FCC program policy

FCC Chairman Rosel H. Hyde is a calm, generally restrained official whose hands-off approach to broadcast programming is well known. Lawrence Laurent, television critic for the *Washington Post*, is a voluble representative of those who believe the commission should take a stronger stand on programming matters. Mix them together on live television and the result is likely to be programming as smooth as sandpaper.

This proved the case Tuesday night, in a live interview carried by four noncommercial educational stations: WETA-TV Washington, WHYY-TV Philadelphia, WNDT(TV) New York, and WGBH-TV Boston.

Mr. Laurent, who participated from a studio in New York, where he is previewing the networks' new shows, was one of three interviewers. But he dominated the questioning during the 40-minute interview, reel-ing off statistics on television profits, quoting reports by delegates to a conference on television, criticizing the commission's performance and generally attempting to rebut the chairman's remarks.

He frequently addressed the 66-year-old chairman and veteran of 38 years of government service as "Rosel," and at one point remarked, in apparent disbelief at one of the chairman's comments, "Oh come on, Rosel. You know better than that."

Mr. Laurent, who said he has covered the FCC for 13 years, is the editor of *Equal Time*, a collection of the speeches of former FCC Chairman Newton N. Minow, who invoked the phrase "vast wasteland" as a description of television programming.



Critic Laurent

Chairman Hyde

**All Shook Up** ■ WETA officials appeared somewhat shaken at the treatment given the chairman of the FCC in their studio. But Chairman Hyde spent a half hour after the program ended chatting amiably with the WETA staffers. The other panelists were John Davenport, public affairs producer for the station, and Mitchell Krauss, host of the program, *Focus 66*.

Chairman Hyde, during the program, restated his view that the commission should not interfere in programming matters. It's for the public to choose what it wants to see and hear, he said. Improvement can come, he said, through experimenting and through the spur that educational television might provide.

And in answer to a question from Mr. Laurent, he said he would be concerned if it were demonstrated that a large segment of the public were boycotting television. But he said he disputed the validity of a report from the Louis Harris Associates public opinion-research company indicating that the upper-income and well-educated groups ignore television. Respondents who say they like cultural programs, he said,

have been found to be fans of "escape programs."

Mr. Laurent, dipping into a report of a conference at Yale on the drama on television, held in June, said participating groups stated that "if the FCC cannot or refuses to function, certainly other government voices should be appointed to represent the public [in regard to programming] . . . the commission is less than adequate, politically suspect."

**Hyde's 'Scholars'** ■ Chairman Hyde said the "scholars" should be informed that the commission administers policy laid down by Congress and "Congress ordained that the public would make the decisions on program selection."

The Yale conference, which was held June 27-29, was sponsored by the Yale-ABC Television writing talent development program, and was attended principally by television writers, producers and advertising agency representatives.

When Chairman Hyde at one point said the commission should not select programs for the public, Mr. Laurent replied that kind of action was not the only alternative to doing nothing. "There are about 4 million choices between those two extremes, and you know this very well," he said.

Mr. Laurent also cited the FCC's report on television finances for 1965 showing that stations, in the aggregate, had income of \$447.9 million before taxes and that 112 stations each earned profits of \$1 million or more. He suggested that television should plow more of its profits back into the business for the benefit of the public.

with confessed gangland figure Joe Valachi. Representative Farbstein, who said that being a member of a minority group himself made him particularly sensitive to aspersions cast on other minority groups, commented he was shocked and offended by the show.

In New York, Lieutenant Mario Biaggi, said to be that city's most decorated police officer and president of the 80,000-member Grand Council of Columbia Associations in Civil Service, asked President Johnson to look into the fitness of NBC to hold a broadcasting license in view of its conduct on the crime special.

He called the program a "shocking example of public disservice and abuse of privilege" because of its concentration on persons with Italian names. He challenged the use of Valachi, whom he

**Program Dictation?** ■ Chairman Hyde wondered whether Mr. Laurent was suggesting that the commission has power to regulate broadcasters' rates and income. It was at this point that Mr. Laurent said the chairman knew "better than that."

Chairman Hyde, in response to a question, made it clear that he wasn't interested in seeing the creation of a new federal agency to deal with broadcasting and thereby free the FCC to handle its growing workload in other communications industries.

He expressed regret that Congress had cut the commission's budget for fiscal 1967 back to the amount it received in fiscal 1966—\$17,338,500. This will require reductions in commission personnel, in view of the pay raise Congress voted government workers. But, he said, "we'll do a commendable job."

One change he would favor that would reduce the broadcasters' burden as well as the commission's is a longer license period—"at least five years." Several bills that would extend the three-year license period up to four or more years are pending in Congress.

Toward the end of the program, the heat began going out of the dialogue, as Mr. Laurent noted that the arguments "Mr. Hyde and I have been having for all these years . . . won't stop. They're good."

The chairman readily agreed, then went on to cite the valuable role he believes television critics occupy. But then he concluded: "I think we should not suggest that the commission can really select programs."

"Well, really," began Mr. Laurent. And the heat was turned up again.

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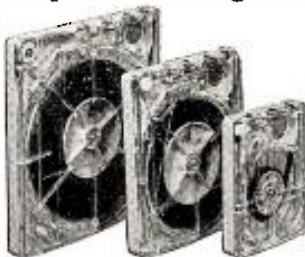


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## Station helicopters crash on both coasts, take seven lives

Crashes involving radio-station helicopters in Los Angeles and Washington claimed seven lives last week.

In Washington, a WWDC helicopter crashed and burned shortly after taking off. The pilot and staff-member Marie McDonald, on traffic-reporting duty, were killed.

In Los Angeles, a craft finishing a routine traffic report for KMPC and responding to a hold-up report was

involved in a mid-air collision with a police helicopter, resulting in five deaths.

WWDC received a report from a listener late Thursday afternoon (Sept. 1) that the helicopter owned by the station had crashed just after takeoff. The station had lost contact with the traffic crew shortly after Miss McDonald had finished one of her regular reports.

One witness reported that the craft

had landed near a suburban restaurant and Miss McDonald was seen taking ice tea back to the helicopter for herself and the pilot, Lesco Kaufman. After taking off again, according to witnesses, the helicopter motor coughed, the craft struck a power line. It fell to the ground in flames. Officials are investigating.

Immediate identification of the Hughes 300 helicopter as that used by WWDC was delayed by the intensity of the fire that enveloped the downed craft, observers reported.

Ben Strouse, vice president, Avco Broadcasting Corp. and general manager of WWDC, said in a statement that Miss McDonald, who would have celebrated her 29th birthday the day after the accident, had developed, during her 17 months as traffic reporter, "a warm rapport with her audience. Never was this more evident than when the tragic news from the crash scene reached her listeners. They called, they came to the station, they wanted to share their sorrow with us."

Earlier in the week (Aug. 30), Captain Max Schumacher, 41, one of the better-known radio personalities in Southern California, was killed when the helicopter he was piloting was involved in a collision with another helicopter in the air over Dodger stadium in Los Angeles and plunged to earth in flames. Four other persons, two in each craft, also died as a result of the fiery mid-air crash.

Captain Max, as he was affectionately called by Southern California radio listeners, broadcast daily in-flight traffic and news reports for KMPC Los Angeles, a Golden West Broadcasters-owned station. After concluding his normal two-hour



'Captain Max' stands before one of the Airwatch helicopters used by KMPC Los Angeles. The craft shown, however, is not the one

Captain Schumacher was piloting when a mid-air collision with a police helicopter claimed five lives, including the captain's, last week.

called a discredited witness, said there were fewer Italo-Americans in federal prisons than any other ethnic group and that crime rates in heavily Italian neighborhoods tend to be lower than in other areas.

**Inquiry Asked** ■ He called on President Johnson to order an inquiry "with a view to determining whether the National Broadcasting Co. has, by its blatantly bigoted presentation, forfeited its rights to hold a broadcasting license."

An NBC spokesman later said: "This was a show about crime and not re-

lated to any ethnic groups."

Ratings on the NBC special showed it had a better than average audience.

**Arbitrons** ■ National Arbitron estimates gave the crime program a 13.5 rating and a 29% share of audience over the 3½-hour span, as against a 17.6 rating and 38 share for CBS-TV and a 11.2 rating and 24 share for ABC-TV.

In its first half-hour, 7:30-8 p.m. EDT, the NBC special was number one, with a 14.2 rating as against 12.5 for ABC's *Batman* and 9.3 for CBS's

*Munsters*.

In the second half-hour the NBC program, with a 13.3 rating, slipped behind *Gilligan's Island* on CBS (17.1) but ran ahead of ABC's *Gidget* (9.8).

From 8:30 to 9 it remained in second place, but during the next two half-hours it was third, then moved back to second and in the final half-hour, 10:30-11, scored its highest rating of the night—a 15, as against 10.6 for that segment of CBS's movie and 7.6 for the last half-hour of ABC's *Aven- gers*.

afternoon traffic-reporting flight, he was rerouted to check on a car reportedly fleeing the scene of a hold-up when his specially equipped Bell helicopter valued at some \$50,000 smashed into a police department helicopter headed in the opposite direction. The story of the accident made banner headlines and the front pages of most newspapers in the Southern California area.

Captain Schumacher, a decorated combat pilot during World War II and the Korean conflict, was one of the originators of Airwatch, a traffic and accident monitoring concept now used by radio stations in markets throughout the country. KMPC acquired Airwatch and Captain Max in 1959. During the subsequent seven years, Captain Schumacher, together with Airwatch Vice President and General Manager Herb Green, annually logged an average of 1,500 hours of airborne news and traffic conditions, reporting from KMPC's two helicopters and two twin-engine airplanes.

Captain Max's exploits as a helicopter pilot read like a movie scenario. He once rescued four boys adrift in a rubber raft on the rain-swollen Los Angeles river. When a reservoir dam gave way in 1963, he hovered over the scene and joined in the rescue operations of flood victims. KMPC published a 14-page comic book entitled "The True Adventures of Capt. Max," depicting the pilot's various adventures.

Commenting on the crash, Loyd C. Sigmon, executive vice president and general manager of Golden West Broadcasters said: "All of us . . . had tremendous respect and love for Captain Max; and he created this atmosphere because he expressed such warmth and concern for his

fellow man. He believed in our country and fought for it and left us doing the thing he loved the most—flying."

Captain Schumacher is survived by his wife, Ann, an 18-year-old son, Max Jr., and stepsons Chris, 11, and Michael, 21. Cause of the collision has not been determined and an investigation by police officials and the Federal Aviation Agency has been started.



Marie McDonald, WWDC Washington traffic reporter, died with her pilot in a crash shortly after taking a break in their reporting chores.

## Program notes . . .

**They're all talk** ■ KJEM Oklahoma City, has switched to an all-talk format called Audience Involvement Radio, which features participation via telephone with two-hour news and information segments.

**Auto racing's 40 million** ■ ABC Radio will tap the potential daily audience represented by auto racing's 40 million paid admissions last year with its new series, *Autoweek on the Air*, set to premier Oct. 3. The five-minute daily show will be made available to ABC affiliates

for local sponsorship in optional time periods and will be syndicated worldwide through ABC's Special Program Features Services Division.

**Economic probe** ■ The symptoms of recent economic malaise in the United States will be examined in a one-hour CBS News special, *The American Economy: Is Something Really Wrong?*, to be broadcast on CBS-TV Friday, Sept. 9 (10-11 p.m., EDT). CBS News correspondent Eric Sevareid will be the anchor man for the program, which highlights filmed reports on the slowdown in building, the higher cost of

consumer products and the downturn in the stock market. Participants include Dr. John R. Coleman, economist and associate director of the Ford Foundation, and Dr. Walter Heller, chairman of the late President Kennedy's Council of Economic Advisors.

**Sports for WHN** ■ A schedule of 46 New York Rangers hockey games and 31 New York Knickerbocker basketball contests will be broadcast by WHN New York during the 1966-67 season. Rights were obtained from the Madison Square Garden Corp. The move represents an expansion in sports coverage by the station, which also carries New York Yankee baseball games.

**Triple play** ■ Tele-graff Film Corp., New York, has acquired TV distribution rights to "Operation San Gennaro," a comedy about a bank robbery, produced in Naples by Touri Vasili; "Rebel With Guitar," a drama starring British actor-singer Ricky Shayne, and "The Man From Canyon City," an Italian-made Western drama. The three feature films are produced in color.

**KHJ-TV going boss** ■ Spurred by the success of "boss" radio, a rock-'n'-roll sound that has made KHJ radio one of the top-rated stations in the market, KHJ-TV Los Angeles is starting an hour color show later this month that will borrow liberally from the same programming concept. Every show in the new series, to be called *Boss City*, will feature 10 selections from the KHJ radio boss 30 song-hit list and these segments also will include either live or taped appearances by the performing artists. In addition every program will present a "boss battle of the bands contest," with three high-school groups competing against each other. Disk jockey Sam Riddle has been signed as regular host for the series, which begins on Sept. 17.

**Background music** ■ Distinguished American composer Aaron Copland has agreed to write an original musical signature for *CBS Playhouse*, CBS-TV's proposed series of original dramatic productions. *CBS Reports* also employs a Copland composition, "Appalachian Spring," as its theme music.

**Change of address** ■ MCA-TV has moved its offices to 445 Park Avenue, New York 10022. Telephone is Plaza 9-7500.

**NATAS panel shows** ■ Thanks to the Hollywood chapter of the National Academy of Television Arts & Sciences, high-school instructors in California are due to get helpful hints in teaching their classes about television. The academy chapter has completed production of four one-hour taped panel programs discussing the fundamentals of TV writing, acting and directing, department, costume, hair styling and make-up and art direction and lighting.

## WXUR welcomes renewal hearing

FCC officials are pondering an unusual, perhaps unprecedented, situation: that of a licensee seeking a hearing on its license-renewal application.

For licensees faced with challenges to their renewal applications, efforts to avoid a hearing come almost as reflex action. But Brandywine-Main Line Radio Inc. indicated an eagerness to undergo a hearing "to disprove" the charges made against its stations, WXUR-AM-FM Media, Pa.

The Philadelphia Council of Churches and 18 other religious, social and labor groups have asked the commission to deny license renewals for the stations on the ground that their programming "is extremely one-sided, unbalanced and weighted on the side of right-wing radicalism" (BROADCASTING, July 25).

The complainants say the stations fail to abide by the commission's fairness doctrine and have not lived up to the promises the licensee made in seeking to acquire the properties. Tape recordings of the stations' programs allegedly have been made to substantiate the charges.

The licensee is owned by Faith Theological Seminary of Philadelphia, which is headed by the controversial Dr. Carl McIntire. His conservatively oriented

20th Century Reformation Hour is heard on some 600 stations.

Lawyer Letter ■ Wxur's attorney, Benedict Cottone, in a letter to the commission, says the licensee denies the charges against it but that it "is prepared to submit substantial evidence which disproves the petitioners' charges and which will show that the applicant has not failed to comply with the fairness doctrine."

Mr. Cottone said that views opposite to those the petitioners label "right wing" are invited and broadcast on "at least six regular programs." The station also has correspondence in its file indicating that some of the groups petitioning for a hearing have not accepted invitations to appear on the station.

Mr. Cottone said the petition to deny renewal is technically defective in a number of respects. Nevertheless, he added, "the applicant consents to the petitioners' request for an evidentiary hearing and their request for full status as parties to such hearing."

WXUR-AM-FM has represented a problem for the commission ever since Faith Theological Seminary sought to acquire control almost two years ago. Scores of religious, social, labor and civil-rights groups in the area, including many of those now seeking denial of the stations' license renewals, sought to block the transfer because of Dr. McIntire's connection with the seminary. They said the stations under him would be unfair and would have a divisive influence in

the community (BROADCASTING, Dec. 7, 1964).

The commission, on a 5-to-1 vote, approved the transfer without a hearing, but stressed that it was relying on the seminary's representations indicating an awareness of its responsibilities. It also noted that the licensee would, like all licensees, be obliged "to make a good faith effort to ascertain and meet the needs and interests of its area . . . that it will abide by the fairness doctrine and that it will not slant the news or distort factual material."

## Coast station programs 'Japanese TV festival'

Better international understanding through person-to-person communications is the aim of an experimental programming concept to be tried in the San Francisco area this month. KTVU(TV) Oakland-San Francisco has scheduled a "Japanese Television Festival" for the week of Sept. 11-17.

The project was conceived by J. Leonard Reinsch, president of the Cox Broadcasting Corp., owner of the non-network TV station. Mr. Reinsch came up with the idea following his recent visit to the Orient at the request of the Advisory Commission of the Japanese-American Television Exchange Program and in cooperation with the State Department and the U. S. Information Agency.

Live and filmed Japanese-oriented program features will be integrated into KTVU's daily half-dozen live shows. In addition, the station will program interviews with Japanese leaders representing the bay area's sizeable Oriental population and will televise about eight hours of documentary films produced in Japan. Most of the films will be shown in color.

## Madison Square-RKO set 20-event TV schedule

An increased schedule of major sports attractions for colorcast in the next 12 months was announced last week by Madison Square Garden-RKO General Sports Presentations (MSG-RKO).

MSG-RKO expects a minimum of 20 top-notch sports events to be shown, compared to the seven fed to stations lineups since its formation last November.

Announcement was made by Fred J. Podesta, president of Madison Square Garden Attractions Inc., and Robert J. Leder, executive vice president of RKO General Broadcasting, both New York.

In the new package, MSG-RKO will

## AP's Gallagher calls for assault on news barriers

Wes Gallagher, Associated Press general manager, last week enumerated a growing list of barriers to



Mr. Gallagher

a free flow of unbiased government information and called for more reporters with a will to smash through those barriers to the news behind. Mr. Gallagher mentioned many techniques used by the government to influence the way news is reported; among them, putting TV networks on a news-conference alert for events of only routine significance. By this tactic, he noted, prime coverage may be obtained for administration views that otherwise would have received less emphasis.

In this connection he cited a re-

cent news conference for which Defense Secretary McNamara got 30 minutes of live air time at network expense for news that "could have been handled in any hourly news summary."

Mr. Gallagher estimated "the government spends probably many times as much, trying to make sure that its own views are presented, as communications media spend trying to report all views." He suggested the growth of the executive branch of government to the point of overpowering the legislative branch now necessitates "stronger, more ram-bunctious, more cantankerous questioning and perhaps more plain disagreeable" TV, radio and print-media reporting.

Mr. Gallagher said he thought today's young newsmen are better educated than those of the previous generation, but less dedicated and less inclined to fight through obstacles to get to a story.



## Vietcong on NBC-TV

What was billed as the first interview on U.S. television with a high official of the Vietcong was carried on NBC-TV last Wednesday (Aug. 31) with NBC News correspondent Sander Vanocor discussing U.S.-Vietcong relations with Tran Hoai Nam, a member of the Central Committee of the National Liberation Front.

The interview was filmed in Algiers on Aug. 27 and was carried on *The Huntley-Brinkley Report* on Wednesday. The Vietcong official told Mr. Vanocor that he was speaking as a top representative of the National Liberation Front and not as a private individual.

telecast five championship boxing bouts, the first to be held in October.

Also scheduled is the National Horse Show in the last week of October; the National Basketball Association All-Star Game on Jan. 10, 1967; the National Hockey League All-Star game on Jan. 18; the Westminster Kennel Club annual dog show Feb. 13-14; four championship track meets including Millrose on Jan. 26, Knights of Columbus Feb. 3, USFTM Feb. 10 and IC4A March 4; holiday horse races (May 30, July 4 and Labor Day); and all-star wrestling (dates to be announced).

In the most recent pickup, the Emile Griffith-Joey Archer middleweight bout a few months ago was seen on 91 TV stations in this country and on closed-circuit theater TV in Great Britain.

## House action urged for Friday-football TV ban

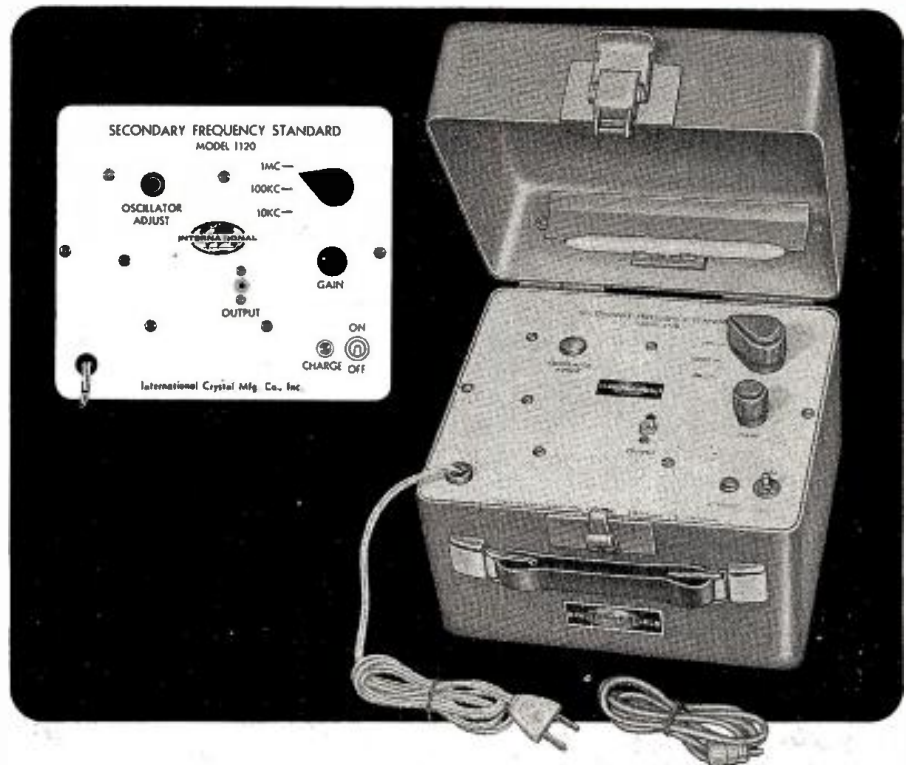
Representative George W. Grider (D-Tenn.) last week denounced the televising of professional football games on Friday nights as injurious to high-school sports and urged the House Judiciary Committee to consider a Senate-passed bill that would prohibit the Friday night telecasts.

The Friday night games, he complained, threaten to discourage attendance at high-school football contests, which serve as the principal source of financial support for all high-school athletics. He said this could eventually lead to the destruction of high-school football and the important loss of the spirit, teamwork and inspiration it offers to American youth.

"Just as mass televising of major-

BROADCASTING, September 5, 1966

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## TV committee coverage pleases a senator

A network television crew gained entry into a key Senate committee, whose chairman has traditionally taken a dim view of the intrusion of TV coverage, and reportedly covered itself with praise in the process.

Washington bureau chiefs of the networks are hopeful that the favorable impact they made on a long-time holdout against TV coverage of his committee's hearings might convince others who have been similarly reluctant. Senator John Stennis (D-Miss.), who spent several years as a judge before entering Congress, had always refused to allow coverage of his Armed Services Subcommittee on Preparedness Investigation because he felt it would destroy the dignity associated with such hearings.

Senator Stennis was reported to be

well pleased with the conduct of the crew during its recent coverage of a hearing and was satisfied that the dignity was not compromised.

