



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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10/14

'KWAI' sets stage for \$93 million TV-movie deals. p25
Code board eyes 'clutter' of nonprogram elements. p28
Proposed fair-trial code would silence news sources. p50-D
Lively RTNDA meet hears hard talk on hard issues. p54

IC 2550
EXPIRES 12/67

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NEWSPAPER

NOW IN HOUSTON!

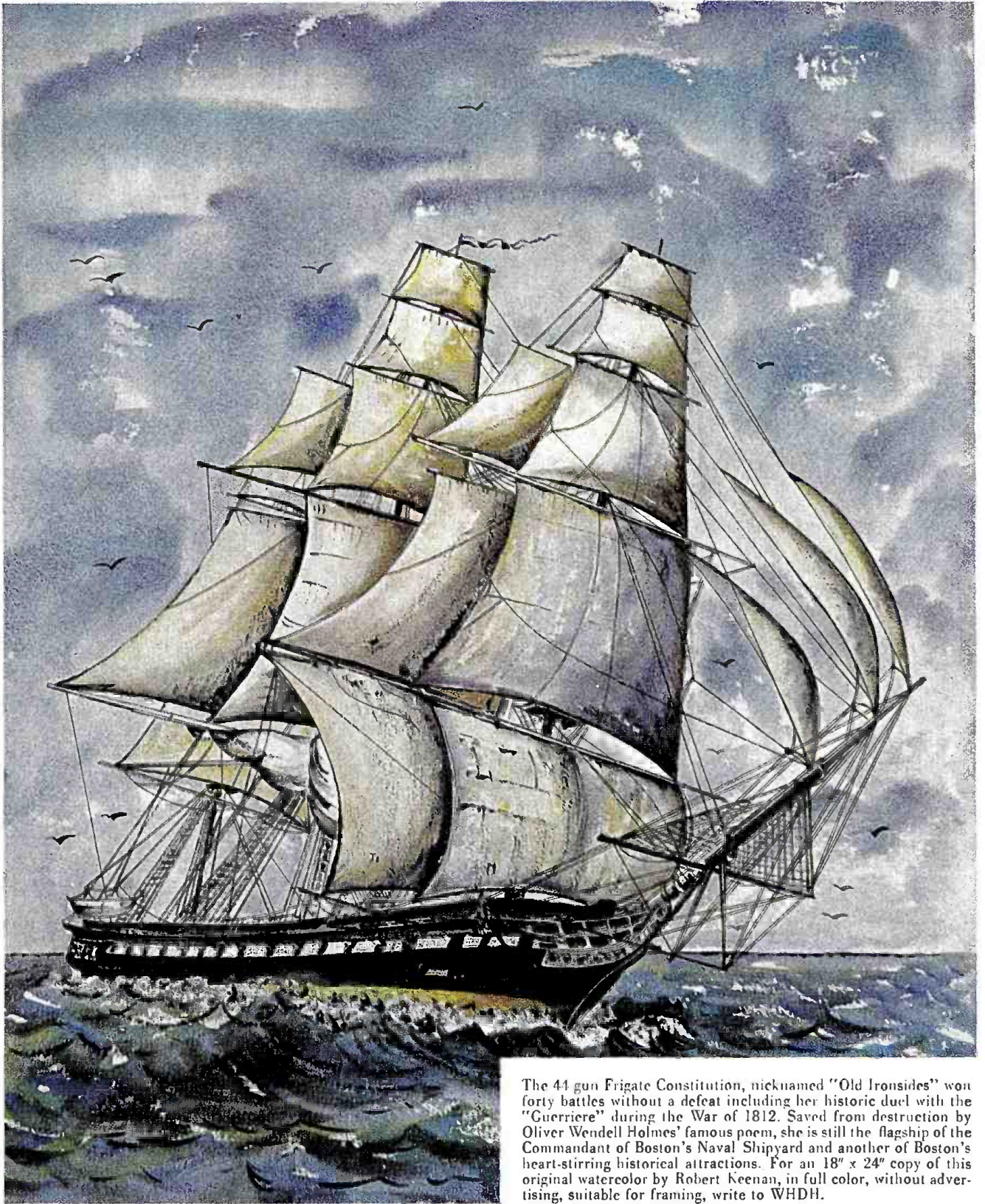
TOTAL COLOR

ALL THE BEAUTY OF THE NBC FULL COLOR NETWORK PROGRAMS, ALL LOCAL NEWSFILM IN COLOR, AND ALL LOCAL LIVE PROGRAMS IN COLOR . . . IN FACT, WE NOW TELECAST EVERYTHING IN COLOR!