The coverage was a result of some advance negotiating between William Spell of Senator Stennis's staff and the three network bureau chiefs, John Lynch of ABC, William B. Monroe Jr. of NBC and William J. Small of CBS. Senator Stennis insisted that certain ground rules be met before he would agree to coverage.

**Demands** — Among these demands were that movement and sound by TV crews would be kept to a minimum, that lights would have to be arranged so they would not glare in the eyes of the senators or witnesses, that hand-held and still cameras would be allowed to shoot for a

limited period before the start of the hearing and that couriers entering the room for film would not disrupt the hearing. The three network chiefs agreed to these conditions and even suggested that the crews would wear coats and ties.

The networks were going to such ends to get the opportunity to broadcast a key hearing in which the subcommittee would have Secretary of State Dean Rusk testify on this country's future foreign commitments.

Crews from CBS drew the assignment of covering the hearings for all the networks under rotating pool arrangement employed when they all want to cover an event.

**Screens Added** — The crew installed all its equipment in the hearing room the day before the hearing for a final check by Mr. Spell. It was also later decided that screens be installed to shield the cameras and equipment from view.

These preparations all met the approval of Mr. Spell and the coverage then proceeded routinely during the several days of hearings.

Although Mr. Small, under whose direction the CBS crew was operating, considered the operation routine in that the crew exercised the same care they do when covering any hearing, all the bureau chiefs considered the event significant. One said other committees are interested in allowing TV coverage but have been doubtful this could be done without disruption. It was now hoped this feeling, which in the past was shared by Senator Stennis, might be dispelled. Hope was also expressed that the crews might gain access to House committee hearings soon.



Three networks' Washington news chiefs confer with Senator John Stennis (D-Miss.) (second from l), chairman of Senate preparedness investigation subcommittee, about

TV coverage of subcommittee hearing. Discussing the plans are (from l.) William B. Monroe Jr., NBC; William Small, CBS, and John Lynch, ABC.

league baseball wrecked the minor leagues, so professional football is devouring its young," he observed.

He said the House has been remiss in not acting on a bill passed by the Senate last year that would, among other things, prevent the televising of professional games on Friday nights, when most high-school games are played.

He urged Representative Emanuel Celler (D-N.Y.), Judiciary Committee chairman, to hold a hearing on the bill at an early date. "The House must act to insure the perpetuation of high-school football," he added.

A CBS spokesman later pointed out,

however, that the network is planning Friday night broadcasts of preseason games only, before the high-school season starts.

### Radio series sales . . .

*Audio Program Service* (Triangle): KMUZ-AM Santa Barbara, Calif., and WPLM-FM Plymouth, Mass.

*The World of Money* (Signal Productions Inc.): WRLD(FM) Traverse City, Mich.

*Point of Law* (Signal Productions Inc.): KGBX Springfield, Mo.; WCCM

Lawrence, Mass.; and KVRN Lexington, Neb.

*More for your Money* (Signal Productions Inc.): KKAR Pomona, Calif.

*Doctors' House Call* (Signal Productions Inc.): KODY North Platte, Neb.; WTOP Washington; WKBN Youngstown, and WAKR Akron, both Ohio; WHAG Halfway, Md.; WEST Easton and WCMB Harrisburg, both Pennsylvania, and WDBJ Roanoke, WAVY Norfolk, and WRVA Richmond, all Virginia.

*Earl Nightingale Program* (Nightingale-Conant): KMAG-FM Paris, Ark.; KDZA Pueblo, Colo.; KWIK Pocatello,

Idaho.; WRIN Rensselaer, Ind.; KVOE Emporia, Kan.; KPFL Lafayette, La.; WALM Albion, Mich.; WAZF Yazoo City, Miss.; KTTR Rollo, Mo.; WFMN Newburgh, N. Y.; WSPD Toledo, Ohio; KBLO Sioux Falls, S. D.; KFTV Paris, Tex.; WMNA Gretna, Va.; CJOR Vancouver, B. C., and CJVR Melfort, Sask.

*Jim Rockwell Show* (Century Productions): WSWM(FM) East Lansing Mich.; WGMZ(FM) Flint, Mich.; WQDC (FM) Midland, Mich.; KSHE(FM) St. Louis, and KMAF(FM) Dallas.

### TV series sales . . .

*Firing Line* (RKO General): WTHS-TV Miami; KSLA-TV Shreveport, La.; WCNY-TV Syracuse, N. Y., and WBTV (TV) Charlotte, N. C.

*Ambassador One-Top Time Features* (Embassy Pictures): WKBS(TV) Burlington, N. J.; KBT(TV) Denver; WDAF-TV Kansas City, Mo.; WKEF(TV) Dayton, Ohio; KUTV(TV) Salt Lake City; WBIR-TV Knoxville, Tenn.; KORK-TV Las Vegas, and WFBC-TV Greenville, S. C.

*Auto Racing Specials* (Triangle): WAV-TV Richmond, Va., and KPLR-TV St. Louis.

*Northwest Traveler* (George Carlson & Associates): KOIN-TV Portland, Ore.

### WDHO-TV to show movies

WDHO-TV Toledo, Ohio, independent will expand its programming from its present 4 p.m.-11 p.m. schedule to 11 a.m.-11:30 p.m., basis on Sept. 11. It will telecast feature films Monday-through-Friday from 9 p.m. to approximately 11 p.m. On Tuesday the station will carry NBC-TV's *Tuesday Night at the Movies* and on Thursday and Friday it will program the CBS-TV prime-time movies. It was explained that network stations in Toledo could not clear for the features. On Monday and Wednesday, WDHO-TV, owned by Overmyer Communications Corp., will slot features obtained from Embassy Pictures Corp.

### Off-networks in demand

MCA-TV reported last week that its syndicated sales of off-network series are proceeding at a record pace, led by activity in *Mr. Ed*, *McHale's Navy*, *The Munsters* and *Alfred Hitchcock*

*Presents*. Keith Godfrey, vice president and director of sales for MCA-TV, reported that *Hitchcock* has been sold in 54 markets; *Mr. Ed* in 47, *McHale's Navy* in 41, and *The Munsters* in 38.

### Herb Alpert taking over

#### CBS-La Brea studio

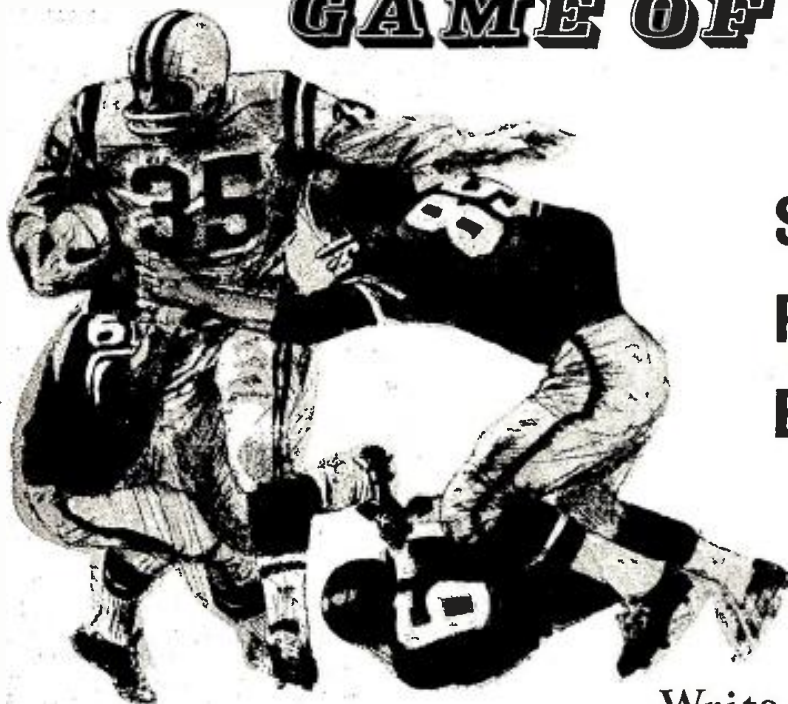
Charlie Chaplin did his poignant routines there. Red Skelton took his pratfalls there. Perry Mason tried most of his cases there. Now Herb Alpert and his Tijuana Brass are going to blow jazzed-up bullfight music there.

The place is a Hollywood landmark, the sound stages on La Brea Boulevard near Sunset Boulevard, called the CBS-La Brea studio. It changed hands last week and in a surprising direction. CBS sold it to Herb Alpert and Jerry Moss, owners of A&M Record Co. and Tijuana Brass Enterprises Inc. for more than \$1 million. The property, once owned by Charlie Chaplin's film companies and subsequently by Red Skelton's Van Bernard Productions, was primarily used in recent years as the production facility for Paisano Productions-CBS-TV's *The Perry Mason Show*.

With the TV series now off the net-

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work, the property became expendable in the network's plans. Mr. Alpert, the phenomenally successful piper of a new jazz sound in the nation's popular culture, will use the newly purchased facility to expand his rapidly growing entertainment and recording organization.

### 'Monkees' stop order

Television executives David Gordon and David Yarnell filed a suit in New York State Supreme Court last week

seeking \$6,850,000 in damages against Screen Gems, NBC and other defendants and asked for a preliminary injunction to halt the presentation of the new series, *The Monkees*, on NBC-TV.

Mr. Gordon, public relations director of United Artists Television, and Mr. Yarnell, head of production for RKO General Productions, claimed that *The Monkees* is "a substantial copy or colorable imitation" of a series that they had created called *Liverpool U.S.A.* that they had submitted for consideration to Screen Gems in late 1964.

## Original programming via microwave to CATV's hit

Dal-Worth Microwave Inc., of Dallas, ran into the first formal opposition last week to its plans for delivering original programming to other microwave systems that would feed them to CATV systems (BROADCASTING, July 4).

The opposition came from KLTV(TV) Tyler, Tex., which asked the FCC to deny Dal-Worth's application for microwave service from Cedar Hill to East Texas Transmission Co., near College Mound. However, the opposition was directed to the entire concept of the transmission of original programming. Dal-Worth proposes serving three other carriers and one CATV directly, in Brownwood.

KLTV said the programs supplied by Dal-Worth would be fed to CATV's in Tyler, Jacksonville and Palestine—all towns that it serves. And the competition would hurt it badly, the station said.

Dal-Worth proposes to deliver three channels of programs that it would originate in the Dallas-Fort Worth area. One channel would carry movies, another sports and news, the third educational programs.

KLTV said the system constitutes a marriage of nonbroadcast closed-circuit television with CATV. And the commission, it said, didn't intend to grant microwaves to closed-circuit program entrepreneurs for the purpose of building a network of competitive program service.

If CATV's are to continue to operate as master antennas, KLTV said, the commission should not permit them to be hooked up for the transmission of closed-circuit programming.

## WTVJ(TV) Miami crime probe features 'bag man'

Ralph Renick, WTVJ(TV) Miami; vice president of news, kept Miami-ans close to their television sets as he interviewed political confidant Roy O'Nan in a daily exposure of Greater Miami's crime-protection racket.

On the first of reports, aired Monday (Aug. 22), O'Nan described himself as "the most famous bagman in South Florida" and said that he was the go-between for a number of the state's law-enforcement offices, gamblers, bookmakers and girlie joints from 1952 to 1963. He said that a total of \$10,000 per week was paid to officials.

The next evening Mr. Renick brought to O'Nan's attention a public statement issued by State Attorney Richard Gerstein, saying that O'Nan had sworn before a grand jury that no payoffs had been made to the state attorney's office. O'Nan replied that he had lied to the jury.

Subsequent interviews revealed

O'Nan's list of 200 names, ostensibly involved in widespread bribery, and on Thursday (Aug. 25), O'Nan was joined by a veteran gambler who stated that he made weekly protection payments for more than 10 years.

Within an hour after the final Renick report, State Attorney Gerstein was at the WTVJ studios issuing a statement that the gambler had made a sworn statement that he never paid off Mr. Gerstein or any of Mr. Gerstein's assistants. Mr. Renick later pointed out that the gambler did not say on WTVJ that he had paid off the state attorney's office, but that he had paid O'Nan.

On each day of the week, Mr. Renick presented an editorial discussing the situation and calling for an independent investigation.

WTVJ's follow-up to the reports will be presented in a half-hour special Sept. 6, titled *The Price of Corruption*.



WTVJ's Renick (l) and O'Nan

## N.Y. political leaders will head ETV team

Robert Price, deputy mayor of New York, and Edward Costikyan, Democratic political leader, will head a team of six commentators and reporters that will cover the New York state Democratic and Republican conventions for a state-wide network of five educational TV stations Wednesday and Thursday (Sept. 7-8). (BROADCASTING, Aug. 29).

Other on-air personnel covering the two concurrent conventions for the first live interconnection of New York's five ETV stations are Ed Edwin, political consultant and co-author of "Adam Clayton Powell and the Politics of Race"; Robert Potts, newscaster for WNDT(TV) New York's *News at Ten*; Warren Berry, New York Globe correspondent for the *Boston Globe*, and Mit-

chell Krauss, host of WNDT's *Focus '66*.

Coverage (10 a.m.-11 p.m. on both days) will switch among the Republican convention proceedings in Rochester, the Democratic proceedings in Buffalo and ETV "convention central," also in Buffalo.

The broadcasts have been financed by a \$30,000 "limited sponsorship" grant from Eastman Kodak, Rochester. The five stations are WNDT Newark, N.J.-New York (producer of the cooperative project), WMHT Schenectady, WCNY-TV Syracuse, WXXI Rochester and WNED-TV Buffalo, all New York.

## Official Films makes juke-box pictures

The Color-Sonics juke box picture system, ballyhooed by its promoters as "America's newest audio-visual theater," was unveiled for a news preview in Los Angeles last week. The machine, which presents three-minute entertainment films in color and high-fidelity sound on a 20-inch screen, was demonstrated by Official Films Inc., a major interest holder in the project and the Associated Coin Amusement Co., which holds exclusive California distribution rights to the Color-Sonics process.

Newsmen were told that distribution of the device is scheduled to start this month. Official Films, which produces the films used in the machine, already has completed 20 of them. The TV-production and distribution company has rented a stage at Paramount Pictures and is filming one entertainment routine a week. Reportedly the company has contracts with such personalities as Julie London, the Tijuana Brass and Nancy Sinatra to perform for Color-Sonics.

## Triangle to film parachute competition

Triangle Stations has sent a camera crew to Bulgaria for exclusive color-film coverage of the Golden Sands Cup, international parachute jump competition in which a U. S. team will participate. The nine-day meet, to be held near the Black Sea resort city of Varna, starts Sept. 29. It also will attract teams from such nations as Austria, East Germany, Poland, Soviet Union, Czechoslovakia, Rumania, Australia and Bulgaria. In four events, over land and water, awards will be given for individual accuracy as well as team exhibition and accuracy.

The U. S. team is entering for the first time. Discouraged by the U. S. government from joining the 1966 World Championships this summer because they were held in East Germany, a

## Sports heroes for radio

John Mackey, of the Baltimore Colts National Football League team, host of a new daily five-minute radio program produced and syndicated by A.R.B. Productions Inc., 40 West Chase Street, Baltimore. The program, *Against All Odds*, will dramatize the rise of sports heroes who battled and won "against the odds."

government the U. S. has not recognized, the U. S. team lost by default to the Soviet Union. Triangle points out that the Bulgarian competition in effect has become a substitute clash between the two nations.

## N.Y. goes to Hollywood to woo film production

The New York city government sent a salesman west last week to urge Hollywood producers to shoot films in New York. At a Beverly Hills hotel luncheon meeting, attended by such film-production powers as William Dozier, Otto Preminger and Mervyn LeRoy, the advantages of television and motion picture shooting in the nation's largest city were spelled out and tied up with fancy ribbons.

Richard Rosen, assistant to New York's Mayor John Lindsay, host for the meeting, explained in detail the new procedures and rules for making simple and easy the production of films in the big city. He announced that His Honor himself, Mayor Lindsay, would make the pilgrimage to the film capital some time in the fall to talk to film producers about the advantages now offered by New York City.

## Seven Arts offers Dylan Thomas special

*Dylan Thomas*, a half-hour TV special starring Richard Burton, will be placed in U.S. television distribution by Seven Arts Television, New York.

Mr. Burton narrates and appears in the television tribute according to Robert Rich, Seven Arts executive vice president and general manager. "In Dylan Thomas's own words," he added "Richard Burton dramatizes the places of Thomas's Welsh origin and the forces that moved within him."

Jack Howells was the producer-director of the Academy-Award-winning documentary.

## AFM members okay new network contract


Members of the American Federation of Musicians have ratified a recently negotiated contract between the AFM and ABC, CBS and NBC, it was announced last week by Herman Kenin, federation president. The contract calls for a 3% increase in wages for staff musicians and an approximate 5% increase for casual musicians, plus fringe benefits.

The two-year contract is retroactive to Aug. 1.


## Peppercorn-Wormser film firm

The formation of Peppercorn-Wormser Inc. Films Enterprises, New York, as a coproducer and distributor of feature films for theaters and TV has been announced by Irving Wormser, board chairman and Carl Peppercorn, president. The firm is located at 250 West 57th St., New York, N. Y. The company has acquired the following foreign-produced features for initial release: "Seventeen," "Les Pianos Mecaniques," "I Pugui in Tasca" ("Fists In His Pocket"), and "The Runaway".


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## Britain's local-radio test tube

Radio Manx, in operation for two years, may provide guidelines for local commercial radio, if it's approved

Of large English-speaking countries, Great Britain has what is probably the smallest choice of radio programs. The British Broadcasting Corp. provides three national networks and some regional programming. And the pirates, beyond the three-mile limit, provide a Mersey-beat diet. But there is no such thing as a local radio station as in the U. S. and Canada.

The limited choice offered by the BBC has resulted in over one-third of the public listening to the unlicensed off-shore stations.

Since 1964, when the first pirate station went on the air, the question of local radio stations has been raised by many interested parties. Some 100 private companies that hope to obtain licenses for local stations have been formed. And the BBC has offered to start a number of experimental local stations.

If local radio stations are ever authorized in Britain, a legal commercial station in the Isle of Man may provide the guidelines to success.

**The Beginning** — Manx Radio, located in the Isle of Man, a semiautonomous area of the United Kingdom 80 miles off the northwest coast of England, has been operating for almost two years.

First steps for its beginning were taken in 1959 when the island's government decided to authorize a 100 kw medium wave commercial station. The purpose of the station as envisioned by Tynwald, the Manx legislature, was to

promote the tourist trade that the island's economy is dependent upon and to gain additional revenue from British manufacturers whose ads would reach most areas of Britain.

The Manx government, however, had adopted Britain's 1949 telecommunications act, which requires a license from the British post office. And the British government refused to grant a permit for a high-power station. The British, however, did allow a commercial license with a provision that the station could not regularly be heard on the mainland.

The limitation resulted in a five-year moratorium on further action on the Manx project. Because of the island's small population (about 50,000), potential operators thought a radio station would be an extremely speculative proposition.

**A Gamble** — But in 1964, Richard L. Meyer and Pye Ltd. decided to form a company to operate a strictly local radio station on the Isle of Man. Both parties believed strongly in the principle of local broadcasting and they were prepared to take the substantial financial risk involved to put the idea to a test.

In November 1964 the Manx legislature unanimously approved making the Isle of Man Broadcasting Co. Ltd. the government's sole concessionaire for operation of Manx Radio.

The British post office had issued a license for the VHF band six months earlier and Manx Radio began experi-

### Pirates' Magna Carta?

The British Parliament has plans to put the country's modern-day Bluebeards out of business. But a citizen of the village of Reach, on the mainland, may provide the English channel and Thames estuary pirate commercial radio stations with the mantle of legality.

Leonard Warren, a member of the village's rural council, claims that King John made the village an independent state in 1201 (14 years before he signed the Magna Carta).

Councilman Warren thinks the village's status would make it a perfect technical haven for the radio pirates. And the manager of one of the offshore stations calls his idea "our wildest dream come true."

But the post office, which licenses British broadcasting stations, doesn't think much of the scheme. Said a spokesman: "If anyone operated a pirate station inland they would be contravening the law and the general post office would take necessary action."

mental broadcasts on this band from a location near the capital of Douglas. About 50% of the population was covered but only 10% had VHF receivers.

A few months later, the post office issued a license for a medium-band frequency and the station began expanding its schedule from its original four hours a day. By April 1965 the station was broadcasting 10 hours daily.

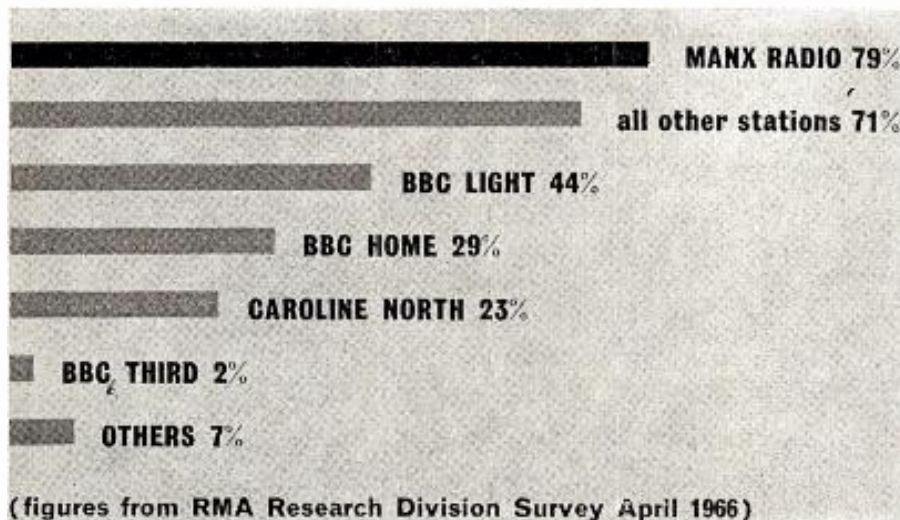
Early in 1965 the VHF transmitter was moved to a permanent site at Snaefell, and a medium-wave transmitter site was acquired in the center of the island. The new sites gave the station virtually complete coverage of the island.

In May 1965 the station moved from its original studios in a house trailer to studios in Douglas and increased its programming to 90 hours a week.

**The Money** — Radio Manx has a full-time staff of 12 and two parttime. Its sales staff handles time sales on the Isle of Man and a London firm handles sales to British advertisers.

The station operates on a budget of about \$70,000 a year. Program expenses are about 20% of this. Another

### Ratings for the Isle of Man



50% go for salaries outside the programming staff. Radio Manx's equipment expenses are much higher than those of comparable operations in the U. S. or Canada, where there are thousands of radio stations and many equipment manufacturers competing for sales. Similar equipment is not readily available from British companies and much of what is available must be specially adapted to the station's requirements.

**Income** ■ Advertisers (especially those of a national stature) have been slow to respond to the station's potential since it is not heard on the British mainland. The main source of time sales, therefore, has been Isle of Man firms.

Over 500 of them, ranging from the small diner and the corner grocery store to local manufacturers and government departments, have purchased time. One government agency, the Isle of Man Electricity Board, provides one of the station's early success stories. A seven-day, \$78 campaign, resulted in the sale of \$8,400 worth of washing machines. The board ran out of stock 10 days after the start of a heater sales promotion.

The station operated in the red last month, though it did show a profit for the 12 months ending March 31, 1966.

Reaching a break-even point in only two years is "quite as good as could have been expected and better than many people expected," in the opinion of Mr. Meyer, the station's chairman.

Radio Manx's schedule begins at 6:50 a.m. and continues to 7:30 or 8 p.m. Its format is 65% music and 35% talk.

The music part of the schedule runs from some rock 'n' roll, to dance music, film scores, operettas and the light classics.

Practically every radio set owner on the island listens to Radio Manx at least once a week. And 75% listen to the station at least five days a week.

## International film sales . . .

*The Nutcracker* (Seven Arts TV): Inter-Island Broadcasting Corp., Philippines; Broadcasting division, Ministry of Culture, Singapore; Television of Iran, Teheran; Thai TV, Bangkok, Thailand; Rediffusion, Hong Kong; Kuwait TV, Kuwait; CBC French network, Montreal, and CBC English network, Toronto.

*Marvel Cartoons* (Krantz Films Ltd.): TCN-GTV Sydney and Melbourne, Australia.

*The Julie Andrews Show* (NBC International): Channel 11, Buenos Aires, and Radiodiffusion de Panamena Corp. S. A., Panama.

*Kentucky Jones* (NBC International): Channel 5, Chihuahua, Mexico.

# Major program change at VOA

## Chancellor's operation aims for 'new sound' for its vast audience

The Voice of America is approaching its 25th anniversary as this country's spokesman overseas with plans to introduce some major programming changes this fall aimed at "a new sound" for its foreign audiences.

The changes, as spelled out by VOA director John Chancellor, would result in blocks of programs in the major languages that would include news, commentary, entertainment, music, weather, special events and discussions. Mr. Chancellor said the changes are patterned to some degree after such programs as radio's *Monitor* and TV's *Today* while incorporating some programming features of the British Broadcasting Corp.

"But what we'll get is a totally new sound," adds Mr. Chancellor. "We're trying to create an almost new medium, a means of communications that depends on short-wave, but having little relationship with traditional short-wave, as different from radio as TV is different from radio."

This would be a departure from the Voice's past practice of scheduling specific programs at certain times. It would also place more emphasis on what has been termed a more modern format with more entertainment and appeal to mass audiences overseas.

Many of the changes reportedly are a result of the volunteer work performed for the Voice by Richard Krolik, a Time-Life Broadcasting executive, who has been serving as a special consultant to Mr. Chancellor.

The Voice, according to Mr. Chancellor, a former NBC newsman, will still place great importance on its news operations which have earned it a fine reputation with its foreign listeners. He said the new type of programming would give it greater flexibility to break in with important news announcements to supplement its popular regular news programs.

An American diplomat who recently returned from Africa tells a story about a dinner party he attended at the home of a provincial governor, where the host interrupted the table talk to tune in a VOA news broadcast on his radio. After the program ended and normal conversation resumed, the African official explained that it was mandatory for

government officials who wanted to stay informed to listen to the broadcasts because even the president of his country was a regular VOA listener.

The Voice of America, an arm of the U. S. Information Agency and the official radio of the U. S. government, also gets numerous other testimonials on its popularity in foreign lands. Reportedly Soviet party congresses recently expressed concern about the effect foreign broadcasts, such as the VOA, were having on Russian youth. Another comment received at Voice headquarters in Washington came from a less lofty but still significant source. A class of Alaskan school children wrote to tell how they were "publishing" their own crayon newspaper from the news they heard on VOA English broadcasts to Russia, since their town had no newspaper.

Officials avoid speculating about the number of listeners the Voice has since it is virtually impossible to gauge the audience in many captive nations, but they do say that its audience numbers "tens of millions." But if the Voice is certain of popularity overseas, it experiences a communications gap about its activities in this country. The Voice beams its signal only to foreign countries and is forbidden by Congress from publicizing its operations in this country. These limitations were imposed when the Voice was formed almost 25 years ago because of the lawmakers' concern about an official government news agency that could be used to spread the policy of the party in power.

**Confusion at Home** ■ As a result, Americans are often confused about VOA operations and often mistake it for Radio Free Europe or other unrelated, private organizations. It can answer queries about its operations from Americans but cannot initiate any information campaign or allow any domestic station to use its programs.

This handicaps the Voice not only in the obvious ways but also leads to difficulties in such fields as recruiting. Right now the Voice is feeling a personnel pinch and is desperately in need of announcers.

The Voice represents an operation with close to 100 transmitters all over the world with a combined power of close to 15 million watts, equal to that of all commercial standard wave stations in the U. S. It has also used satellites on occasion and may use these space facilities more in the future.

It broadcasts direct in 38 languages and uses as many as 28 more for special programs during events of high international interest, such as a diplomatic crisis or a space shot. These broadcasts total 845 hours weekly, compared with the USSR's 1,374 hours, Red China's 1,027 hours and the United Arab Republic's 827 hours.

VOA also packages more than 15,000 transmitter hours of material placed on local stations overseas, which is about 16 times more than its direct broadcasts.

**English Is Popular** ■ Most of its programs are produced in the Voice's facilities in Washington, but some are from regular U. S. radio and television stations and some are taped in posts in foreign countries for special local interest. Although it has a staff of 2,000, many of whom are specialists in foreign languages, most of its programming is in English because of its great popularity. It also uses "special English" in some broadcasts. It is intended for foreign listeners who are just learning English and is spoken more slowly than normal conversation. "Special English" has a vocabulary of only 1,200 words which is sufficient to put across most ideas, even complex ones.

These multilingual broadcasts cover most of the world although none are aimed into Western Europe and other areas where the population has free access to adequate news sources. For many years Voice broadcasts met with jamming from Communist countries, but the Soviet Union ended its interference in 1963 and now only China, Cuba, Bulgaria and East Germany attempt to jam the broadcasts.

Much of the Voice's programming is

concerned with news, which it strives to report accurately realizing that if it gains a reputation in foreign countries for slanting it probably would lose its audience. In many countries the residents get their news first from the Voice rather than state-controlled news media. It also provides a great deal of background news, U. S. policy stands, interviews, discussions and features. It also realizes, however, that it must be entertaining as well and strives to present such programs. Indeed one of the Voice's biggest "stars" overseas is Willis Conover, a former Washington radio personality, who has a regular jazz program and is so popular he received a real star's welcome on a recent visit through Eastern Europe.

All this began on a smaller scale in 1942, and VOA is preparing to celebrate its 25th anniversary early next year. Its control has shifted from war agencies to USIA and its activities have fluctuated through the years, with peaks being reached in World War II and the Korean War. It is continuing to expand its facilities with new and more-powerful transmitters.



Commissioner Wadsworth  
Heads U. S. negotiators

casting industry informed. The group, whose members represent the networks and other interested organizations, is the outgrowth of a larger one that met with delegation members in several preparatory sessions.

**Wadsworth in Charge** ■ FCC Commissioner James J. Wadsworth, a former U. S. representative to the United Nations, will be chairman of the delegation, and Hoyt Price of the State Department's Office of Telecommunications will be vice chairman. Other delegation members are Richard T. Black, State Department, and Robert Greenburg, Daniel Jacobson, Wallace E. Johnson, Donald Kanode and Bruce Longfellow, all of the FCC staff.

The industry advisers and alternates and their organizations are ABC, Joseph M. Kittner, adviser, and Clure H. Owen; NBC, Howard Monderer, adviser, and William S. Duttera and George C. Lenfest; CBS, Ogden Presthold, adviser, and Joseph DiFranco.

Association of Broadcasting Standards, Andrew G. Haley, adviser, and William J. Potts Jr., Ogden Reed Jr. and Jay W. Wright; Community Broadcasters Association, Thomas H. Wall, adviser, and Howard T. Head and Robert T. Mason; Clear Channel Broadcasting Service, Roy Battles, adviser, and R. Russell Eagan and George F. Leydorf; Daytime Broadcasters Association, Benedict P. Cottone, adviser, and Ray Livesay and George Volger; Mexican Clear Channel Association, Steve Bellinger, adviser, and Jay Baraff.

Other advisers listed by the commission are Jules Cohen, Stanley B. Cohen, Harry J. Daly, Frank U. Fletcher, John H. Midlen, Glen A. Wilkinson and Leon T. Knauer. Jules Cohen is a communications engineer, the others are attorneys, all with broadcasting clients.

## U.S.-Mexico to negotiate

New treaty will replace  
present five-year pact  
on AM allocations

U. S. and Mexican officials will meet at the U. S. State Department in Washington tomorrow (Sept. 6) for the official start of talks on a new treaty to govern the countries' use of the AM band. The present five-year treaty was to have expired June 9 but was extended for 18 months to permit negotiation of a new pact.

Preliminary talks between representatives of the countries have provided some grounds for optimism for smooth going in the negotiations, even on such a controversial item as that dealing with each country's nighttime use of the other's clear channels (BROADCASTING, July 18). Such use now is all but prohibited.

Other issues to be discussed include proposals to lift the present power limitations on class IV stations along the border and technical matters including methods of measuring signal strengths. Definitions in the treaty will also be considered.

The U. S. delegation will consult informally with an industry advisory group during the course of the negotiations as a means of keeping the broad-

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## Congress may end 25-year dispute

A marathon 25-year fight between WABC New York and KOB Albuquerque, N. M., took a new twist last week as Senator Clinton P. Anderson (D-N. M.) introduced legislation that would require the FCC to consider only the public interest in the allocation of channels.

The move is an attempt to bring to the attention of Congress the lengthy dispute over the 770 kc frequency on which both stations operate. A 1965 appellate court decision had held the FCC had not been fair to WABC, which was required to act as a class I-B station since it had to share the 770 frequency with KOB while CBS and NBC operate clear-channel I-A outlets in New York. The court said comparatively equal channel facilities should be provided for the network outlets. The commission asked the Supreme Court to review the decision, but that request was rejected.

Because of the decision, the commission said it might have to require all New York network stations to become class I-B stations in order to treat them all equally. It also asked for suggestions on the situation. KOB earlier this year had suggested if the FCC can't resolve the conflict equitably, remedy might be sought from Congress.

An aide in Senator Anderson's office said the legislation introduced was designed to air the situation. The bill would require that the public interest rather than the court's equal-treatment decision be the guide in frequency allocations.

## Processing set for new Kodak film

Eastman Kodak's recently introduced Ektachrome EF indoor and outdoor film makes it practical for local TV stations to install their own color processing facilities. Some 160 of the nation's 690 existing commercial TV stations now either have or soon will order processing machines to develop color film for their TV-news coverage. These and other details of the two new color films were revealed at a news conference held last week in Hollywood by Bill Farley, sales manager for Eastman Kodak's southern Pacific region; Vaughn Shaner, sales and engin-

earing service supervisor, and John Waner, chief engineer.

The new stock is said to allow brighter colors, sharper image and less granularity. Reportedly the color processing on the new type of film is simplified, which is why local stations can now handle the complexities of processing in their own laboratories. The film, because of speedier service possible, is supposed to have special application for shooting and telecasting color newscast.

It was reported that use of the new film and a station's own processing of the exposed footage makes feasible the telecasting in color of any event within 60 minutes from time of arrival at the station. Commercial stations can install new processing equipment to handle the film at cost of between \$15,000 and \$20,000.

A three-minute presentation film was shown at the news conference to demonstrate the stock and processing qualities of the film.

## Resolution would keep AM's at 50 kw

A resolution has been introduced in the House of Representatives to urge the FCC not to permit AM power above 50 kw.

The resolution, introduced by Representative Arnold Olsen (D-Mont.), is similar to one proposed by Representative Edward J. Gurney (R-Fla.) a few months ago. Both resolutions have been forwarded to the House Interstate and Foreign Commerce Committee.

Representative Olsen said the FCC has pending several applications by class I-A clear-channel stations to in-

crease their power from the present 50 kw to 750 kw.

The granting of these applications, Representative Olsen said, "would result in an undesirable concentration of economic control in the hands of a few stations. National advertisers would be attracted away from the smaller stations around the country." He added that this would be detrimental to the listening public as well as the small stations. "Basic information, which comes from reporting and discussion of local problems, would be frozen out of our communications system in favor of the canned material which would be put on the airwaves by the large stations, which would be cheaper for those stations but not very informative for listeners," he claimed. Local advertisers would also be cut off from an advertising medium and many local and regional products would suffer, he added.

He said the situation had been brought to his attention by Dale G. Moore, president of the Western Broadcasting Co. of Missoula, Mont., and Shag Miller, president of the Montana Broadcasters Association.

He said they also pointed out that such an increase in power by some stations would impair treaty obligations with Mexico and Canada since it would be impossible to protect foreign stations from interference from these stations.

## Technical topics . . .

**Tape duplicating center** ■ A video-tape duplicating facility has been established by the Ampex Corp. in suburban Chicago. Located in Elk Grove Village, the new facility provides TV-tape copying services for educational, commercial, industrial, medical and government users of Ampex closed-circuit

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video-tape recorders. Ampex is not currently planning production of any tapes at the center for home entertainment use.

**CATV buys Viking gear** - Viking Systems Division, Viking Industries Inc., Hoboken, N. J., announces beginning of turnkey construction for CAVU Inc., Williston, Fla. The 20-mile system will use Viking all-band, solid state amplifiers and Viking aluminum cable. The contract is over \$100,000, and is expected to be completed by the end of November.

**Radar to TV** - General Electrodynamics Corp., Garland, Tex., is offering a low-cost, transistorized scan converter that was primarily designed to convert weather radar information to a standard television format without the use of a TV camera. The unit converts radar information to standard video signals for TV transmission.

### TV auxiliary rules changed

An amendment to the FCC's TV broadcast auxiliary rules will now per-

mit a TV studio-transmitter-link or intercity relay station normally used for transmission of video programming to send aural material to associated AM's and FM's after TV operations have ceased. The commission announced last week that this secondary use of transmitter-links and relay stations is subject to certain restrictions, in order to prevent abuses.

The proposed rulemaking had been requested by the Electronics Industries Association and no objections to its adoption were filed.

## FINANCIAL REPORTS

### Another merger nipped by stockholders' vote

Rust Craft Greeting Cards Inc., Dedham, Mass., will not merge with Boise Cascade Corp., Boise, Idaho. Rust Craft stockholders voted down approval at a meeting last week in an expected action (BROADCASTING, Aug. 29).

Only about 23% of the 788,624 shares of stock outstanding was voted in approval of the merger. A two-thirds vote was required. Officials of the company had indicated two weeks ago that substantial stockholder opposition had mounted to the proposed merger because of general business conditions. This was reaffirmed last week by Louis Berkman, chairman of Rust Craft.

Rust Craft, a greeting card manufacturer, owns five TV, six AM and five FM stations and has interests in eight CATV systems. Boise Cascade is a diversified forest-products company. The proposed merger, which Boise Cascade stockholders overwhelmingly approved last week, would have been consummated through an exchange of stock.

It was reported that management stockholders at Rust Craft were among those voting against approval. These insiders hold close to 47% of the stock.

### Financial notes . . .

■ Ampex Corp., Redwood City, Calif., has announced that its board of directors approved a previously proposed convertible debenture issue. Although the exact amount and terms of the issue are yet to be determined, the total amount of the debentures will not exceed \$30 million. Proceeds from the sales will be used to reduce short-term debt and to provide additional working capital.

**TV cable caps** - Boston Insulated Wire & Cable Co., Dorchester, Mass., has available protective snap-on rubber caps that fit over connector ends on TV-82

camera-cables used with standard 3-I.O. color cameras. The caps, sold in sets of two, come with a promise to minimize damage from handling and weather.

■ Trans-Lux Corp. reports it has declared a regularly quarterly dividend of 15 cents a share on the common stock, payable Sept. 30, to stockholders of record at the close of business on Sept. 16.

■ The board of directors of Walt Disney Productions has declared its regular quarterly dividend of 10 cents a share, payable Oct. 1 to stockholders of record as of Sept. 14.

### Jerrold to pick seven directors

Jerrold Corp. stockholders will meet Sept. 19 in Philadelphia to elect seven directors. The meeting was postponed in June because of conflict with the annual convention of the National Community Television Association (BROADCASTING, July 4).

Seven nominees, all of whom are members of the present board of directors, include Robert H. Beisswenger, president and chief executive officer, who owns 4,800 shares of common stock beneficially as of July 15, and who exercised options on 25,650 additional shares on Aug. 23; Howard Butcher III, who headed a syndicate which purchased over 500,000 shares from Milton Shapp (who resigned as chairman of the board), and who personally owns 18,651 common shares; W. W. Keen Butcher, partner with Howard Butcher III in the Philadelphia investment firm of Butcher & Sherrerd, owns 1,000 common shares.

Other associates of Howard Butcher III own beneficially 211,600 shares of common stock. Other associates of W. W. Keen Butcher own beneficially an additional 6,500 shares. Daniel J. McCarthy, another nominee, and vice president of Fidelity-Philadelphia Trust

Co., owns 500 shares. Other nominees include Dalck Feith, president of Dalco Manufacturing Co. and of Lansdale Finishers Inc., Philadelphia and Lansdale, Pa., who owns 348,417 shares beneficially; Mr. Feith's wife owns an additional 800 shares. Simon Pomerantz, treasurer, owns 22,347 shares and on Aug. 26 exercised options on 5,700 additional shares. Philip Zinman, another nominee, owns 700 shares.

Direct remuneration paid to officers during the fiscal year ended Feb. 28 include \$75,000 to Mr. Beisswenger; \$50,000 to Paul A. Garrison, vice president; \$47,000 to Simon Pomerantz, and \$69,231 to Milton J. Shapp, who resigned as board chairman July 11. All directors and officers as a group received \$371,731.

As of Aug. 23, Jerrold had 2,193,787 outstanding shares of common stock.

### Collins reports record sales, profits for year

Collins Radio Co. reported record sales and profits last week for the fiscal year that ended July 29. Collins also announced a record \$356 million order backlog compared to a backlog of \$288 million last year.

For the fiscal year ended July 29:

	1966	1965
Earned per share	\$3.36	\$2.04
Net sales	388,177,000	282,000,000
Net income	7,677,000	4,550,000
Average capital shares	2,286,192	2,230,080

### 6-month Trans-Lux net up

Trans-Lux Corp. has reported that net income for the six months ended June 30, 1966 was 12.5% higher than a year ago while gross revenue remained virtually unchanged from the corresponding period of 1965.

For six months ended June 30:

	1966	1965
Net income per share	\$0.40	\$0.35
Net income	284,653	253,110

## Legion recognizes radio, television

Golden Mike awards were presented to two NBC-TV programs and one CBS-TV series last week by the American Legion Auxiliary, meeting in Washington in conjunction with the Legion's annual convention.

Golden Mikes also went to KTRK-TV Houston, WNAS(FM) New Albany, Ind., noncommercial, and WCCO Minneapolis for "outstanding programs presented in the interests of youth." Recognition awards for distinguished youth programs went to WKYC-TV Cleveland and KFOR Lincoln, Neb.

In other presentations, MBS was given a Fourth Estate Award for "outstanding public service" by the Legion. Mutual was cited for three programs: *The Big Lie*, *The World Today* and *The American Consensus*.

David Brinkley, NBC News, received the designation, "our favorite newscaster," from the newly formed American Legion Past Department Commanders Club.

NBC's *Man from U.N.C.L.E.* won two Golden Mike medallions, one as "best family entertainment" and another from a poll of the auxiliary's "junior jury," which listed it as their "favorite program."

The CBS *Twentieth Century* television series took top place in the "best Americanism program series." The "best special production" winner was the *Bob Hope Christmas Show* on NBC-TV.

KTRK-TV's show, *Salute to Youth*, earned the Golden Mike for television stations.

WNAS and WCCO tied for Golden Mikes in radio, WNAS for its *Junior Navigators* and WCCO for its *Open Mike for Teens*.

WKYC-TV received its distinguished program award for "I'll Never Get Her Back," a show in its *Montage* series. KFOR won its award for *Voice of the Young Citizen*, a show that won top honors in the local station Golden Mike contest two years ago.

## Drumbeats . . .

**Early birds** ■ WIP Philadelphia had one of the wildest theater parties of the year. Chartering a movie house, the station offered listeners passes to a twin bill James Bond showing, scheduled for 6 a.m. Almost 2,000 people turned out

for the promotion. WIP personalities Joe McCauley, Chuck Dougherty, Ken Garland and Jim Tate were on hand to welcome the early-morning fans. Between features, a drawing was held for two free men's suits. Two ladies won.

**Budget one-shot** ■ ABC-owned KGO-TV San Francisco has won first place in the eighth annual national competition of the Specialty Advertising Association for the category of "one-shot promotion with budget under \$1,000." Entry was a sequence of gift-style invitations to the trade for a fall program preview party.

## Safety council gives radio-TV awards

Radio and TV winners of the National Safety Council's Public Service Awards were announced Sept. 1, by Howard Pyle, council president.

Wsb Atlanta was cited for distinguished service by a radio station or network. The council mentioned creation of a "Worthy Safety Booster" award, given weekly to listeners throughout 1965, and earmarking seven special "Wsb Days" for emphasis on safety as examples of the station's efforts to reduce accidents during the year.

Jack E. Krueger, manager, news and public affairs, WTMJ Milwaukee, received an individual radio award for a series of 44 editorials concentrating on traffic safety, but also covering hunting accidents, fires and playtime activities of youngsters.

WFBM-TV Indianapolis was cited for service by a television station or network. Editorials; a Labor Day show, *Tombstone Contest*; and a prime-time color special, *A Cross by the Road*, were factors in the council's selection.

Donald Willing, WGN-TV Chicago, won an award for service by an individual on a television station or network. Mr. Willing is producer of a series, *The Other Guy*, using high-school contestants in an auto-traffic simulator, competing for safety points.

A special public-service award was made to CBS News, Warren Bush (writer-producer) and to the Shell Oil Co., for presentation of the *National Drivers Test*, cited by the council as the "most ambitious safety communications effort ever attempted by television to educate a mass public."

Allstate Insurance Co.'s also won an award for its sponsorship of *The Fatal Fuel*, a television film on the effects of alcohol on driving.

## Color-set promotion uses fall previews

J. M. Fields, a national department store chain, and TV set manufacturers teamed up to use previews of network color TV series to sell color sets in a promotion ending today (Sept. 5).

In a test program, Fields took over the Orlando (Fla.) convention hall for 12 days to display over a hundred 1967 model color sets as well as other home entertainment items.

Such set manufacturers as Motorola and Sunbeam requisitioned advertising agency prints of new shows they are to sponsor this fall. Among the 10 programs used were *Rat Patrol*, *Time Tunnel*, *The Hawk* (all ABC) and *Jericho* (CBS).

Capsulized versions of the programs were woven into one-hour shows that were projected on a large movie screen twice daily. An estimated 8,000 persons were expected to visit the promotion each day.

**WEATHER INSTRUMENTS**

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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Shadorf

**Barry Shadorf**, art supervisor, Ted Bates & Co., New York, elected VP.

**Bernard Sloan**, creative supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP. **Lawrence Katz**, with McCann-Erickson, New York, joins SSC&B there as television producer.

**Thomas L. Foley**, account supervisor at Needham, Harper & Steers, New York, elected VP. **John Kay**, for three years with Leo Burnett Co., joins NH&S, Chicago, as account executive.