KPRC-TV



Represented Nationally by Edward Petry & Company



The 44 gun Frigate Constitution, nicknamed "Old Ironsides" won forty battles without a defeat including her historic duel with the "Guerriere" during the War of 1812. Saved from destruction by Oliver Wendell Holmes' famous poem, she is still the flagship of the Commandant of Boston's Naval Shipyard and another of Boston's heart-stirring historical attractions. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color, without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
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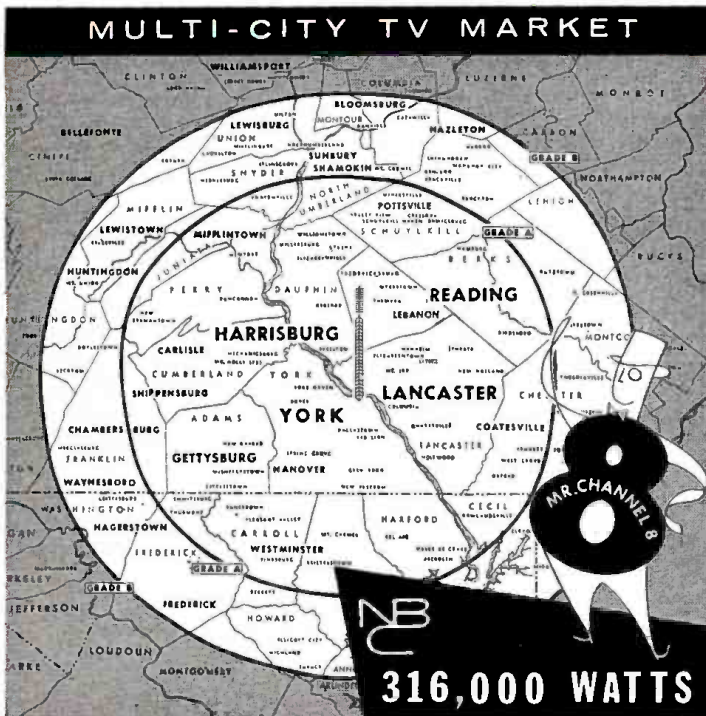
On the Go!

KTRK-TV abc HOUSTON



WGAL-TV

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.

Mid-October meeting of Carnegie Commission on Educational Television in Los Angeles could be decisive one on noncommercial TV recommendations for White House and Congress. Last meeting at Dedham, Mass. (BROADCASTING, Sept. 12) distilled findings of ad hoc group with instructions to staff to emerge with proposed final draft as to substantive findings. Long-range effort now is in direction of \$200 million ultimate budget for possible 200-station network, presumably to be tied together through free ride via satellite.

Effort will be to get unanimous report, with knottiest problem design of workable economic machinery to generate at outset at least \$100 million annually. Special tax on broadcasting evidently can't get unanimous vote and there's some opposition to 10% excise tax on TV set sales. There's strong backing, it's understood, for defraying overhead of strictly non-commercial service through general federal funds since service would be for public's benefit. For new noncommercial administrative body board of directors of 27 (nine from federal government, nine from state governments and remaining nine to be selected by first 18) has been suggested. Tentative name: Public Television Inc. Deadline: Year-end.

Hypo in hoopla

Barrage of new-season TV promotion that resounds every fall includes new element this year that could, to great extent, defeat its own goals—or worse. Charges of “hypoing ratings” always arise, but rating services and Broadcast Rating Council in past autumns have tended to overlook them on grounds “everybody’s doing it” and that accordingly it all evens out. This year, however, has brought rash of “sweepstakes” and other contests that require viewers to watch specific programs in order to win. Under rating council standards, that is “hypoing,” and rating services must note it in their reports—which takes lot of sell out of boxcar numbers. What may be worse, Federal Trade Commission is building file of cases under its July 1965 guidelines on broadcaster attempts to influence ratings.