Mr. Hodor



Mr. FitzSimmons

**Albert G. Hodor**, director of product planning for Pet Milk Co., St. Louis, joins The Marschalk Co., Atlanta, as senior VP and management service director. **William H. FitzSimmons**, senior VP and regional manager for Southeast at Marschalk in Atlanta, joins firm's office of president in New York. **G. Lester Williams Jr.**, senior VP and assistant to president of Marschalk, also named regional manager for Southeast.



Mr. Greene

**Brydon S. Greene**, VP at N. W. Ayer & Son, Philadelphia, named Pacific Coast manager at Ayer's San Francisco office, succeeding **Herbert G. Drake**, who resigns to open his own publishing business in San Francisco.

**John C. Naylor Jr.**, VP of Gardner Advertising Co., New York, joins Dancer-Fitzgerald-Sample, San Francisco, as VP and account supervisor.

**Eugene J. McCarthy**, director of media relations and planning, Young & Rubicam, San Francisco, elected VP and will continue as head of media department and chairman of local plans board.

**William Sterling**, head of commercial department at Pacific Title & Art Studios, joins Robert Carlisle Productions, Hollywood, as VP and general manager.

**Robert G. Baal**, VP-development,

Advertising Time Sales Inc., New York, appointed manager of new business development and national TV sales.

**Clifford H. Irwin**, assistant secretary-treasurer of Leo Burnett Co., Chicago, named VP.

**David F. Austin**, account executive for N. W. Ayer & Son, Philadelphia, named sales and service VP of Dailey Service, that city.



Mr. Hertz

**Sidney T. Hertz**, director of radio-TV business affairs, Grey Advertising, New York, elected VP. **Samuel I. Abelow**, VP-associate creative director, named creative director. **Manning Rubin**, VP-director of commercial production; **Howard Stabin** and **Joel Wayne**, VP's and creative supervisors, named associate creative directors. Newly elected VP's are following creative supervisors: **Margaret Currens**, **Robert Fischer**, **Alan Kent** and **Nancy Sutton**. **Alvin N. Sarasohn**, VP-director of creative services, Kenyon & Eckhardt, New York, joins Grey as VP and associate creative director; and **George V. Allen Jr.**, **Donald K. Krakauer** and **Donald R. Wilde** re-join Grey as creative supervisors.

**Robert D. Singer**, VP of Foote, Cone & Belding, San Francisco, named head of Doyle Dane Bernbach's office there and also senior account executive.

**Dick Fellows**, media buyer at Gray & Rogers Inc., Philadelphia, appointed to H-R Television's Philadelphia office in charge of television sales. **Ed McCusker**, in charge of radio sales, named Philadelphia office manager. **Don Peterson**, manager for H-R Television, St. Louis, appointed to firm's Chicago office, replacing **Jack Shaver**, who becomes St. Louis manager.

**Zachary Schwartz** named to head creative services department at Gerald Schnitzer Productions, Hollywood, TV commercial production house.

**Esther Rauch**, director of media research for Radio Advertising Bureau, appointed research director for Major Market Radio Inc., newly formed radio sales representative firm. Miss Rauch will be based in New York.

**Thomas R. Morehead** named head of Albany, N. Y., office of Barlow/Johnson Inc.

**Jerry Thompson**, assistant manager of Chicago office of Stern, Walters & Simmons, named manager of agency's Los Angeles office.

**Arthur E. Hemstead**, senior media

planner, Street & Finney Inc., New York, appointed media department manager.

**Joseph Murphy**, with WNBC-AM-FM New York, appointed merchandise manager.

**Paul L. Gabriel**, senior product manager for Borden Foods Co., New York, appointed to newly created post of group marketing manager, new food products. **Lloyd W. Durant**, marketing manager for new products at Borden Foods Co., New York, named development and marketing manager of non-food products.

**John B. Lauria**, creative supervisor for BBDO, New York, joins Ketchum, MacLeod & Grove there as associate creative director.

**Michael L. Perrine**, program director and sales manager of WBBA Pittsfield, Ill., joins wcsJ Morris, Ill., as account manager.

**Bill Hughes**, national sales representative for KMTV(TV) Omaha, named assistant national sales manager. **Dick Roncka**, account executive for KMTV (TV), appointed assistant local sales manager.

**Jack Schroeder**, media director of former Wade Advertising, Chicago, named media business and data processing supervisor at Clinton E. Frank Inc. there.

**Murray Bruce**, producer with Benton & Bowles, New York, appointed director at Savage Friedman Inc. there.

**Stanley Moger**, with Storer Television Sales, New York, appointed television account executive.



Mr. Eastman

**Robert Eastman II**, formerly with KBYR Anchorage, WICE Providence, R. I., and WTRX Flint, Mich., joins staff of Robert E. Eastman & Co., New York.

**Nic Filas G.**, director of sales for Electronic Design Lab and public information officer for City of Philadelphia, joins Serendipity Associates, Philadelphia, as account executive.

**Ruth Clinton** appointed broadcast media buyer for J. M. Mathes Inc., New York.

**Ronald E. Steiner**, on sales staff of Shulton Inc., Clifton, N. J., appointed to local sales department, WIC-TV Pittsburgh.

**Nancy Lynne Gillespie**, with Famous-Barr Co., St. Louis, joins creative

## Baruch heads new service

**Andre Baruch**, former director, industrial division of Henry Jaffe Enterprises, New York, named senior VP, creative merchandising, for Lennen & Newell, that city. Mr. Baruch, well known to the public as a radio-TV personality, will head up a new L&N service coordinating advertising programs with sales promotion techniques. Mr. Baruch was a founder and principal of the Helitzer, Waring and Wayne agency and VP, radio-TV, Cole Fischer, Rogow, both New York.



Mr. Baruch

staff of Gardner Advertising there.

**Robert Nash**, musical director, William Esty Co., New York, joins Foote, Cone & Belding, same city, as musical director.

## MEDIA

**Howard W. Meagle** elected VP of Wheeling Radio Inc., owner of WHLL Wheeling, W. Va., and business manager of that station.



Mr. Dix

**William P. Dix Jr.**, general manager of WCHS-TV Charleston, W. Va., appointed general manager of KTHI-TV Fargo-Grand Forks, N. D.

**Carl Battisti**, former general manager of KAFY Bakersfield, Calif., named station manager of KLYD-TV, that city.



Mr. Harris

for WOAI-AM-TV.

**Hewson A. Ryan**, associate director for policy and plans of U. S. Information Agency, Washington, appointed deputy director for policy and research.

**John J. Sinclair**, manager of station clearance for NBC-TV, New York, appointed assistant manager of affiliate communications for station relations of

ABC-TV, that city.

**Ron Bayton**, with KONP Port Angeles, Wash., named station manager.

**Ralph R. Rust**, program and operations manager of WSPD-TV Toledo, Ohio, appointed assistant general manager of WIHS-TV Boston.

## PROGRAMING

**Stephen G. Mitchell**, with Olympus Television, Sherman Oaks, Calif., named general manager.

**Willard B. Gorsuch**, VP, corporate development, with Dole Co., San Jose, Calif., appointed treasurer of Technicolor Corp., Hollywood. He succeeds **Reeves L. Kennedy**, who will remain with company as assistant treasurer.

**Brad Melton**, with KPCN Grand Prairie, Tex., appointed program director of WCLU Covington, Ky.

**Robert Nelson** named program manager at KFBB Great Falls, Mont.

**Kenneth L. Buscher**, with U.S. Army, appointed manager of Association Films Inc., Ridgefield, N. J.

**Robert H. Farson**, NBC newsman, appointed assistant professor in school of journalism at Pennsylvania State University, and producer and director for noncommercial WPSX-TV Clearfield, Pa. **Thomas M. Smucker** joins WPSX-TV as art specialist.

**James Street**, head of his own agency, Literary Associates Inc., joins William Morris Agency, New York, to supervise operations of New York literary department.

**Mel Allen**, broadcaster for New York Yankees for many years, named play-by-play announcer for Miami Dolphins.

**Charles F. Whipple**, with Trans-Lux Television Corp. and Screen Gems Inc., joins Independent Television Corp., Chicago, as account executive.

**Allan Hotlen**, music director of WIP Philadelphia, named assistant program

director of WIP and WMMR-FM there.

**Jerry Golden**, staff producer for Videotape Productions of New York Inc., New York, appointed account executive.

**Matt J. Pouls**, local sales manager, WKBD-TV Detroit, joins Screen Gems Inc., New York, as eastern sales representative.

**Claude Freeman**, VP of Poole Productions, Greenville, S. C., and **Andy Still**, with WRFC Athens, Ga., join staff of WSB Atlanta.

**Jim Gallagher**, with WEAT-AM-TV West Palm Beach, Fla., named sports director.

**Jerry Kaufman**, cameraman and director of several short films and TV commercials, joins staff of Video Pictures Inc., New York.

## NEWS

**Larry LeSueur**, Congressional correspondent for Voice of America, Washington, named White House correspondent. He replaces **James R. Yankauer**, who becomes national affairs correspondent.

**Ed Turner**, with KWTW(TV) Oklahoma City, appointed news director of WTTG (TV) Washington.

**Lee Mesey**, news administrator of WLWI(TV) Indianapolis, named news director, replacing **Tom Atkins**, who moves to news staff of WLWT(TV) Cincinnati. **Bob Wallace**, with WBZ Boston, joins news staff of WLWI.

**Kermit Richardson**, WDOK Malvern, elected president, Arkansas AP Broadcasters Association.

**Kenneth P. Bredenberg**, newsman and sportscaster with noncommercial WDFM(FM) State College, Pa., joins news staff of WJET Erie, Pa.

**Timothy P. Slessor**, instructor in communications and English at Chadron State College, Chadron, Neb., and

## TELEPHONE

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(AC 214)

## FOR FOOTBALL GUESSING GAME

Starting September 24

**BROADCASTERS EXCHANGE ENTERPRISES, INC.**

1015 Hartford Bldg., Dallas, Texas 75201

formerly producer and director for BBC London, joins noncommercial WCNY-TV Syracuse, N. Y., as special projects producer.

**Jack Doyle**, with WCOP Boston, named news director.

## FANFARE

**Norman Marks**, director of advertising and publicity for KHJ-TV Los Angeles, named director of promotion in addition to his other duties. At same time, **Doni Scott**, publicity manager, named sales promotion manager.

**Russell Barber**, manager, public service broadcasts, WCBS-TV New York, appointed manager of community relations.

**Jerry Michaels**, executive director of Downtown Norristown Inc., retail division of Central Montgomery County Chamber of Commerce, Norristown, Pa., named PR director at WDVR(FM) Philadelphia.

**Eugene Murphy** named director of commercial and industrial division of Jim Mahoney & Associates, Beverly Hills, Calif.

**W. Thomas Delay**, promotion manager of CFPL-TV London, Ont., named general chairman of 1967 convention of Broadcasters Promotion Association



## "I'LL SUE YOU!"

Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

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21 West 10th, Kansas City, Mo. 64105  
New York, 111 John • San Francisco, 220 Montgomery  
Chicago, 175 W. Jackson • Atlanta, 34 Peachtree, N. E.

for Oct. 16-18 in Toronto.

**Dean C. Amadon**, with WDRG Hartford, Conn., appointed director of public relations.



Mr. Sarnoff

**Thomas W. Sarnoff**, staff executive VP, West Coast, NBC, named recipient of Humanitarian Award for 1966 of Broadcast-Motion Picture-Recording division of National Conference of Christians and

Jews.

## EQUIPMENT & ENGINEERING

**John L. Grasse**, assistant chief engineer for KCOP(TV) Los Angeles, named director of engineering and industrial relations. He succeeds late **Alexander Browdy**, who was killed in plane crash on Aug. 5 (BROADCASTING, Aug. 15).

**Melvin Cornfield**, director, tax administration, NBC, New York, appointed director, tax administration, RCA, same city.

**Harold Musler** named director of field engineering for Systems Construction Corp., subsidiary of Entron Inc., Silver Spring, Md.

**John J. Brophy**, marketing manager for Xerox Corp., Rochester, N. Y., appointed sales manager for studio, theater and television lighting for photolamp operation of Sylvania Electric Products, Danvers, Mass.

**Merlin Beatty** appointed supervisor of marketing services in marketing services department of Electronic Industries Association, Washington. **Lyman M. Rundlett**, regional director of marketing of satellite communications systems department of Hughes International, Hughes Aircraft Co., for Europe, Middle East and Africa, named staff engineer in EIA's engineering department.

**Ken W. Scott**, retired U.S. Navy commander, named West Coast office director of development for Metro/Kalvar Inc., company that researches and develops special dry laboratory work on film processing.

**Harvey Tullo** elected VP-operations of Emerson Television and Radio Co., succeeding **Ralph J. Guda**.

**Gwynn Crowther Jr.**, assistant manager at The Machlett Laboratories, Springdale, Conn., subsidiary of Raytheon Co., elected president. Mr. Crowther succeeds **Joseph W. Skehan**, who retires. Mr. Skehan will continue as consultant.

**Richard M. Sanford**, VP and general manager of California retail division of

Sherman, Clay & Co., San Francisco, named western zone manager for Dumont Television Sales Corp., that city.

## ALLIED FIELDS

**Louis J. Nelson Jr.**, executive VP of business affairs for Wade Advertising, Chicago, appointed director of development for George Williams College, Downers Grove, Ill.

**Anthony J. Pia**, former special assistant to commandant and assistant commandant of U.S. Army Special Warfare School, Fort Bragg, N. C., appointed assistant director of Center for Advancement of Human Communications at Fairfield University, Fairfield, Conn.

**Robert A. Marmet** and **Edwin R. Schneider Jr.**, partners in Washington law firm of Marmet and Schneider, have dissolved law firm and will continue to practice individually. Mr. Marmet remains at 1822 Jefferson Place, N.W., with Peter L. Koff as associate. Mr. Schneider will headquarter at 1744 R St., N.W.

## INTERNATIONAL



Mr. Bouhebert

**Andre Bouhebert**, general manager and director of board of Sodico / McCann-Erickson S. A., Paris, joins ProVente, French partner agency of Norman, Craig & Kummel there as director, and is elected VP of

NCK.

**John D. Clare**, deputy general manager of Raytheon Europe, Rome, elected VP.

**Willem D. Cobben** named general manager of Oak Electro/Netics Holland N. V., Emmen, the Netherlands, subsidiary of Oak Electro/Netics Corp., succeeding **Harry E. Seston**, who has retired.

**Olle F. Ringenson**, sales director, Swedish edition of *The Reader's Digest*, appointed deputy managing director, FCB Rygaards AB, Sweden, division of Foote, Cone & Belding International, with offices in Stockholm and Malmo.

**Jack Kershaw**, deputy manager for Kodak Ltd., motion picture division, appointed special assistant to president for international sales at Technicolor Corp., London.



## DEATHS



Mr. Jenkins

George C. (Red) Jenkins, national sales manager of WRBL-TV Columbus, Ga., died at St. Francis hospital in Columbus, Ga., on Aug. 26 following long illness. He joined WRBL-TV in 1953 and became national sales manager in September, 1955. Surviving are his wife, Betty, and son.

Art Baker, 68, long-time radio and television personality, died of heart at-

tack in Los Angeles on Aug. 26. Mr. Baker was best-known as host of *You Asked For It* TV series and radio show, *Art Baker's Notebook*, which ran more than 20 years. He is survived by his fourth wife, Geraldine, and two daughters and two sons from previous marriages.

J. Burns Hamish McGeachy, 67, Canadian journalist known for his news broadcasts from London during World War II, died in Toronto Aug. 27 following complications from attack of pneumonia. He was radio and television performer and became known as host of *Now I Ask You* quiz program for

Canadian Broadcasting Corp. He is survived by his wife, Cynthia.

Joe W. Little, 44, news director of KPBM Carlsbad, N. M., drowned Aug. 23 while covering rescue mission by sheriffs, state police and National Guard at Lakewood, N. M., small community marooned by flood. Surviving are his wife and three sons.

Henry Mayers, 71, former chairman of board of Davis, Johnson, Mogul & Colombatto Inc., Los Angeles-based advertising agency, died at his home in Los Angeles on Aug. 20. Mr. Mayers served as board chairman from 1959 until his retirement in 1963.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 25 through Aug. 31, 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 BY FCC

Jackson, Miss.—John M. McLendon tr/as Tele/Mac of Jackson. Granted CP for new UHF on channel 16 (482-488 mc); ERP 35.5 kw vis., 7.1 kw aur. Ant. height above average terrain 335 ft., above ground 378 ft. P.O. address: Box 197, 980 Milner Bldg., Jackson. Estimated construction cost \$238,200; first-year operating cost \$178,000; revenue \$160,000. Studio and trans. locations both Jackson. Geographic coordinates 32° 17' 50" north lat., 90° 12' 55" west long. Type trans. RCA TTU-1B, type ant. Jamparo JZZ-6-0-A. Legal counsel Prince & Paul, consulting engineer Willis C. Beecher, both Washington. Owned by John M. McLendon, who is 100% owner of WOKJ Jackson, 99.5% owner of WENN Birmingham, Ala. Action Aug. 30.

##### APPLICATIONS

Denver—Comet Television Corp. UHF channel 31 (572-578 mc); ERP 276.6 kw vis., 41.5 kw aur. Ant. height above average terrain 958 ft., above ground 297 ft. P.O. address: c/o Robert M. Robbins, 100 Biscayne Blvd., Room 1111, Miami 33132. Estimated construction cost \$365,800; first-year operating cost \$250,000; revenue \$275,000. Studio location to be determined; trans. to be located on Lookout mountain, near Golden, Colo. Geographic coordinates 39° 43' 45" north lat., 105° 14' 06" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer A. D. Ring & Associates, both Washington. Principals: Robert M. Robbins, Harold Thurman and David Landau (each 33 1/3%). Messrs. Robbins, Thurman and Landau are, together, applicants for new TV's in Clearwater, Fla., and Tulsa, Okla. Mr. Robbins is in commercial finance. Mr. Thurman is financial consultant. Mr. Landau is electronics manufacturer. Ann. Aug. 31.

Albany, N. Y.—Mercury Media Inc. UHF channel 45 (656-662 mc); ERP 206.1 kw vis., 41.22 kw aur. Ant. height above average terrain 200 ft., above ground 321 ft. P.O. address: c/o Gerald T. Arthur, Box 1300, Albany 12201. Estimated construction cost \$412,376; first-year operating cost \$300,000; revenue \$300,000. Studio and trans. both to be located in Glenmont, N. Y. Geographic coordinates 42° 35' 06" north lat.; 73° 48' 29" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-24DM. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals: Gerald T. Arthur, Oliver Lazare and J. J. L. Hessen (33 1/3% each). Messrs. Arthur, Lazare and Hessen were recently granted transfer of control of WBJA-TV Binghamton, N. Y. and WEPA Erie, Pa. Mr. Lazare is in textile business. Mr. Hessen is lawyer. Mr. Arthur is publisher of group of weekly newspapers on Long Island, N. Y. Ann. Aug. 29.

#### Existing TV stations

##### ACTION

■ Commission, by Commissioners Hyde, Bartley, Lee and Loevinger, with Commissioner Johnson not participating, on August 26 adopted memorandum opinion and order denying petition by Royal Bear Broadcasters Inc. (KWG), Stockton, Calif., for reconsideration of April 29 actions amending TV table of assignments to remove channel 19 from Stockton to Modesto and substituting channel 31 in Stockton, modifying construction permit of KLOC Broadcasting Co. to specify operation of KLOC-TV on channel 18 instead of channel 17 in Modesto, and granting its application to specify trans. site on Mount Oso, about 22 miles southwest of Modesto.

#### New AM stations

##### ACTIONS BY FCC

■ By letter, commission waived sec. 73.37 (a) of overlap rules and accepted for filing application of Newberry Broadcasting Co. to increase daytime power of WNBV Newberry, Mich., from 500 w to 1 kw, continued operation on 1450 kc with 250 w-N, and placed application in line for processing in normal course. Action Aug. 31.

■ By letter, commission denied request by Radio 1170 Inc. for waiver of sec. 1.569 of rules and returned its application for new station to operate on 1170 kc, 5 kw, DA, D, in Hazleton, Pa. Action Aug. 31.

■ By letter, commission denied request by Breckinridge County Broadcasting Co. for waiver of sec. 1.569 of rules and returned its retendered application for new station to operate on 1170 kc, 250 w, D, in Hardinsburg, Ky. Action Aug. 31.

##### APPLICATION

Williams, Ariz.—Grand Canyon Aircasters. 1240 kc, 250 w, 1 kw-LS., U. P.O. address: 101 5th Ave., Scottsdale, Ariz. 85252. Estimated construction cost \$17,215; first-year operating cost \$24,000; revenue \$29,000. Principals: John Howard Connor (66.67%) and Richard B. Gilbert (33.33%). Mr. Connor is president of bank. Mr. Gilbert is president of Aircasters Inc., broadcast consultants. Ann. Aug. 29.

#### Existing AM stations

##### ACTION BY FCC

KFIZ Fond du Lac, Wis.—Granted CP to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 wN; conditions. Action Aug. 31.

##### NEW CALL LETTERS ASSIGNED

Fosston, Minn.—Fosston Broadcasting Co. Assigned KEHG.

# EDWIN TORNBURG

## & COMPANY, INC.



**Negotiators For The Purchase And Sale Of**  
**Radio And TV Stations • CATV**  
**Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 31

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,067	17	76	384
FM	1,493	29	263	211
TV-VHF	473	21	23	186*
TV-UHF	92	31	99	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 31

	VHF	UHF	Total
Commercial	518*	223	741
Noncommercial	70	81	151

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059*	1,498	559*
CP's on air (new stations)	22	23	53*
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

\* Breakdown on UHF and VHF applications not available.

\* Includes three noncommercial stations operating on commercial channels.

\* In addition, two AM's operate on Special Temporary Authority.

\* In addition, two licensed VHF's and two licensed UHF's are not on the air.

\* In addition, two VHF's operate with Special Temporary Authority.

## APPLICATIONS

WEAL Greensboro, N. C.—CP to change frequency from 1510 kc to 710 kc, increase power from 1 kw, 250 w CH to 50 kw, install DA-D, change ant.-trans. location to Brick Church Road, 0.25 mile East of Road #3045 Greensboro, N. C., and install new trans. Ann. Aug. 29.

KNUI Makawao, Hawaii—CP to increase power from 1 kw to 5 kw, and install new trans. Ann. Aug. 29.

WL0D Pompano Beach, Fla.—CP to change hours of operation from D to U using power of 1 kw day and night; change from DA-D to DA-2. Ann. Aug. 26.

## New FM stations

### ACTIONS BY FCC

\*Kankakee, Ill.—Olivet Nazarene College. Granted CP for new FM on 88.3 mc, channel 202, 10 w. P.O. address: Dr. Harold W. Reed, Kankakee 80901. Estimated cost of construction \$4,600; first-year operating cost \$500. To be administered by board of trustees. Action Aug. 29.

Bad Axe, Mich.—John F. Wismer and James Muehlenbeck db/as Thumb Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 209 ft. P.O. address: c/o John Wismer, 935 S. Van Dyke Rd., Bad Axe 48413. Estimated construction cost \$24,313; first-year operating cost \$108,000 (combined with AM), revenue \$103,500 (combined with AM). Thumb Broadcasting is licensee of WLEW Bad Axe. Action Aug. 31.

Henryetta, Okla.—Henryetta Radio Co. Granted CP for new FM on 99.5 mc, channel 258, 53 kw. Ant. height above average terrain 255 ft. P.O. address: 121 North 5th Street, Henryetta. Estimated construction cost \$12,887; first-year operating cost \$14,050; revenue \$16,000. Principals: J. Leland Gourley (75%) and Lloyd W. Simpson (25%). Mr. Gourley is treasurer and director of Radio Oklahoma Inc., licensee of KJEM-AM-FM Oklahoma City. Henryetta Radio is licensee of KHEN Henryetta. Action Aug. 31.

## APPLICATIONS

Fergus Falls, Minn.—Northland Broadcasting Corp. 96.5 mc, channel 243, 25.7 kw. Ant. height above average terrain 275 ft. P.O. address: c/o Kingsley Murphy, 1821½ Logan Ave. S., Minneapolis 55403. Estimated construction cost \$33,000; first-year operating cost \$22,310; revenue \$12,168. Principal: Kingsley H. Murphy (100%). Northland Broadcasting is licensee of KOTE Fergus Falls. Ann. Aug. 29.

Magee, Miss.—Marvin L. Mathis, Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis, John B. Skelton Jr. db/as Southeast Mississippi Broadcasting Co. 107.5 mc, channel 298, 100 kw. Ant. height above average terrain 480 ft. P.O. address: c/o Marvin L. Mathis, Box 426, Magee 39111. Estimated construction cost \$45,778; first-year operating cost \$11,000; revenue \$16,000. Southeast Mississippi Broadcasting is licensee of WSJC Magee. Ann. Aug. 29.

## Existing FM stations

### NEW CALL LETTERS ASSIGNED

Bedford, Pa.—Fort Bedford Enterprises Inc. Assigned WAKM(FM).

## Ownership changes

### ACTIONS BY FCC

WFEB Sylacauga, Ala.—Granted transfer of control of licensee corporation, Alabama Broadcasting Co., from Earnest E. Forbes Jr., W. Kenneth Forbes and Herman French Forbes, coexecutors of estate of E. E. Forbes Sr. deceased (51% before, none after) to George W. and Nerine C. Carr, jointly (49% before, 100% after). Consideration \$35,700. Action Aug. 25.

KREL Corona, Calif.—Granted transfer of control of licensee corporation, Major Market Stations Inc., from The Bible Fellowship Hour, World Literature Crusade, William J. Roberts, F. Demey Mylar and Donald Horton (each 20%) to William J. Roberts (33½% after), Marshburn Bros. (none before, 40% after), Mrs. Cella D. Webb (none before, 20% after) and Paul Crouch (none

before, 6½% after). Action Aug. 24.

KYOS Merced, Calif.—Granted acquisition of positive control of licensee corporation, Radio One Inc., by Riley R. Gibson (6.6% before, 57½% after) through purchase of stock from Cal-Radio Inc. (50% before, none after). Mr. Gibson holds controlling interest in Cal-Radio. No consideration. Action Aug. 24.

KHOE Truckee, Calif.—Granted assignment of license from Robert Sherman to Eastern California Broadcasting Corp., owned by Richard F. Van Wickle (10.1%), Henry J. Geist, Robert L. Norton, Radford D. Leonard, A. H. Elsner (each 20.2%), Muriel L. Tiers (5.1%) and Stanley E. Schwartz (4.1%). Eastern California Broadcasting is applicant for new AM at Bishop, Calif. Consideration \$40,000 and other agreements. Action Aug. 24.

KBRR Leadville, Colo.—Granted acquisition of positive control of licensee corporation, Continental Divide Broadcasting Co. by John H. East (45% before, 60% after) through purchase of stock from Thomas T. Farley (45% before, none after) and John B. Farley (10% before, none after). Hawkeye Venture Capital Corp. has option to purchase remaining 40%. Action Aug. 30.

WREK(FM) Woodstock, Ill.—Granted assignment of CP for new FM from Robert A. Jones and Lloyd Burlingham db/as McHenry County Broadcasting Co. to Angelo Joseph Salvi. Mr. Salvi is 100% owner of WLUV-AM-FM Loves Park, Ill. Consideration \$2,000. Action Aug. 25.

WBRT Bardstown, Ky.—Granted assignment of license from Lawrence W. Adams to Nelson County Broadcasting Co., owned by Ronald E. Felty (40%), Donald J. Wickizer, Charles Scott Cederholm and Thomas Lee Isaac (20% each). Mr. Felty is minister. Mr. Cederholm is program director for WSVL Shelbyville, Ind. Mr. Isaac is news director for WTAFF-TV Marion, Ind. Mr. Wickizer is owner of printing company. Consideration \$58,000 plus \$10,000 noncomplete agreement. Action Aug. 31.

WTTT Amherst, Mass.—Granted assignment of license from Augustine L. Cavallaro Jr. tr/as College Radio to Amherst Broadcasting Co., owned by Edward H. Peene Jr. and Robert K. McConnell Jr. (each 50%). Mr. McConnell is executive and stockholder in liquor and gift shop and in real estate development company. Mr. Peene is presently employed by WTTT. Applicants have no other broadcast interests. Consideration \$255,000 plus \$50,000 noncomplete agreement. Action Aug. 30.

WILD Boston—Granted assignment of license from The Noble Broadcasting Corp. to Dynamic Broadcasting Corp., owned by Leonard E. Walk (50%), James H. Rich and Bernard M. Friedman (25% each). Mr. Rich is majority stockholder in equipment-leasing firm. Mr. Friedman is sole owner of advertising agency. Mr. Walk is president of Dynamic Broadcasting, licensee of WAMO-AM-FM Pittsburgh, WUFO Amherst, N. Y., WOAH Miami, and applicant for new UHF on channel 45 in Youngstown, Ohio. Messrs. Walk, Friedman and Rich are all partners along with Thomas W. Fletcher, Robert Purcell and Raymond E. Rohrer in application for new AM in Upper Arlington, Ohio. Consideration \$275,000 plus \$50,000 to Nelson Noble for two years as consultant. Action Aug. 25.

WAAM Ann Arbor, Mich.—Granted assignment of license from Radio Ann Arbor Inc. to Babcock Co., owned 100% by Frank Babcock. Mr. Babcock also owns 100% of Radio Ann Arbor. Assignment is to eliminate one corporation. No consideration. Action Aug. 24.

WLST Escanaba, Mich.—Granted assignment of license from Mining Journal Co. Ltd. to Frank J. Russell, who owns 100% of Mining Journal. Assignment is for tax reason of corporate elimination. No consideration. Action Aug. 24.

WMIQ Iron Mountain, Mich.—Granted transfer of control of licensee corporation Iron Mountain-Kingsford Broadcasting Co., from Iron Mountain Publishing Co. to Frank J. Russell, who owns 100% of Iron Mountain Publishing Co. See WLST Escanaba, Mich. above.

WDMJ-AM-FM Marquette, Mich.—Granted transfer of control of licensee corporation, The Lake Superior Broadcasting Co., from Mining Journal Co. Ltd. to Frank Russell, who owns 100% of Mining Journal. See WLST Escanaba, Mich. above.

WIRT(TV) Hibbing, Minn.—Granted assignment of construction permit from Carl Bloomquist to Channel 10 Inc., licensee of



WDIO(TV) Duluth, Minn. Consideration \$7,535. Action Aug. 31.

KHAP Aztec, N. M.—Granted transfer of control of licensee corporation San Juan Broadcasting Inc., from Thomas A. Moyer (100% before, none after) to Louis C. Erck (none before, 100% after). Mr. Erck is 47% owner of KRAE Cheyenne, Wyo. Consideration \$52,000. Action Aug. 25.

WSHB Raeford, N. C.—Granted assignment of license from Hoke Broadcasting Corp. to Friendly Broadcasting Co., owned by Bill Wellons Jr., John H. Wellons, Walter R. Guy Sr., Calvin G. Wellons, Edwin H. Phillips, Charles E. Wellons (each 10%), William S. Wellons and Harry B. Correll (each 20%). Principals have no broadcast interests. Consideration \$80,000. Action Aug. 26.

WPEG Winston-Salem, N. C.—Granted assignment of license from WPEG Inc. to Forsyth County Broadcasting Co., owned by Charles G. Couch Jr. (20%). Central Broadcasting Co. and Burke County Broadcasting Co. (each 31%) and others, none more than 2% each. Central Broadcasting Co. is licensee of WCGC Belmont, and also 51% owner of Burke County Broadcasting Co., licensee of WSVM Valdese, and Concord-Kannapolis Broadcasting Co., licensee of WEGO-AM-FM Concord, all North Carolina. Central is also minority stockholder in Cablevision Inc., Gastonia, N. C. Burke County is 10% owner of Radio Station WZKY Inc., licensee of WZKY Albemarle, N. C. Consideration \$150,000. Action Aug. 24.

WAMG Gallatin, Tenn.—Granted assignment of CP for new AM from Ellis F. Jones Jr. to Southern Broadcasters Inc., owned 100% by Ellis Jones. No consideration. Action Aug. 24.

KBMT(TV) Beaumont, Tex.—Granted assignment of license and CP from Television Broadcasters Inc. to Essex Corporation. Essex Corp. is presently 45% owner of Television Broadcasters; other four stockholders: N. D. Williams, individually, N. D. Williams, trustee, L. L. Williams, trustee and Thomas S. Reed II, will become stockholders in Essex Corp. Merger, no ownership change. Action Aug. 31.

KINT El Paso — Granted assignment of license from Maury Ferguson Broadcasters Inc. to Sun Country Broadcasting Co., owned by Lawrence M. Daniels (33.33%), Bertram C. Wright, Clara B. Rash, E. Schwarzbach Jr., Richard P. Tadar, Larry A. Harris, Richard Yetter, Hillary J. Sandoval Jr. and William L. Sibley (each 8.33%). Mr. Daniels is presently employed with Trigg-Vaughn Stations. Principals have no other broadcast interests. Consideration approximately \$96,000. Action Aug. 24.

WMAM Marinette, Wis.—Granted transfer of control of licensee corporation, Marinette Central Broadcasting Co., from Mining Journal Co. Ltd. (54% before, none after) to Frank Russell (6% before, 60% after). Mr. Russell owns 100% of Mining Journal. See WLST Escanaba, Mich. above.

#### APPLICATIONS

WKUL Cullman, Ala.—Seeks relinquishment of positive control of Airmedia Inc., parent corporation of licensee corporation Cullman Broadcasting Co., by Hudson C. Millar through sale of stock to general public. Ann. Aug. 29.

KAAY Little Rock, Ark.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee KAAY Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. Lin Broadcasting is licensee of KEEL Shreveport, La.; WAKY Louisville, Ky.; WMAK Nashville; WAND(TV) Decatur, Ill., and holds CP for new FM in Shreveport. Ann. Aug. 26.

KALI San Gabriel, Calif.—Seeks transfer of control of licensee corporation, Tele-Broadcasters of California Inc., from H. Scott Killgore (51% before, none after) to United Broadcasting Co. (none before, 51% after). United Broadcasting is also buying KUFY-FM San Mateo and KECC-TV El Centro, both California, from Tele-Broadcasters. Mr. Killgore is buying KOFY San Mateo. United Broadcasting is licensee of WOOK-AM-TV and WFAN(FM) Washington, WSID-AM-FM and WTLF(TV) Baltimore. WINK Rockville, Md.; WJMO and WCUY-FM Cleveland; WMUR-TV Manchester, N. H.; WFAB Miami; WBNX New

York, and WJMY Allen Park-Detroit. It has also sold, pending FCC approval, WANT Richmond, Va. Richard Eaton is principal stockholder in United Broadcasting. Consideration \$1,900,000. Ann. Aug. 29.

KOFY San Mateo, Calif.—Seeks assignment of license from Intercontinental Radio Inc. to Spanish Broadcasting System Inc., to be owned 100% by H. Scott Killgore. Mr. Killgore is presently 51% owner of Tele-Broadcasters Inc., owner of Intercontinental Radio, which is being sold to United Broadcasting Co. In order to facilitate sale, KOFY must be sold. Mr. Killgore is also majority stockholder in KAUM-AM-FM-TV Guam. Consideration \$425,000. Ann. Aug. 29.

KFUY-FM San Mateo and KECC-TV El Centro, both California—Seek transfer of control of licensee corporation, Intercontinental Radio Inc., from H. Scott Killgore (51% before, none after) to United Broadcasting Co. Intercontinental Radio is owned by Tele-Broadcasters of California Inc., which in turn is owned 51% by H. Scott Killgore. See KALI San Gabriel above.

KCIN Victorville, Calif.—Seeks assignment of license from Victor Valley Broadcasters Inc. to Top-Dial Broadcasters Inc., owned 100% by Clifton Paxson. Mr. Paxson is Bakersfield, Calif., businessman. Consideration \$66,000. Ann. Aug. 31.

WAUG-AM-FM Augusta, Ga.—Seeks assignment of license from Garden City Broadcasting Co. to The Hunter Group Inc., owned by Robert W. Hunter Jr. (75%), Nancy W. Hunter (24%) and Constance C. Hildebrand (1%). Mr. Hunter is owner of outdoor advertising company. Mrs. Hunter is housewife. Constance Hildebrand is employe of Mr. Hunter's company. Consideration \$65,000. Ann. Aug. 31.

WAND(TV) Decatur, Ill.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee WAND Television Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

WAKY Louisville, Ky.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee WAKY Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

KEEL and unassigned FM Shreveport, La.—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee KEEL Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

WSMD-FM Waldorf, Md.—Seeks assignment of license from Dorlen Broadcasters Inc. to Charles County Broadcasting Co., parent corporation of Dorlen Broadcasters. Charles County Broadcasting is permittee of WSMD Waldorf. No consideration. Ann. Aug. 31.

KVBR Brainerd, Minn.—Seeks transfer of negative control of licensee corporation, Greater Minnesota Broadcasting Corp., from Charles B. Persons (50% before, none after) to Don Wohlenhaus (none before, 25% after) and Ray G. Moonan and John R. Moonan (none before, 25% together after). Messrs. Moonan are attorneys with no broadcast interests. Mr. Wohlenhaus is manager of KVBR. Consideration \$16,500. Ann. Aug. 29.

WJQS Jackson, Miss.—Seeks involuntary assignment of license from Oren V. Zimmerman and Ann C. Zimmerman db/as Radio Station WJQS to Ann C. Zimmerman, individually and administratrix of estate of Oren V. Zimmerman deceased. WJQS has pending before FCC application for sale to Town and Country Broadcasting Co., of which Mrs. Zimmerman owns controlling interest. No consideration. Ann. Aug. 29.

KDIX-AM-TV Dickinson, N. D.—Seeks assignment of license from Dickinson Radio Association to Dickinson Broadcasting Corp., owned by Stanley Deck (88%), June D. Deck and Lauren Haacke (1%). Mr. Deck presently has interest in WDIX. Consideration \$412,300. Ann. Aug. 31.

KADA Ada, Okla.—Seeks transfer of control of licensee corporation, KADA Broadcasting Inc., from Mrs. Virginia Clyde High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). Mrs. High and Mrs. Hoover are sisters, and Mrs. High was guardian for her sister's interests while she was ill. No

consideration. Ann. Aug. 29.

KELR El Reno, Okla.—Seeks transfer of control of licensee corporation, C.P. Corp., from Charles L. Cain, Maurice Price, Bill B. Marshall and Clifton H. Gardiner (together 100% before, none after) to Victor E. Wickersham (none before, 100% after). Mr. Wickersham is 66 2/3% owner of KREK Sapulpa, Okla., and 23% owner of KVVO Cheyenne, Wyo. He is also in insurance and investments business. Consideration \$100,000. Ann. Aug. 31.

KWSH Wewoka, Okla.—Seeks transfer of control of licensee corporation, Tri-Cities Broadcasting Co., from Mrs. Virginia Clyde High, guardian (100% before, none after) to Mrs. Stella Katherine Hoover (none before, 100% after). See KADA Ada, Okla. above.

WQTM Latrobe, Pa.—Seeks assignment of license from Westmoreland Broadcasting Corp. to Fred A. Grewe Jr. Mr. Grewe owns 95% of WEIF Moundsville, W. Va. Consideration approximately \$66,000. Ann. Aug. 31.

WMAK Nashville—Seeks relinquishment of positive control of Lin Broadcasting Corp., parent of licensee WMAK Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark. above.

KSTB Breckenridge, Tex.—Seeks assignment of license from Breckenridge Radio Inc. to Gene A. Hutto (70%), Bennie A. Fossen (25%) and John W. Fox III (5%). Mr. Hutto is general manager of KSTB and Mr. Fox is assistant manager. Mr. Fossen is beverage distributor. Consideration \$75,000. Ann. Aug. 31.

#### Hearing cases

##### INITIAL DECISIONS

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Second Thursday Corp. for new FM to operate on 92.9 mc at Nashville. Action Aug. 30.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Ultravision Broadcasting Co. for new UHF TV to operate on channel 29 at Buffalo, N. Y., and denying application of WEBR Inc. for like station in same city. Action Aug. 26.

##### FINAL ACTIONS

■ By memorandum opinion and order in proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM to operate on 950 kc, 1 kw, D, in that city, review board (1) ordered that effective Oct. 10, petition by Barbourville for leave to amend its application, together with all pleadings, affidavits, and other related documents, be considered as joint request for approval of agreement; (2) granted petition by Barbourville for leave to amend its application to specify use of WBVL's physical plants in lieu of constructing new station; (3) approved agreement whereby Barbourville would purchase Brown's assets, etc., for \$65,000, in return for its withdrawal; (4) dismissed latter's application and granted Barbourville's application; and (5) granted Broadcast Bureau's partial appeal from examiner's ruling of June 21 granting Barbourville's petition for leave to amend. Action Aug. 30.

■ By memorandum opinion and order in proceeding on applications of Royal Broadcasting Co. for renewal of license of KHAI Honolulu, and Radio KHAI Inc. for new AM in that city in Doc. 16676-7, review board granted in part motion by Royal and enlarged issues to determine (a) basis of Radio KHAI's estimated construction costs and operating expenses for first year; (b) in event applicant will depend upon operating revenues during first year of operation to meet fixed costs and operating expenses, basis of Radio KHAI's estimated revenues for first year of operation; (c) whether Radio KHAI has demonstrated reasonable likelihood of construction and continuing operation of its proposed station; and (d) whether Lincoln Dellar (Radio KHAI's principal) properly exercised his responsibilities and obligations as commission licensee to inform commission of circumstances surrounding lawsuit pending against him and Sacramento Broadcasters Inc. brought by William H. Weaver, and, if so, effect on comparative qualifications of Radio KHAI. By separate memorandum

opinion and order, denied (1) motion by Radio KHAI to enlarge, change or delete issues; and (2) motion by Royal to dismiss aforementioned pleading. Action Aug. 30.

■ By order, review board granted joint petition by City Index Corp and Tele/Mac of Jackson whereby City Index application would be dismissed, and dismissed, but with prejudice, its application and granted Tele/Mac's application for new TV to operate on channel 16 in Jackson, Miss.; condition. Action Aug. 30.

■ Commission, by Commissioners Hyde, Bartley, Lee, Cox, Loevinger and Johnson, on August 25 adopted order in Costa Mesa-Newport Beach, Calif., AM proceeding, granting request by Pasadena Community Stations Inc. for waiver of sec. 1.301 of rules to accept its appeal from examiner's ruling, but denied appeal and affirmed examiner's denial of further extension of time to exchange exhibits.

■ Commission gives notice that June 27, initial decision which looked toward granting application of New South Broadcasting Corp. for new FM in Meridian, Miss., to operate on channel 246, 97.1 mc; ERP 40.3 kw; ant. height 186 ft. became effective August 16 pursuant to sec. 1.276 of rules. Action Aug. 25.

■ By memorandum opinion and order in proceeding on application of Keith L. Reising and Kentuckiana Television Inc. for new FM's to operate on 106.9 mc in Louisville, Ky., review board granted applicants' joint request for approval of agreement for \$8,200 reimbursement by Reising to Kentuckiana, dismissed with prejudice latter's application and granted Reising's application conditioned that program tests will not be authorized until permittee has submitted proof that, with exceptions indicated, he has severed all interest and connections with WXVW Jeffersonville, Ind. Action Aug. 25.

■ By memorandum opinion and order in proceeding an applications of Hennepin Broadcasting Associates Inc. and WMIN Inc. for new FM's to operate on 102.1 mc in St. Paul, review board denied petition by Broadcast Bureau for reconsideration of June 29 board action granting joint request for approval of agreement, dismissing Hennepin application and granting that of WMIN. Action Aug. 25.

■ By memorandum opinion and order in proceeding on applications of Richard O'Connor and Kops Communications Inc. for new FM's in Albany N. Y., review board granted petition by O'Connor and accepted late filed petition, but denied his limited petition for reconsideration of action of June 7 by board which disallowed reimbursement to O'Connor of alleged expenditure of \$100. Action Aug. 24.

■ By order in proceeding on applications of Semo Broadcasting Corp. and Sikeston Community Broadcasting Co. for new FM's to operate on 97.7 mc in Sikeston, Mo., review board granted joint request for approval of agreement whereby Sikeston would be reimbursed \$1,500 for partial expenses incurred in prosecution of its application in return for its withdrawal; dismissed, but with prejudice, Sikeston application; granted Semo's application; and terminated proceeding. Member Nelson not participating. Action Aug. 24.

**DESIGNATED FOR HEARING**

■ By order, commission designated for hearing application of The Plains Broad-

casting Co. to change facilities of KGYN Guyman, Okla., from 1220 kc, 1 kw, D, to 1210 kc, 10 kw, DA-N U, in consolidated proceeding with applications of KWHK Broadcasting Co., Hutchinson, Kan., Columbia Broadcasting System, Philadelphia, and KAKE-TV and Radio Inc. Wichita, Kan., involving operation on 1210 kc; specified issues superseding those contained in previous hearing order, and denied WCAU's informal objection to KGYN application. Action Aug. 31.

■ By order, commission designated for hearing application of Reporter Broadcasting Co. for new TV to operate on channel 38 in San Francisco in consolidated proceeding with application of Bay Broadcasting Co. seeking same facilities, and specified issues superseding those contained in hearing order on latter application issued June 8; directed Reporter to, within 20 days, amend its application to furnish citizenship and other information required in application Form. Commissioner Loevinger concurred in order but not in opinion. Action Aug. 24.

**OTHER ACTIONS**

■ Review board scheduled oral argument for Sept. 27 in proceeding on applications of Television San Francisco and Jall Broadcasting Co. for new TV's to operate on channel 26 in San Francisco. Action Aug. 30.

■ Review board granted petition by TVue Associates Inc. for extension of time to Sept. 10 to file replies to oppositions to its petition to enlarge issues in proceeding on TVue's application and that of Galveston Television Inc. for new TV's to operate on channel 16 in Galveston, Tex. Action Aug. 29.

■ In proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc., Ashland, both Oregon, review board granted petition by Broadcast Bureau to extend time to Sept. 12 to file reply to opposition of Hutchens to petition by Bureau to enlarge issues. Action Aug. 29.

■ In proceeding on applications of American Television Service and Holston Valley Broadcasting Corp. for new TV's on channel 19 in Kingsport, Tenn., review board granted American's petition for extension of time to Sept. 6 to respond to Holston's petition to enlarge issues. Action Aug. 25.

■ Granted motion by Oklahoma Press Publishing Co., Muskogee, Okla., for continuance of oral argument from Aug. 30 to Sept. 13 in proceeding on its AM application. Action Aug. 24.

**Routine roundup**

**ACTIONS ON MOTIONS**

**By Office of Opinions and Review**

■ Granted petition by WLEX-TV Inc. Lexington, Ky., to extend time from Sept. 6 to Sept. 19 to file application for review of review board's decision of August 4 in proceeding on application of WHAS Inc. Louisville. Action Aug. 26.

■ Granted request by Allen C. Bigham Jr. for extension of time to Sept. 15 to file petition for reconsideration of commission action of July 15 which designated for hearing his application for renewal of license of KCTY Salinas, Calif. Action Aug. 26.

■ Granted request by Santa Rosa Broadcasting Co. for extension of time to Sept. 7 to file reply to petition for reconsideration

in proceeding on revocation of license of its WSRM Milton, Fla. Action Aug. 25.

■ Granted motion by Asheboro Broadcasting Co. for extension of time to Oct. 20 to file petition for reconsideration of July 21 action which ordered Asheboro to show cause why licenses for its WGWR-AM-FM Asheboro, N. C., should not be revoked. Action Aug. 22.

**By Chief Hearing Examiner James D. Cunningham**

■ Designated examiner Charles J. Frederick to preside at hearings in proceeding on applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc. for new AM's in Oshkosh, Wis.; scheduled prehearing conference for Sept. 16 and hearing for Oct. 17. Action Aug. 19.

■ Designated examiner Chester F. Naumowicz Jr. to preside at hearings in proceeding on applications of Branch Associates Inc. and Ascension Parish Broadcasting Co. for new AM's in Houma and Donaldsonville, both Louisiana, respectively; scheduled prehearing conference for Sept. 18 and hearing for Oct. 19. Action Aug. 19.

**By Hearing Examiner Thomas H. Donahue**

■ Granted request by Broadcast Bureau for extension of time from Aug. 26 to Sept. 6 to file proposed findings in proceeding on AM application of Naugatuck Valley Service Inc., Naugatuck, Conn. Action Aug. 28.

■ In proceeding on order to Asheboro Broadcasting Co. to show cause why licenses for its WGWR-AM-FM Asheboro, N. C., should not be revoked, on examiner's own motion, continued Sept. 2 prehearing conference and Oct. 3 hearing to date to be determined by examiner later following disposition by commission of respondent's petition for reconsideration of show cause order. Action Aug. 23.

**By Hearing Examiner Millard F. French**

■ Granted request by McQueen and Company Inc. for extension of time from Aug. 30 to Sept. 2 to file reply findings in proceeding on its application and that of State Gazette Broadcasting Co. for new FM's in Dyersburg, Tenn. Action Aug. 30.

**By Hearing Examiner Walther W. Guenther**

■ Granted request by Broadcast Bureau for extension of time from Aug. 26 to Sept. 9 to file proposed findings and from Sept. 6 to Sept. 16 for replies in proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C. Action Aug. 24.

**By Hearing Examiner Isadore A. Honig**

■ In proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis., et al., in Doc. 18476-8, granted petition by Quality Radio Inc., Superior, to extend time to file response to petition by D.L.K. Broadcasting Co. for leave to amend, from Sept. 2 to later date occurring 10 days after release date of ruling on D.L.K.'s petition looking toward dismissal of its application. Action Aug. 30.

■ In proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of WIGL Superior, Wis., et al., granted petition by applicants for continuance of procedural dates and continued hearing from Oct. 10 to Nov. 10. Action Aug. 23.

■ Granted petition by Broadcast Bureau for extension of time from Aug. 30 to Sept. 20 to file proposed findings and from Sept. 13 to Oct. 4 for replies in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J. Action Aug. 23.

**By Hearing Examiner H. Gifford Irion**

■ Canceled scheduled of dates announced June 27 and Aug. 18 and scheduled new dates in proceeding on applications of Porter County Broadcasting Corp. and Northwestern Indiana Radio Co. for new FM's in Valparaiso, Ind.—Exchange of exhibits Sept. 23, notification of witnesses Oct. 3, hearing Oct. 11, and hearing Oct. 18. Action Aug. 23.

**By Hearing Examiner Jay A. Kyle**

■ In proceeding on AM applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc. Elizabeth, all New Jersey, denied request by latter for continuance of Sept. 1 hearing date, and ordered that when hearing recesses, it will

(Continued on page 93)



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## RADIO

### Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer, . . . Top salary. Box H-247, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Have station, need management! Can you turn \$50,000 a year small-market daytimer into a vital, noticed, important part of community at a profit? If you can, we should get together. No hurry about change. Write all first letter, including checkable references. Box J-7, BROADCASTING.

General manager position open in a major market 50,000 watt station—group operation. Salary and incentive basis. Communicate immediately. Box J-10, BROADCASTING.

Opportunity for an experienced station manager with proven personal sales-producing background. Must be willing to handle majority of sales personally, as well as manage. Include resume and salary requirements in first letter. All applicants contacted in confidence. Write Box J-15, BROADCASTING.

Sales manager for leading quality ABC radio station in medium size University city in south. Competitive market. Opportunity for proven salesman. Excellent living conditions. Definite possibility to move up to general manager. Only top sales producers who feel they are ready for management should apply. Box J-45, BROADCASTING.

### Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Experienced salesman for top station in growing N.Y.S. market. Excellent earnings plus benefits. Mail resume immediately. Box H-273, BROADCASTING.

Five figure income for sales pro. Massachusetts. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box H-299, BROADCASTING.

Experienced, young and ambitious salesman for a rapidly growing station. Drawing account plus commissions. Box H-347, BROADCASTING.

Take-charge, self-starting sales manager needed to build sales staff in market of 350,000. If you are the man we choose you will receive base, commission, override, stock option plus other fringe benefits. Box J-67, BROADCASTING.

If you like small town living but large market salary we offer this unusual combination. We also offer stock option to salesman that can produce. 704-632-4214.

Sales manager—WGNU Granite City, Illinois, C. Norman.

## Sales—(cont'd)

Top FM sales management job Madison, Wis. Our AM station first in pop, our FM first in good music. Need creative FM sales director, ability in FM programming valuable. Opportunity for top pay, excellent living conditions, advancement with our Wis/Ill/Mich. 7 station group. WISM Madison, Wis.

Lansing, Michigan is a great place to raise a family while working with a key outlet of a 7 station group. Guaranteed salary with commissions. Start with many producing accounts. Complete fringe benefits. Send photo and resume to WITL.

Salesman-dj combination wanted—middle of the road format—small market station with excellent opportunity for the right man. Contact David Bradsher, The Key Stations, Radio Bldg. Radio Rd., Statesville, North Carolina.

Immediate opening for salesman with established account list. Must be aggressive, yet honest and sincere. Guaranteed salary, plus commission. Our sound is softened top 40 and saleable. Contact Dewey Wilmot, KXLF Radio in Butte, Montana. Box 3500 or Call (406) 792-9111.

Young aggressive salesman needed that is qualified to take over as assistant manager. Small market station. Excellent opportunity for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

## Announcers

Daytime radio station located on the beautiful eastern shore of Maryland about to lose announcer because of draft. We present an exciting opportunity for a third class beginner or with some experience. Please send tape, resume and photo immediately to Box H-57, BROADCASTING.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Experienced first phone . . . beautiful Utah . . . #1 station. Tape, resume. Box H-143, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Within 150 miles NYC. Some station experience. MOR. Salary open. Box H-211, BROADCASTING.

Announcers for new FM operators in New England. Must have rich, mellow voice, and broad range of music knowledge. Send resume, photo, and audition tape. Box H-301, BROADCASTING.

Personality for middle-of-road medium market Ohio station. Good pay with extra benefits. Send tape, photo, resume. Box H-308, BROADCASTING.

Announcer—first phone required for metro market contemporary music format on all night shift. Good salary and working conditions. Send tape and details to Box H-310, BROADCASTING.

Wanted: Announcer and combo man, in college and resort community. Send tape, picture & resume. Position available immediately. Salary above average. Combo man must have 1st ticket. Box H-316, BROADCASTING.

## Announcers—(cont'd)

Announcer for future opening. Must be experienced in copy writing and production and have stable employment record. Submit air check, resume and references. Want draft exempt man to settle in nice California town. Box H-318, BROADCASTING.

Announcer—sales, aggressive, metro. FM—top money. Ohio-Kentucky area. Box H-320, BROADCASTING.

Midwest! Swinger! Market of quarter of million desiring to restaff. Three-state coverage. If you like promotions, excel in production can be yourself and smile on the air, we're looking for you in our young growing chain of stations. Send tape, containing production and air work along with resume/photo to Box H-331, BROADCASTING.

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough news training to accompany basic interest. Salary open—to \$150. Replies to Box H-336, BROADCASTING.

Announcer/newsman for middle of road station with bright sound. Major southern market. Air check, pix and resume to Box H-351, BROADCASTING.

Announcer-Production/writer and newsman all in one. 3rd endorsed a must. California fulltimer. Good music format. Send resume and tape with plenty of your voice, Box J-32, BROADCASTING.

Wanted—An evening star! Box J-36, BROADCASTING.

Need non-screaming top 40 man. New England daytimer. Non-experienced announcers need not apply. Box J-37, BROADCASTING.

Northeast regional AM-FM facility in growth area has need of: Announcer-salesman and engineer-announcer. Salaries \$115 or better. Company benefits, excellent growth potential. Want stable, competent people interested in working for good future. Box J-40, BROADCASTING.

Top 40 station in medium market. S.E. Kentucky. City needs first phone announcer. Light maintenance. Strong on production. Pay commensurate with ability. Box J-42, BROADCASTING.

Texas medium market top 40 expanding with TV. Must add new announcer with production experience. Must be experienced. Excellent salary and benefits. Permanence. Box J-48, BROADCASTING.

5kw fulltimer. Top forty jock minimum two years experience. Afternoon/evening shift . . . no Sundays. Box J-51, BROADCASTING.

Midwest daytimer has excellent opportunity for announcer/copywriter. Salary open. Send resume to Box J-63, BROADCASTING.

Talk station needs news-oriented man experienced in interviewing and ad lib. Send resume and tape to Program Director KBON Radio, Omaha, Nebraska or call him if you're anxious.

Immediate opening for experienced announcer at established station. No top 40. KBUD, Athens, Texas.

Announcer with 1st phone for group, good music station at Waterloo-Cedar Falls, Iowa. Immediate opening. Must have good recommendation. Phone W. C. Porsow, KCFI, 319-266-7567.

Top-talkie station looking for man interested in conversational two-way radio format. Best climate in the world, opportunity for self-expression. Send tape to KIZZ, P. O. Box 10035, El Paso, Texas 79991.

Professional top 40 morning man with 1st phone. Salary plus hops will gross you between \$500 and \$600 per month. Contact Tom Elkins, KKJO, St. Joseph, Mo.

## Announcers—(cont'd)

Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3232.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Combination announcer-salesman opening immediately. Send tape and resume to Darrell Baade, Program director, North Platte Television, Inc., KNOP Radio, P. O. Box 248, North Platte, Nebraska.

Want announcer with 1st phone. No maintenance. 10,000 watt NBC affiliate in college town of 25,000. Good salary, good future. Call or write KOAM Radio, Pittsburg, Kansas.

West Texas kilowatt daytimer in single market wants first phone announcer. Light maintenance. Beginners considered. Prefer experienced applicants. Immediate opening. Contact Chuck Martin, Manager, KTFO, Seminole, Texas. PLaza 8-3798 or PLaza 8-2521.

Immediate need for experienced top 40 jock. 3rd phone. Must be able to also work as near middle-road. Versatile—yes. Public appearances—yes. Initially 6-12 midnight. One of Montana's largest. Contact Dennis Pepper, KXLF RADIO, Butte, Montana, Box 3500 or call (406) 792-9111.

Immediate opening for experienced announcer with 3rd endorsed. Send tape and resume to WASA, Havre de Grace, Maryland.

Announcer-copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market. WBYS Canton, Illinois.

Florida—Lively formatted, adult station needs bright morning man immediately. Should also know production. Good money, major market, group operation, rush tape, resume, first letter to WDAE, 101 North Tampa Street, Tampa, Florida.

If you have a first class license and if you have a voice, you may have the opportunity of a lifetime by answering this advertisement. A 5000-watt daytimer with FM facilities in Kingston, N. Y., has an immediate opening. Salary can range from \$100 a week to \$135 depending upon experience and qualifications. Regular salary increases assured. Three-week vacation, paid medical and hospital plan, paid life insurance. Excellent chance for advancement in either radio or TV owned by parent organization. Will pay part of moving expenses. Apply Harry M. Thayer, President, WGHQ Kingston, N. Y. Send tape.

Immediate opening chief engineer-announcer country operation. \$600 month. WGVM, Greenville, Mississippi.

Down-state Illinois kilowatt, in modern, prosperous city has desirable opening for showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for top notch man. Write WKAN, Kankakee, Illinois with details of experience, references, tape.

Need beginning announcer with endorsed third phone to replace one returning to college. Ability to read and knowledge of good music essential. Rush tape to John Bowman, WLTN, Littleton, New Hampshire.

Experienced staff announcer with broadcast endorsement for well established CBS affiliate. WMBS Radio, Box 668, Uniontown, Penna.

Good voice . . . Some selling. Contact D. Sturgeski, WPPF, Park Falls, Wisconsin.

Sportscaster-announcer needed for expanding station moving into FM facility. Need solid reliable experienced announcer with sports play-by-play experience. Send resume, tape. WSWW-AM-FM Platteville, Wis.

DJL to work day-time shift. Call collect WSLB Ogdensburg, New York, (315) 393-1100.

## Announcers—(cont'd)

Immediate opening for experienced announcer at AM-FM station going to 5000 watts. Send 7½ tape, photo and details of experience to WVSC, Box 231, Somerset, Penna.

Modern country western, 24 hour operation needs another country gentleman. Only solid production voices apply. WXCL, Peoria, Illinois. 309-674-9113.

Midwest openings for announcers, engineer and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Experienced announcing staff wanted for new tall tower one hundred thousand watts FM station opening in early October. Extra good salaries with fringe benefits for variety of people who can help out-program AM stations with an AM format on an FM frequency. Especially need a country music announcer with format approach rather than "howdy friends and neighbors." No bluegrass. Also especially need mature MOR announcer with desire to do part news gathering looking toward more development in news. Salaries are open and dependent on experience and ability but will range upward from \$110 per week. This separately programed and sold FM is part of group ownership with financial ability to operate with best programing regardless of income for next few years. Mostly interested in people from Oklahoma, Kansas, Missouri, Arkansas and Western Tennessee. Will personally interview before final employment. Contact J. A. Shepherd, Box 309, Moberly, Mo. Phone 816-AM 3-1230.

Immediate opening. Sports director with 1st phone. 38 hour board shift, plus play-by-play. Salary open. Manager, 217-446-1312.

Experienced announcer needed immediately. Good pay. Good hours. Good location. Call 475-8585, Kershaw, S. C.

Country music personality. Not a character, but a personality needed. Sales opportunity also. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, N. C.

Bright morning man needed, middle of the road format—three hours air work and the remainder in sales. Excellent opportunity. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

## Technical

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Need assistant chief engineer for 50,000 watt stereo FM and directional AM. Also two first phone holders. (Beginners trained). University city—excellent chance to work while attending school. 304, 292-9488. No collect calls. Box H-215, BROADCASTING.

AM-FM operation—upstate New York—needs experienced first class ticket. Strictly engineering. with definite plan to replace retiring chief if you qualify. Box H-224, BROADCASTING.

First class licensed engineer with experience for work in a Los Angeles radio station. Box J-20, BROADCASTING.

Engineering—strong on maintenance, some board work, announcing helpful not necessary. Box J-44, BROADCASTING.

Chief engineer—Imaginative, reliable. Assume responsibility getting Honolulu's newest 5kw AM on air soon. Collins equipped.—Prolog automated. Locally owned. References required. \$8500. Contact President, KCCN, 150-B, Puuhale Road, Honolulu 96819.

Stuart Station KMNS 1 kw-directional—needs a first phone engineer, no announcing. Send resume to Harley Engle, KMNS Radio, P. O. Box 177, Sioux City, Iowa 51102 or call 712-258-0628.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

## Technical—(Cont'd)

Operator with 1st class license. No maintenance. Good wages. WATR, Waterbury, Conn. 203-755-1121.

Broadcast technician-engineer for top AM-FM-TV station. FCC first required. Send resume to Technical Director, WBEN, Inc., Buffalo, N. Y. 14207.

Wanted immediately—Chief engineer—Excellent salary. Write WELV, Ellenville, N. Y. or phone: J. Elkin, 914-647-5678.

Radio broadcast engineer, full time employment. FCC first-class license. PM hours. WGL Radio, Fort Wayne, Indiana. Call Dick Miller 743-3366.

Broadcast chief engineer, with first class ticket, maintenance and construction only, no board, no announcing. 1 kw day and 0.25 kw night in stable, ideal Wilmington, Delaware. Full charge with apprentice for remotes. Experience and references essential. Send full particulars including availability and salary required, first letter or call: Radio Station WILM, Ewing B. Hawkins, President, 920 King Street or (302) OL 4-7771.

WKVA Radio is seeking experienced first class operator to serve as chief engineer. Top salary plus fringe benefits. Excellent opportunity for right man. Send resume and references to Robert L. Wilson, Box 432, Lewistown, Pa.

First phone; night board shift; maintenance; day time sales. Excellent salary and sales potential. WWPf Palatka, Fla.

Engineers: Immediate opening for two engineers—one combo and one maintenance man. 40 hr week. Call collect 812-265-3322.

Combo engineer-announcer needed for a country music show. Excellent opportunity with many benefits for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

## NEWS

Northern New Jersey station with active and established news department seeks working newsman—gather, write and deliver. Send tape, resume, and salary expected. Box H-226, BROADCASTING.

Immediate opening for experienced news director in N.Y.S. Start \$150 weekly. Box H-281, BROADCASTING.

News director. \$540.00 plus per month. Prefer experience, but will consider all. Tape and letter to KBRZ Freeport, Texas.

Immediate opening for local newsman for WELV Ellenville, N. Y. Call or write Al Dresner, 914-831-1260.

Engineers; Immediate opening for two engineers—one combo and one maintenance man. 40 hr. week. Call collect 812-265-3322.

Combo engineer-announcer needed for a country music show. Excellent opportunity with many benefits for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

UHF-TV needs newsman. Our last news director moved to larger market. If you have delivery and appearance with a solid radio background we can promise you the TV experience you're looking for. Send photo, tape, resume to Don Tillman, Program Director, WTAf-TV, P. O. Box 631, Marion, Indiana.

Capable newsman with good voice, to write local news, in-depth reports and editorials. New station. Five and one-half day week, good pay, fringe benefits. Write Community-Tron Incorporated, Box 237, Sterling, Illinois.

Additional news editor for 5 kw fulltime, WHWH Princeton, N. J. Consider #2 or #3 man in larger department or recent graduate with journalism background. Fine opportunity at 1965 "Community Service" winner in New Jersey. Excellent opportunity to grow with high rated station . . . work with pros . . . not afraid to experiment. Must have good voice no regionalisms. Send tape, resume and salary requirements to David A. Moss, General Manager, Box 1350, Princeton.

## Production—Programing, Others

Operations manager—To take complete charge of inside operations. Midwest, long established AM/FM. Must have 1st class license and be capable of effectively supervising all operating personnel. State detailed experience and salary requirements first letter. Box H-302, BROADCASTING.

Permanent staff announcer for Cape Kennedy modern town and country station. Desire man strong on production who can do top job of programing the lively Nashville sound. Top 40 background preferred. Tape, resume to Box J-34, BROADCASTING.

Expansion creates need for announcer/copywriter combination. Excellent salary and opportunity for professional growth. Send copy samples and resume to Box J-64, BROADCASTING.

Program director with managerial potential, and announcer needed immediately for 5000 watt up-tempo MOR daytime in half-million midwest market. These two positions offer fine opportunity for advancement with growing newspaper, TV and radio group. Send resume and air check to Lee Leicinger, WMAX, 355 Covell Road, N.W., Grand Rapids, Michigan.

## RADIO

### Situations Wanted—Management

40—family—now 6 profit years FM, radio—formerly TV—radio sales manager—complete broadcast experience—College prof.—want TV or radio management or sales management. Box H-390, BROADCASTING.

I have experience in management, integrity, success and strong desire to work for owner looking for man who plans to stay. Married, 43, sober, dependable. Reasonable salary. Box J-19, BROADCASTING.

General manager—Strong on sales, former metro-market news director. Now station manager in one station market of 7,000. Young, aggressive family man, with successful background. Prefer small western market. Let me explain my qualifications further. Box J-38, BROADCASTING.

General manager available for TV/radio operations. Thoroughly conversant with every phase of the business. Excellent references and proven track record. Will relocate. Box J-60, BROADCASTING.

### Sales

Attention Rio Grande Valley, southern Arizona, California. Must winter south. Can fill through fall, Holidays, your spring rush. Sales, copy, account service—your name it. 25 years experience. Excellent references, credit, work record. Box J-21, BROADCASTING.

### Situations Wanted—Announcers

If you're looking for a nice, mellow style talk man then I don't qualify! If you're looking for a talk man with enthusiasm, life, zest, guts, dynamic style and controversial appeal, then I do qualify! People like and dislike me but, people listen to me. Box H-246, BROADCASTING.

Talk is hot! Nationally known speaker. Intelligently articulate in hundreds of subjects. 500 appearances coast-to-coast. Pulled unbelievable 60% total tune-ins on daily talk program. Tops straight talk—interviews—beeper. 20 year veteran. Minimum \$15,000. Box H-287, BROADCASTING.

DJ-announcer-sportscaster. Talented, well-trained beginner. Opportunity for play-by-play. Box H-312, BROADCASTING.

First phone rocker personality. Equally strong, engineering-announcing. Ambitious. Married. Box H-337, BROADCASTING.

Major market Negro dj . . . College degree. Good production, ratings builder, any slot. young, highly qualified. R&B, pop, jazz . . . Box H-339, BROADCASTING.

World's lousiest dj! Lousy with listeners! First phone. Over 50% audience in five station market. Elected president of nut club. Prefer large south market. \$125 weekly for board shift. Box J-5, BROADCASTING.

## Announcers—(cont'd)

New Jersey area: Radio or Television, native son seeks permanency. Deep voice, family, experienced, third ticket \$150.00. Box J-6, BROADCASTING.

Young dj/newscaster. Authoritative, seeks position middle of road. Box J-14, BROADCASTING.

100,000 AM watts background! Entire continent of Europe my audience! For two years serving my military obligation in Germany, produced, directed and voiced weekly documentary for American Forces Network, with daily news and sportscast. Total four years well rounded experience. Feel ready to move into very good position, preferably New York, New Jersey. Am 25, married, college educated. Being discharged September 21st. Have prepared very interesting tape worth hearing. All I need is your address. Box J-23, BROADCASTING.

Disc jockey—announcer—authoritative newscaster—experienced—dependable—28 years old—married. Draft exempt—will relocate. Box J-24, BROADCASTING.

Beginner would like general radio position. Broadcast school graduate—college. Those liberal enough to hire a Negro write Box J-25, BROADCASTING.

DJ/announcer MOR. Recent grad N.Y.S.A.S. 3rd endorsed, will work hard. Tape resume, photo on request. Box J-28, BROADCASTING.

Top 40 dj, third endorsed, tight board, experience. Box J-29, BROADCASTING

Country program director—15 years top 40 and country. Proven ratings as PD and personality in top 20 markets. Network quality voice, and production. Humorous, know country music. First phone. Now PD at top country station. Box J-43, BROADCASTING.

Staff announcer: 19 years experience all phases. Must be good music station. No franticness. Box J-33, BROADCASTING.

If swing is operation and you're within 150 miles of N.Y.C.—Then get whats happening—young, 3rd. endorsed, trained, experience, news and production. Must swing 40 only? Box J-35, BROADCASTING.

Two responsible radio men looking future! Experienced all phases! 1st phone—ability and initiative! Family men—Best references. Box J-52, BROADCASTING.

DJ/announcer—Authoritative newscaster. 27, married, Hard worker. Service completed. Third phone. Box J-54, BROADCASTING.

Attractive personality pro. Broadcaster. Female. Third phone broadcast endorsed. Can write, perform. News, dj and your right hand if need be. Available immediately. Box J-56, BROADCASTING.

Beginner. Combo man. Any kind show but rock. Will relocate. Will work hard. Not a drifter. Box J-57, BROADCASTING.

Hard working sober middle of road announcer/dj. With 3rd FCC. Know Morse code. Settled family man. Prefer northeast. Box J-59, BROADCASTING.

Experienced top 40 dj with third ticket does fine show, exceptional production. \$150 weekly. Terry J. Knight MOhawk 3-4463, Hutchinson, Kansas. Presently employed.

First phone dj—experienced—top 40 or M.O.R.—draft exempt. Call 316-472-3587.

Cross a Boa Constrictor with a Volkswagen?—I don't know what you get, but it's hard to get parts for it! Hard to get rare combination, morning personality with five years commercial major market experience. BS Degree. First phone. 301—MU 6-1863. 2232 Coralthorn, Baltimore.

Experienced sportscaster-salesman. Third ticket. Relocate anywhere. Andy Denonn, 135 Willow Street, Brooklyn, N. Y. Phone 624-0088.

## Technical

Top-notch chief with full management potential. Directionals; construction, maintenance. Good announcer. Can sell. Box H-338, BROADCASTING.

## Technical—(Cont'd)

Engineering trainee. First phone. Chicago area. Richard Becker, 312—BA 1-4311.

## NEWS

Gentlemen: I write, gather and deliver good news, exciting news, and salable news. Experience in #1 Richmond, Va. station. Box J-50, BROADCASTING.

Experienced newsman wants to join news-conscious operation. College graduate. Box J-58, BROADCASTING.

## Production—Programing, Others

Aggressive administrative assistant—traffic—Midwestern personality—currently employed—\$150.00 Box J-1, BROADCASTING.

Programing—Administration—Plus personality. Presently employed as program director. \$150.00 Box J-27, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, better music. Box J-31, BROADCASTING.

10 years major market, deejay and program director—Solid background in top forty radio—Sales oriented. Box J-39, BROADCASTING.

Over 16 years experience in television. Presently, executive producer with major station in very large market. Wish to relocate. Box J-53, BROADCASTING.

Attention Hawaii—Two experienced radio men, an excellent program/music director and a great production man, looking for an opening that pays well anywhere in Hawaii. Both are excellent announcers. Send replies and tape requests air mail to NP Productions, 1716 Strongs Avenue, Stevens Point, Wisconsin 54481.

Girl with 3rd—news gathering—Woman's—Traffic—family. Box 265, New York City, 10036.

## TELEVISION

### HELP WANTED

#### Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington-Baltimore market and can turn up business, as well as fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

#### Announcers

KWTX-TV seeks mature, experienced, camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of area sports. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 7128, Waco, Texas.

Need good stable young man to take over our sports department and work TV booth shift. Excellent opportunity for radio man wanting television experience. Must have good appearance and be able to deliver commercial copy. Send tape, photo & resume to: Al Rowe, Production Director, WRBL-TV Columbus, Georgia.

Announcer—Due to planned live programing expansion, we are seeking a young person with commercial television experience who is capable of handling live commercial announcements and hosting live color programs for one of our major market television stations. Send video tape and confidential resume to J. P. O'Hagan, Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

#### Technical

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-166, BROADCASTING.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

Chief engineer. Excellent opportunity available for an experienced chief engineer to assume complete technical and administrative responsibilities for engineering dept. of a major group operation, including remote telecast and substantial local live color programming. We will offer an excellent starting salary and fringe benefits program to the person selected. We prefer a graduate engineer with P.E. registration, who is under 45. Send detailed confidential resume to Box J-14, BROADCASTING. An equal opportunity employer.

Wanted: Experienced television technician with 1st phone. Send detailed resume to: Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Transmitter supervisor needed immediately for mountain-top location, good pay and working conditions, must be qualified to maintain TV transmitter plant, FM transmitter, mobile equipment. Call collect Charles Upton, 303-632-1515, KRDO, Colorado Springs, Colorado.

Operator with 1st class license. No maintenance. Good wages. WATR, Waterbury, Conn. 203-755-1121.

Tired of snow and bad weather? Central Florida VHF has opening for engineer with first license, 40 hour week. Good fishing. Immediate opening. Send resume and recent snapshot to Dodd Daniel, WFTV, Box 5795, Orlando, Florida 32805.

Wanted immediately — Studio technicians with first class license. Top wages. Large market VHF station. Contact Arthur Bone, WJRT-TV, Flint, Michigan. 313-239-6611 collect.

Assistant director of broadcast engineering needed to: Supervise and staff in the operation and maintenance of all equipment for the University's CCTV and radio stations; to design special television projects; to coordinate engineering activities of an expanding department. Requires first phone license and combination of education and experience totaling 6 years. EE degree preferred. Send resume with salary information to: University Personnel Office, Room 4, Morrill Hall, Minneapolis, Minnesota 55455. University of Minnesota.

Opening now with midwest major market group station. Experienced maintenance, operations, first class ticket. Extensive remote operation. Top working conditions, benefits. P.O. Box 6627, Parklawn Station, Milwaukee, Wisconsin 53216.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgway, North Dakota Broadcasting Co., Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

### NEWS

A new, progressive news department seeks young, hustling newsmen with some on-camera experience, a knowledge of equipment, and a nose for news and features. Morning newscasts, film assignments, and some supervisory duties. Well-equipped, local live color operation. Immediate opening. Send resume and video tape to: Dick Kay, News Director, WFRV-TV, Green Bay, Wisconsin.

### Production—Programming, Others

Television director needed to fill position of creative, imaginative, production minded, professional telecaster. Excellent opportunity for advancement. Please send resume, references and salary requirements to Box H-340, BROADCASTING.

Program director—operations manager to supervise entire program and production area including public affairs, film, continuity, traffic, studio, all on-air activity. Should have operating experience as well as supervisory experience. Excellent salary, benefits. Mid-west group station. Wire or write in confidence. Box J-9, BROADCASTING.

Director-producer with at least three years commercial television experience to join expanding staff in southeast. Send resume, recent photo and desired salary. Box J-22, BROADCASTING.

## Production—Programming, Others

### Continued

Continuity writer—opening for a young college graduate capable of creating original commercial copy and writing scripts for major market live television and radio programs. Send confidential resume and samples of writing to Box J-26, BROADCASTING. An equal opportunity employer (M/F).

Good solid promotion man or woman able to run all phases of continuity. Key person in our station. Send complete resume to Box J-47, BROADCASTING.

News & commercial photographer wanted for small market TV-radio operation pleasantly located mid-Atlantic area. Experienced news sense plus 16mm SOF and silent, stills, processing. Send resume, references, photo to Box J-61, BROADCASTING.

TV art director for WOKR, Channel 13, Rochester, N. Y. Although not necessary, experience desired in lettering, hot-press and graphic design. Send resume or call Mr. Friedman, 17 Clinton Ave. S., Rochester, N. Y. 716-546-4262 weekdays between 9 & 5.

## TELEVISION

### Situations Wanted

#### Technical

EE engineer looking for chief or assistant. 14 years experience, xmt., studio operation, maintenance, installation. Also microwave. Sober nondrinker. Not a floater. Box H-356, BROADCASTING.

Need a transmitter supervisor? 10 years experience in TV (color), AM (directional), FM (stereo) microwave, maintenance and proofs. Box J-8, BROADCASTING.

Seeking position as chief engineer or supervisory position in TV or radio. Ten years experience in maintenance, operation, installation. Technical college graduate. Box J-49, BROADCASTING.

Engineer seeking position in ETV. Installation and maintenance experience in UHF, VHF, TV. Box J-55, BROADCASTING.

Television transmitter maintenance man or chief engineer radio. 25 years experience. Wish to locate in Southeast. Francis I. Harr, Box 119, Columbia, S. C.

### NEWS

13 years experience can be at your disposal. Now directing AM, FM, and TV news department. To arrange interview at R.T.N.D.A. Convention write Box H-290, BROADCASTING.

### Production—Programming, Others

Presently employed, married, college graduate, 7 years TV experience, film director, program operation & production—administration. Film buying. Seeks challenge in programming with opportunity for advancement. Box H-325, BROADCASTING.

Creative position for imaginative art assistant/photographer. Production background. Box H-352, BROADCASTING.

Operations—program manager. Sixteen years experience. College graduate looking for challenging position with future. Hard working, responsible person. Box J-3, BROADCASTING.

Programming - production director wishes better opportunity and relocation. 16 years commercial and ETV, top stations. Excellent background all phases. B.A. & M.S. Box J-12, BROADCASTING.

Film director—Experienced. Supervisory, administrative. Booking, scheduling, programming, editing. Available now. References. Box J-65, BROADCASTING.

## WANTED TO BUY

### Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw and up. We pay freight. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.

## WANTED TO BUY

### Equipment—(Cont'd)

Used equipment: Radio, Television. Any age or condition. Top prices. Box J-2, BROADCASTING.

Wanted: A "retired" Gates SA.38 limiter. Give complete model number, and serial number. KJBC Radio, Midland, Texas.

## FOR SALE

### Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helixax, 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. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYE-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Gates remote control—model M-4589 for any non-directional AM or FM transmitter. All essential functions. Good operating condition. First \$300.00. P. O. Box 231, Petersburg, Va. 23803.

General Electric BF-2-A FM transmitter in good condition. Has Moseley direct FM exciter, ready for stereo and MPX. Has 4CX5000A final tube. Calibrated micro-match. Factory tuned to your frequency including harmonic trap \$2,500. Good set of working tubes plus some spares. Box H-296, BROADCASTING.

Portable battery tape recorder (4 lbs.) with broadcast quality, solid state, for salesman selling air time or covering news events at the scene. Tested and used at our station. Ten day money back trial, 90 day warranty. After hearing this machine, you'll purchase a half dozen. Price \$39.95 pre-paid. Will be the best buy you ever made in radio equipment. Send check to: W.L.V.P. Electronics, Franklin, New Jersey.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

1—TG 12 RCA sync generator. Very good condition. \$1,400. 1—TS 20 A RCA video switcher. Very good condition. \$1,400. Call Chief Engineer, WYAH-TV Portsmouth, Virginia, telephone 393-6001.

For sale: 170 foot G-16 Stainless tower. Good condition, complete. You take it down. Available immediately. Contact Manager, WPRW, Manassas, Virginia.

Gates modulation monitor, good condition. MO-2639 with remote meter. \$225.00. KCHE, Cherokee, Iowa.

For Sale: Collins 10 kw, FM transmitter, Collins 4-bay antenna tuned to 105.9. WXF, Elmwood Park, Illinois. Phone 312-943-7474.

G.E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N. Y. 13152.

Check our listings for your equipment requirements. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

## 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-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

## MISCELLANEOUS

### Continued

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

600 Slogans/Copy slants for retail advertisers. By a top pro. \$6.00, refundable. Free details, other services. Hirsch Advertising, 223 W. Commerce, Shamoking, Pa. 17872

Available: Trademark "TELEBRIEFS". Box J-46, BROADCASTING.

3000 radio one-liners. Free sample. Lyn Publications, 2100 Divisadero #4. San Francisco, California.

## INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818-18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

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.

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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

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.

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 October 19, January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg. 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Oct. 10—Nov. 14. 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.

## INSTRUCTIONS

### Continued

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New England's only FCC 1st phone course. Revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins Sept. 12. Write now for information. Northeast Broadcasting School, F.C.C. Course, 883 Boylston Street, Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

See our display ad under Instructions. Don Martin School of Radio & TV.

## RADIO

### Help Wanted—Management

### CATV Executive

Listed company expanding CATV operations. Desires experienced executive with CATV and/or broadcast experience. Will be responsible for public relations marketing, system promotion, and franchise and system acquisition. Send resume and current salary in confidence to:

Box J-62, Broadcasting.

### UNUSUAL OPPORTUNITY FOR CREATIVE WORK IN PUBLIC RELATIONS FOR MAJOR AIRLINE IN NEW YORK

Successful applicant will develop publicity programs based on real accomplishments geared to TV and Radio coverage and will assist others in aggressive all-media effort to building reputation, identity of dynamic company.

Solid radio-TV and/or newspaper background required.

Send resume to:

Box J-68, Broadcasting.  
Equal Opportunity Employer

### Help Wanted—Sales

### JINGLE-PACKAGE SALESMAN!

In your present territory you can add \$500 to \$1,000 a month to your income! No conflict of interest. Knowledge of Radio a must. Write, giving territory covered. All replies confidential.

Box J-11, Broadcasting.

## Sales—(cont'd)

### FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, 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 H-268, Broadcasting.

## Announcers

### CAREER OPPORTUNITY

Professional announcer with mature voice, enthusiastic delivery. Unlimited growth potential with dynamic Radio-TV News-paper Group.

Tape and resume to:

WSWM RADIO  
P.O. Box 629  
East Lansing, Michigan 48824

## NEWS

### NEWSMAN

for major SE market. Good voice essential. Excellent salary, facilities and company benefits. Will consider training, excellent voice. Our employees know of this ad. All replies confidential and will be answered. Box H-307, Broadcasting.

### Production—Programing, Others

### PRODUCTION MANAGER WITH FIRST TICKET

Must be skilled commercial announcer, with ability to create and produce top quality spots. \$8-10,000 PLUS COMPANY PAID INSURANCE, RETIREMENT PROGRAM and other FRINGE BENEFITS. Box H-303, Broadcasting.

### PERSONNEL CONSULTANT

Strong programing background and understanding of management required! Prefer applicants under 32 for this opening. Top earnings plus profit sharing for hard worker.

Ron Curtis-312-337-7939  
Nationwide Broadcast Personnel Consultants



**Production—Programing, Others**

continued

**PERSONNEL DIRECTOR**

Expanding operations and upgrading of staff cause an established group broadcaster (radio, TV, CATV) to seek a man qualified to conduct a training and improvement program, including personnel recruitment and evaluation.

Knowledge of broadcast job functions is desirable, but consideration would be given teaching experience in business administration at college level; teaching and administrative experience in educational television; public relations; or personnel experience in a well developed program in other corporate fields.

Hospitalization, insurance and profit sharing plans. Salary open. However, a resume of your qualifications, small photo, your minimum salary requirements should accompany your first letter.

Address Mr. James Yager, Cosmos Broadcasting Corporation, Post Office Box 367, Columbia, South Carolina 29202.

**RADIO**

Situations Wanted

**NEWS**

**AWARD-WINNING NEWSMAN**

Now with Network O&O

seeks affiliation as news director (with progressive broadcasting operation).

West Coast/South/SW/East Coast

\$12,000 yearly minimum.

Box J-13, Broadcasting.

**TELEVISION—Help Wanted**

**SPORTS PERSONALITY, REPORTER**

Top ten VHF station needs a young air personality with a sports background to dig out the stories and side bars, develop and present them on the air.

Must be able to work with a film crew. 100 percent of the time devoted to sports with emphasis on reporting.

Send photo, detailed resume of reporting and air work experience, salary requirements and if available a sample film or videotape.

Box H-353, Broadcasting

**Management**

Top Three Market

TV station (UHF) looking for dynamic, experienced manager, and also a sales manager, well versed in all phases of TV selling.

Write Box H-326, Broadcasting  
Full resume.

**TV PERSONNEL CONSULTANT**

Solid opportunity for experienced TV General Manager or Operations Mgr. to consult station clients on personnel. Top earnings plus profit sharing!

Ron Curtis-312-337-7939

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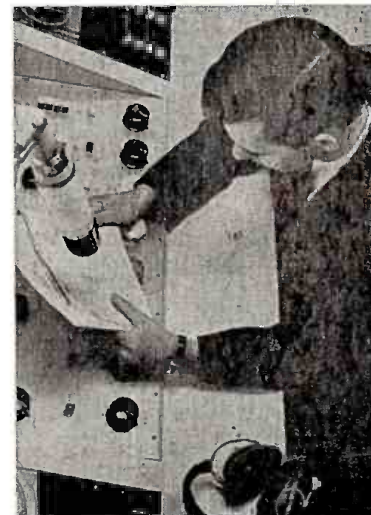
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 84)

reconvene on Sept. 12. Action Aug. 26.

■ Denied motion by Maxwell Electronics Corp. to schedule prehearing conference in proceeding on its application and that of D. H. Overmyer Communications Co. for new TV's to operate on channel 29 at Dallas. Action Aug. 25.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Borinquen Broadcasting Co. for leave to amend its application for new FM in Caguas, P. R., to substitute Jorge Luis Arzuaga as 25% partner in lieu of Pedro Luis Jimene. Action Aug. 30.

■ Granted motion by Island Broadcasting System Inc. to extent of continuing procedural dates and continued hearing from Sept. 20 to Oct. 20 in proceeding on its application for new TV to operate on channel 55 in Riverhead, N. Y. Action Aug. 23.

■ Granted petition by WCOV Inc. for continuance of hearing from Sept. 7 to Oct. 4 in proceeding on application of Selma Television Inc. Selma, Ala. Action Aug. 23.

■ Admitted into evidence exhibits 3, 4, 5, 6 and 7 of Second Thursday Corp. and closed record in proceeding on its application for new FM in Nashville. Action Aug. 23.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ Continued prehearing conference from Sept. 8 to Sept. 9 in proceeding on petition by Midwest Television Inc. San Diego, for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area. Action Aug. 30.

■ Granted motion by Broadcast Bureau for continuance of hearing to Nov. 1 in proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky. Action Aug. 26.

■ In Chicago, TV channel 38 proceeding in Doc. 15668-15708, denied petition by Chicago Federation of Labor and Industrial Union Council to dismiss applications of Chicagoland TV Co. Action Aug. 23.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Tri-State Broadcasters Inc. and extended indefinitely time to file opposition to petition by Emmet Radio Corp. for leave to amend in proceeding on their applications for new AM's in Sioux Center and Estherville, both Iowa, respectively. By separate action, granted joint petition to postpone indefinitely procedural dates to extent that matters scheduled for Aug. 26, Oct. 3 and Oct. 10, are indefinitely postponed and hearing continued from Oct. 17 to Nov. 17. Action Aug. 25.

### BROADCAST ACTIONS

By Broadcast Bureau  
Actions of August 30

KBLL-TV Helena, Mont.—Granted mod. of license to reduce aur. ERP to .175 kw and redescribe trans. and studio location.

KRBE(FM) Houston — Granted CP to change ant.-trans. and studio location, install new trans. and ant.; ERP 100 kw, ant. height 285 ft.; remote control permitted.

\*WGBH-FM Boston — Granted CP to change ant.-trans. location; install ant.; ERP 70 kw, ant. height 650 ft.; remote control permitted.

WJRS-FM Jamestown, Ky.—Granted mod. of CP to change type trans.

Actions of August 29

KGLA(FM) Los Angeles—Granted CP to install new trans., ant., and make changes in transmission line; remote control permitted; condition.

KICN(FM) Omaha—Granted CP to install two traps, dual ant., make changes in ant. system; ERP 100 kw, ant. height 275 ft.; remote control permitted; without prejudice to such action as commission deems warranted in light of proceeding in Doc. 16612 and related inquiries.

KGMR Jacksonville, Ark.—Granted CP to make changes in ant. system; condition.

WXCO Wausau, Wis.—Granted CP to make changes in ant. system.

Actions of August 26

KHOG Fayetteville, Ark.—Granted license covering change in ant.-trans. location; remote control permitted.

KOEL Oelwien, Iowa — Granted license covering use of trans. as main trans. day and auxiliary nighttime.

KBEW-FM Blue Earth, Minn.—Granted

mod. of CP to make changes in transmission line; ERP 2.60 kw, ant. height 280 ft.

National Broadcasting Co., New York—Granted extension of authority to deliver programs to stations under control of the Canadian Broadcasting Corp. or to any licensed station in Canada whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities.

KGSL-TV St. Louis—Granted extension of completion date to Feb. 26, 1967.

Granted licenses for following AM stations: KAFE Sante Fe, N. M.; KIGO St. Anthony, Idaho; WBAF Barnesville, Ga., and specify type transmitter.

Granted renewal of licenses for the following main stations and copending auxiliaries: WAAY Huntsville, Ala.; WRDW Augusta, Ga., and WKJF(FM) Pittsburgh.

#### Actions of August 25

WJR Detroit—Granted license covering use of former auxiliary trans. as alternate main trans. at main trans. location.

KWGB Boone, Iowa—Granted license covering use of old main trans. as auxiliary trans. at main trans. location.

KMJ Fresno, Calif.—Granted license covering use of old main trans. at main trans. location as auxiliary trans.

KPRM Park Rapids, Minn.—Granted CP to change ant.-trans. and studio location and make changes in ant. systems; conditions.

WBYO-FM Boyertown, Pa.—Granted CP to install new trans. and ant.

Following stations were granted extensions of completion dates as shown: WITA San Juan, P. R., to Oct. 15; WCER Charlotte, Mich., to Dec. 24; WYNR Brunswick, Ga., to Nov. 8; WCMN-FM Arcibo, P. R., to Dec. 30; WYNR-FM Brunswick, Ga., to Nov. 8; WBRB-FM Mt. Clemens, Mich., to Oct. 15; KGVN-FM Idaho Falls, to Oct. 6; KFLY-FM Corvallis, Ore., to Oct. 1; WDOR-FM Sturgeon Bay, Wis., to Jan. 24, 1967; and KVEG-FM Las Vegas, to Oct. 15.

#### Actions of August 24

WNJU-TV Linden, N. J.—Granted license for TV station.

WMLT Dublin, Ga.—Granted change of operation on 1330 kc from 5 kw, D, to 500 w-N, 5 kw-LS, install DA-N and operate by remote control, conditions.

KBEC Waxahachie, Tex.—Granted CP to change ant.-trans. and studio location and make changes in directional ant. pattern.

WDAE-FM Tampa, Fla.—Granted CP to install new auxiliary trans. at main ant. trans. location; remote control permitted.

KTBT(FM) Garden Grove, Calif.—Granted CP to make changes in ant. system, increase ERP to 2.0 kw and ant. height to 220 ft.

Big K Inc. Minot, N. D.—Granted mod. of CP to change type trans., type ant., and increase ERP to 58 kw.

The Maumee Valley Broadcasting Association, Holland, Ohio—Granted mod. of CP to make changes in transmission line.

WBOS-FM Brookline, Mass.—Granted mod. of CP to install ant. make changes in transmission line.

WCTT-FM Corbin, Ky.—Granted mod. of CP to change type trans., install ant.

Following stations were granted extensions of completion dates as shown: KVUE Salem, Ore., to Feb. 24, 1967, and WCIV Charleston, S. C., to Feb. 24, 1967.

Following stations were granted SCA: WKEI-FM Kewanee Ill., on subcarrier frequencies of 41 and 67 kc and KPLT-FM Paris, Tex., on 67 kc.

KELI Tulsa, Okla.—Granted mod. of license to change studio location with remote control operation; conditions.

WTIX New Orleans—Granted mod. of license to change studio location with remote control operation; condition.

#### Actions of August 22

Following stations were granted change of remote control authority: WQMG Greensboro, N. C. WIRK and WPBF(FM) both West Palm Beach, Fla.

## Forfeitures

### FORFEITURE ORDER

By memorandum opinion and order, commission ordered Powell County Broadcasting Co., licensee of KDRG Deer Lodge, Mont., to forfeit \$150 for failure to file annual financial reports for 1963 and 1964. This is amount specified in April 6 notice of apparent liability. Commissioner Johnson concurred in result. Action Aug. 31.

### NOTICES OF FORFEITURE

Commission notified following broadcast station licensees that they have incurred apparent forfeiture liabilities as noted:

The Willie Broadcasting Co., \$2,000, for violations by WILL Willimantic, Conn., including failure to have receiver for Emergency Action Notification in operation, failure to make equipment performance measurements, and operating pre-sunrise with excessive power.

Hillard Co., \$2,000, for operating KOLT Scottsbluff, Neb., with daytime power prior to local sunrise and after local sunset, and failure to keep maintenance log.

Highlands Radio Inc. \$1,000, for operating WJCM Sebring, Fla., with defective remote control equipment, failing to cease remote control operation when equipment was not functioning properly, and operating beyond sunset time as specified in license.

Licensees have 30 days to contest or pay forfeiture. Ann. Aug. 31.

## Rulemakings

### DENIED

By memorandum opinion and order, commission denied petition by San Angelo Independent School District for rulemaking to reserve channel 6 for noncommercial educational use in San Angelo, Tex. School District has filed application for that channel which is mutually exclusive with commercial application by S R C Inc. In similar circumstances where competing applications by educational and commercial applicants have been filed, commission has left matter for decision in comparative hearing, and believes that course should be followed here. Commissioner Johnson con-

applied for a franchise. The firm proposed to pay the city 2% of its annual gross receipts.

Gaithersburg, Md.—John Panagos, publisher-editor of the *Gaithersburg Gazette*, has applied for a 25-year franchise.

Middletown, N. Y.—Continental CATV Corp., Hoboken, N. J., has applied for a franchise. The firm proposed an installation fee of \$25 and a monthly charge of \$5.

Ayden, N. C.—Jefferson-Carolina Corp. (group CATV owner) has been granted a franchise.

Shelby, N. C.—Five firms seek franchises: Shelby Cablevision; Jefferson - Carolina Corp.; James K. Donahue and Associates, Boston; Boyce Hanna of WADA Shelby, and Robert Wallace of WOHS Decatur, Ala.

Lake Oswego, Ore.—West River TV Cable Inc., subsidiary of Martin Electric Co., Lake Oswego, has been granted a franchise. The firm proposes an installation fee of \$20 and a monthly charge of \$4.95. Lake Oswego Cable TV (King Broadcasting) was

### COMPOSITE WEEK

■ Following dates will contribute composite week for use in preparation of program log analyses submitted with applications for AM, FM and TV licenses which have termination dates in 1967: Sunday, Dec. 5, 1966; Monday, Jan. 3, 1966; Tuesday, March 8, 1966; Wednesday, May 4, 1966; Thursday, April 28, 1966; Friday, Feb. 11, 1966; Saturday, Aug. 13, 1966.

curred in result. Action Aug. 31.

By memorandum opinion and order, Commission denied petition by Dixie Radio Inc., LaFayette, Ga., for rulemaking and waiver of sec. 73.207 of separation rules to assign FM channel 257A to that city. Action Aug. 31.

### PETITIONS FOR RULEMAKINGS FILED

Stuben County Broadcasting Co., Angola, Ind.—Requests amendment of rules as to assign FM channel 288A, now assigned to Fort Wayne, Ind., to Angola. Received Aug. 24.

Mid-State Broadcasting Co., Lakewood, N. J.—Requests institution of rulemaking so as to assign channel 79 to Lakewood. Received Aug. 22.

WBEN-TV Buffalo, N. Y.—Requests institution of rulemaking proceedings looking toward revision of sec. 74.1103(f), requirements relating to distribution of TV signals by CATV. Received July 11.

### CATV REQUESTS FOR WAIVERS

Beloit Community Television Services Inc., Beloit, Wis., requests waiver to carry WTMJ-TV, WMVS(TV) both Milwaukee, WGN-TV and WFLD(TV) both Chicago.

Valley Cablevision Corp., Winona Lake and Kosciusko county, both Indiana, requests waiver to carry WANE-TV and WKJG-TV, both Fort Wayne, WPTA(TV) Roanoke, all Indiana; WCIU(TV), WFLD(TV), WGN-TV and WTTW(TV), all Chicago.

Video Vision Inc., Lancaster, S. C., and Charlotte, N. C., requests waiver to carry WOLO-TV, WNOK(TV), both Columbia, WSPA(TV) Spartansburg, WFBC(TV) Greenville, all South Carolina, and WGHP(TV) High Point, N. C.

### New call letters requested

Trenton, Tenn.—Trentone Inc. Requests WTNE.

St. Louis—Pike County Broadcasting Co. Requests KPCR.

Almogordo, N. M.—Leonard M. Rawles. Requests KALA(FM).

Flagstaff, Ariz.—Guy Christian. Requests KAFF-FM.

\*Albuquerque, N. M.—University of New Mexico. Requests KUNM(FM).

KFMU(FM) Los Angeles—Storer Broadcasting Co. Requests KGBS-FM.

WHPL-FM Winchester, Va.—Shenval Broadcasting Corp. Requests WEFM(FM).

\*Laramie, Wyo.—University of Wyoming. Requests KUWR(FM).

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 31. 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.

Forrest City, Ark.—Imperial Theater Corp. has been granted a 25-year franchise. The firm proposed an installation fee of \$49 and a monthly charge of \$4.95.

San Jose, Calif.—State Video Cable Inc. (K. D. Daniel, president) has applied for a franchise. Central California Communications Corp's request is still pending.

Creston, Iowa—J M M Inc., of Osceola, Iowa (Robert E. Hutte, president), has

the other firm competing for the franchise. Somerset, Pa.—Laurel Cablevision Co. which received a franchise for Somerset in April 1965, plans to begin operations Oct. 15. (A report in the Aug. 29 issue of BROADCASTING that Laurel Cablevision Co. had applied for a franchise in Somerset was in error.)

Laurens, S. C.—Laurens Cable TV Co. has been granted a franchise. The firm proposes a 10-channel system, no installation charge and \$4.95 monthly. John Sims represented the company.

Sweetwater, Tenn.—Sweetwater Cablevision has been granted a franchise. Representatives were Gordon Presley, T. B. Guthrie Jr. and O. K. Jones Jr.

Middlebury, Vt.—Green Mountain Television Corp., Burlington, Vt., has applied for a franchise. The firm proposes a seven-channel system with three FM's.

Yakima, Wash.—Evergreen Cable Co., owned by the *Superior* (Wis.) *Evening Telegram*, has applied for a franchise.

**A** PART from the fact he is a director of the National Association of Broadcasters, Ray Plank would have been an obvious choice for the chairmanship of the NAB's newly formed Small-Market Radio Committee.

He modestly considers his radio station interests along Lake Michigan in the western part of Michigan's lower peninsula to be about as representative of "small-market" operations as any could be. He is the sole owner of WKLA Ludington (staff of seven) and part owner of WMTE Manistee (nine persons) and WLRC Whitehall (five persons, 50% automated).

Besides that there is the personal equation. He was born in a log cabin on a small farm near Ithaca, Mich., and got his schooling in the traditional one-room little red school house.

"You can't get much more small market than that these days," he suggests. He seems to feel the explanation is needed to offset any big city connotation his well cut gray suit and dotted bow tie might imply.

But as you drive along with Mr. Plank in one of the remote wagons past the lush green farms, the forests and many vacation-area businesses, the frequent wave of hands, the verbal greetings and the occasional stops to chat show a local broadcaster who knows his market well and is well known. "Our station goal is to be very much involved in people's lives," he says, "and this solves sales and everything else."

**Involvement** ■ Mr. Plank is dedicated to the proposition that the radio stations of the nation's smaller towns and less-populated areas "are closer to the people than any newspaper ever was. You can't say the radio station replaced the county weekly. Radio is so much more than that."

The small-market station enjoys "an intimate association with its listeners" that can't be matched by any other mass medium, Mr. Plank believes, and this includes television as well as the press. His operating philosophy has always been to make the station a service and information center to the listener off the air as well as on. "When the listener wants to know something we want him to think of calling us first," he says.

More than a decade ago, for example, Mr. Plank equipped WKLA with all of the necessary meteorological gear to qualify as Ludington's only official U. S. Weather Bureau reporting station.

Naturally Mr. Plank endorses the principle that on-air programming should be properly balanced with considerable informational and service-type material, too. For more than a decade on WKLA in the dinner hour he has conducted a daily open-mike program along the

## From log cabin to small-market chairmanship

lines of contemporary telephone-talk formats.

**Taking Pulse** ■ "Listeners call in to talk about all kinds of subjects and issues," he says, indicating that this on-air work helps him to keep attuned to local thinking. He expects every station staff member to do some on-air work even though otherwise assigned.

The telephone shows are done completely live without tape delay, Mr. Plank says, since it was early learned the delay technique tended to confuse people in their conversations. The shows are taped for reference however.

Mr. Plank has high hopes for the

NAB's Small-Market Radio Committee. Although he believes the association has performed many useful things on the Washington scene for small stations as well as the large, he feels the committee will perform a valuable function as a closer liaison between the small-market operator and the NAB board. Further, he says, the committee seeks to encourage the small broadcaster to share his problems.

**Talent Pool** ■ The training of people and especially licensed operators is the number-one problem of the small-market station today, Mr. Plank contends. Thus the first work of the committee has been to endorse and support the unique five-semester classroom and on-the-job training program which will be inaugurated by Wabash Valley Junior College, Mt. Carmel, Ill., to prepare students for careers in radio.

Mr. Plank's group sees this venture as a pilot for possible use by educators and broadcasters elsewhere. The committee has recommended that contacts be made with the American Association of Junior Colleges to encourage the establishment of broadcasting courses.

Mr. Plank cites the contributions of the commercial broadcasting schools as well as the campus radio stations in this respect, "but there simply aren't enough of them to meet the rapidly growing needs." The committee also is working with the NAB staff in the preparation of a broadcasting career guidance manual to be distributed to high-school advisers.

Mr. Plank knows from experience how vital the educator's role is in broadcast training. He did it the hard way, studying radio engineering by mail down home on the farm—by the light of the kerosene lamp, beside the battery-powered Atwater Kent. "Somehow I stuck it out for a year and a half because of the sheer challenge—it didn't seem possible," he recalls.

**Bus to 'World'** ■ Then in 1936, just out of his teens, he got on the Greyhound bus to Kansas City for six weeks of classes at the correspondence school itself, the First National Television School. His teacher and the school president was Everett Dillard, Washington consulting engineer. The in-school work included helping to operate an experimental TV station. It enabled Mr. Plank to obtain his first-class FCC license.

Mr. Plank learned to fly in 1947 and since has been an enthusiastic pilot, finding his Piper Twin Comanche very helpful in business. "The FCC is only three hours away when you have something to file," he notes. Politics is his next hobby and he still tells about being Republican candidate for secretary of state in Michigan in 1958, "when I got a million votes and lost," he laughs.

### WEEK'S PROFILE



Raymond Alonzo Plank—Sole owner of WKLA Ludington, president-general manager and 50% owner of WMTE Manistee and president-30% owner of WLRC Whitehall, all Michigan; b. Jan. 4, 1916, near Ithaca, Mich.; First National Television School, Kansas City, Mo., 1936; engineer-announcer, WMFD Wilmington, N.C., 1937-1940; chief engineer, WLAV Grand Rapids, Mich., 1940-45 and 1947; Navy radio technician, 1945-46; chief engineer-part owner, WFUR Grand Rapids, 1947-50; acquired WKLA Ludington 1950 and part interests in WMTE 1962 and WLRC 1964; owner, 'Mason County Press,' Scottville, Mich., 1956-60; member, board of directors, National Association of Broadcasters, and chairman of Small Market Radio Committee; director, Michigan Association of Broadcasters; m. Mildred Fink of Alma, Mich., Jan. 6, 1938; children—Reginald Thomas, 21, and Sandra (Mrs. Terry Luxford); hobbies—politics and flying.

## Lest they forget

**T**HERE'S considerable trumpeting these days about increases in newspaper lineage, implying, we suppose, that television and other media perhaps are losing their appeal, which, of course, is contrary to the facts.

The interesting point is that the newspaper associations get newspaper headlines whenever they sound off on their own business improvements, however slight. Seldom, if ever, is there even a paragraph on new records consistently achieved in television or radio advertising. Nor do stations promote themselves in their own medium by citing their business successes.

The classic case is that of six years ago when Shell Oil, through its then new agency, Ogilvy, Benson & Mather, announced it was swinging its entire budget into newspapers. There were headlines in the newspapers as well as the trade press. We commented editorially that Shell would be back. Two years later it was back—bigger than ever.

And what's happened since? In 1965, according to the Television Bureau of Advertising (BROADCASTING, Aug. 29, 1966) 16 oil companies spent 79% of their combined budgets of \$62 million in TV. Shell, with a TV expenditure of \$10,554,500 out of its total budget of \$11 million, led all the rest in both total advertising and in TV use (96%).

## It isn't ETV

**E**VENTS of recent weeks have demonstrated the compelling need for a complete reappraisal of the national policy on educational television. It is no longer merely a question of finding money to support ETV. It is also the larger question of defining what ETV is supposed to be and how it is to be fitted into the total U.S. TV system.

ETV right now is a considerably different service from the one envisioned in the FCC's 1952 order reserving 242 channels for noncommercial, educational use. The ETV of the future, as projected in recent proposals of the Ford Foundation and others, would be even more radically different from the original concept. Indeed neither "non-commercial" nor "educational" is descriptive of the stations now occupying channels that were explicitly set aside for "noncommercial, educational" use.

A review of the FCC's 1952 order makes it clear that the commissioners had in mind a service that would be primarily instructional and antiseptically removed from the commercial world. Here and there were references to cultural programming, but the main interest of the FCC was in an extension of teaching to the school and home. In fact, the most vocal advocate of educational reservations, Commissioner Frieda B. Hennock, who later died, described her cherished service as an "electronic blackboard." As to ETV's association with advertising, the FCC's order was unmistakably direct. In rejecting proposals that educational stations be permitted to accept limited amounts of advertising revenues, the commission said: ". . . In our view achievement of the objective for which special educational reservations have been established—i.e., the establishment of a genuinely educational type of service—would not be furthered by permitting educational institutions to operate in substantially the same manner as commercial applicants although they may choose to call it limited commercial nonprofit operation."

That concept of ETV is dramatically at odds with what is going on now. Last week it became known that RKO General, which syndicates William F. Buckley Jr.'s *Firing Line*, a weekly political debate, is selling the show to ETV sta-

tions in markets where commercial outlets turn it down. One of the ETV's has already arranged for "underwriting," as sponsorship is called in ETV circles, by a local supermarket chain that will be given air credit. Other ETV's are working on similar arrangements. This principle is by no means new to ETV.

All over the country commercial enterprises are financing ETV shows in exchange for air credits. Few of the shows would qualify as educational, in the sense of the "electronic blackboard" that the late Miss Hennock decreed. All of the "underwriting" arrangements are in direct defiance of the FCC's original prohibition against "limited commercial nonprofit operation."

If between commercial and noncommercial television there is less distinction now than the FCC prescribed back in 1952, there would be even less distinction if ETV—or whatever it might more appropriately be called—followed such a course as that set down by the Ford Foundation. In proposing a satellite system that would create noncommercial networks, at the commercial networks' expense, the foundation spoke of noncommercial broadcasts of news and cultural events that would be little different from those carried now by the commercial service.

What the Ford Foundation and its supporters have in mind appears to be an American version of the British Broadcasting Corp.—a second service providing a wide range of programming, including much that the expanding commercial system of this country can logically be expected to provide. That kind of service was not at all what the FCC conceived when it reserved the educational channels. It is not a kind of service that can evolve without a very fundamental change in this country's broadcasting policy.

In current discussions before the FCC and the Congress, ETV financing is attracting the main attention. Yet ETV financing is not what the problem really is. Before a sensible decision can be made on financing, a very basic decision must be made on the nature of the service to be financed.

Due by the end of the year is a report of the Carnegie Corp.'s special commission that has been studying ETV. That report ought to precipitate a major debate on ETV policy which must finally be decided by the Congress.

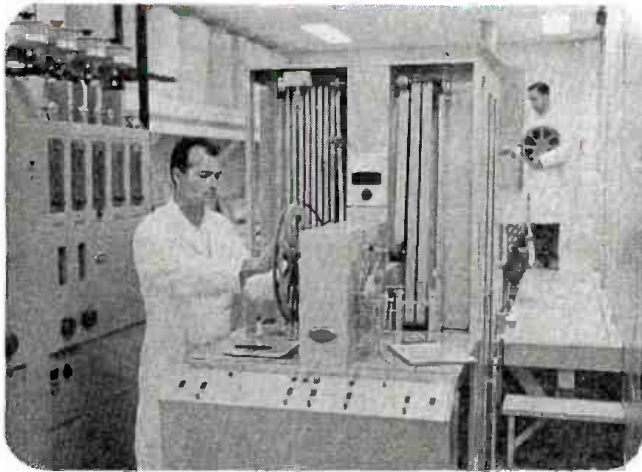
Meanwhile, the FCC ought to have a look at the ETV regulations now on its books and compare them with ETV practices. It will be some time before a new ETV policy is formed. ETV has no license to flout the rules in the meantime.



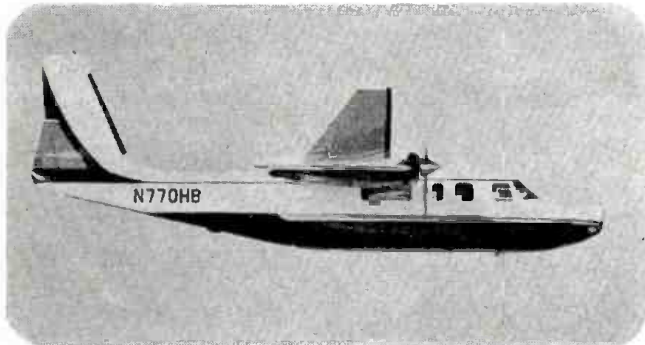
Drawn for BROADCASTING by Sid Hix

"A correction on an earlier bulletin. . . . That Middle East embassy was not stoned; it was our ambassador."

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to gather the NEWS*



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who deliver the NEWS*



John MacDougall, Bob Ryan and Gene Berry are the top rated newsmen in the Twin Cities. In short, KSTP-TV and NBC present all the news to more Upper Midwest viewers than all other Twin Cities stations combined.

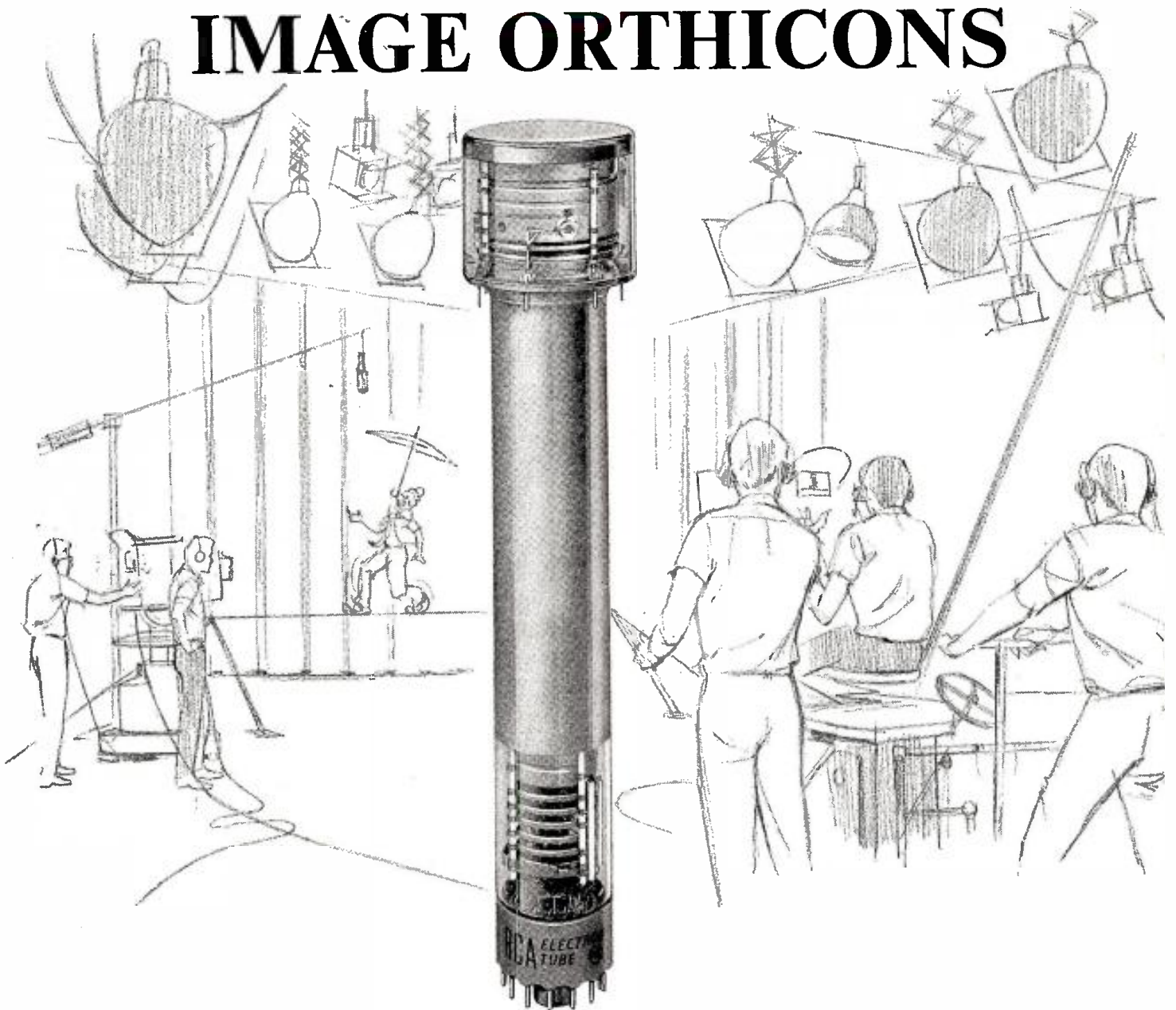
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