Although most promotions under suspicion thus far are local, at least one national venture has been noted—one conducted not by broadcaster but by advertiser (and thus apparently not

affected by FTC broadcaster guidelines). In national women's magazine Procter & Gamble, one of participants in ABC-TV's Batman, is advertising big Batman contest in which readers can't participate unless they watch Oct. 20 Batman episode. Though P&G's purpose obviously is to sell products rather than just look good in ratings, under BRC requirements rating reports must flag audience figures for that show. Thus ABC, although innocent bystander, may have doubt cast not only on true size of Batman audience but on network's average audiences for that whole night and whole week.

The fall-backs

Production of mid-season replacement shows now is taking definite pattern. *Invaders* already is in production and sure thing for ABC-TV. Programming people at CBS-TV are enthusiastic about Mr. Terrific comedy pilot and have given approval for future series episodes. Same network has signed Smothers Brothers to host hour variety series as possible replacement for *Garry Moore Show*. NBC-TV has placed firm order for 13 half-hour *Dragnet* programs and hopes to have series ready for January start. Same network has another second-season possibility in *Dick Tracy*, action-adventure series based on comic strip going into production by mid-month.

Extended coverage

ABC-TV, in cooperation with its sister organization, ABC International Television, is hoping to telecast special *Hollywood Palace* show live to Japan before end of this year or early next year via communications satellite. Telecast will be scheduled for first date available after Comsat-Hughes satellite over Pacific is in proper orbit and has completed operational tests. Launch of this bird is scheduled for Oct. 19. *Hollywood Palace* show, tentatively called “World of the Pacific,” will be pegged on international theme and feature performers familiar to Japanese public.

Package deal

Contrary to popular belief, ABC-TV has not yet priced individual features in its \$19.5 million deal with 20th Century-Fox for package of 17

films (see page 25). In negotiations, specific price tag was put on each film, but that was for purpose of arriving at total package price on which to start dickering. Thus, 20th Century had \$4 million down for “Cleopatra,” \$1 million for “Von Ryan’s Express” and top-dollar prices for several name pictures. Others were individually tagged at \$500,000. Total came to \$22-23 million, was negotiated down to \$19.5 million.

Fox can split up total ABC-TV package price any way it sees fit and has chosen to allocate \$5 million to “Cleopatra.” ABC similarly can set its own prices for each picture. In case of “Cleopatra” it has plenty of time to do this: Contract with Fox calls for movie company to release it to ABC “no later” than 1971. It could be earlier but isn’t expected to be since Fox wants to protect theatrical reissues. Other films can be released from 1967 on.

Home, sour home

Qualis Productions’ grand attempt at filming *The Monroes* entirely on location in Wyoming’s Grand Tetons country has failed. Show’s executive producer, Fred Brogger, who fought to bitter end to keep producing on location (“How the West was Won” on the back lot would be a cheat in my opinion”) has been bounced by 20th Century-Fox-TV, joint venturer in ABC-TV program. Fox has ordered program’s 110-member cast and crew to return to Hollywood.

Fox claims move follows plan for series from start since weather conditions in Grand Tetons make filming there during fall and winter “an impossibility.” But it’s also reported that series was some \$25,000 per week over budget and Fox wanted production back where it can keep control.

Money from Canada

Canada’s EXPO ’67, which so far has confined its \$12 million advertising and PR budget to use of print media, now reportedly has under consideration tentative approval of budget of several hundred thousand dollars for radio-TV. Number of U. S. stations turned down free plugs for fair after publication of editorial in BROADCASTING (Aug. 22) citing newspaper-magazine campaigns but no commercials for broadcast media.

Fill in the FIRST NAME

 <p>EIFFEL TOWER French engineer. Designed Panama Canal locks, built Statue of Liberty framework.</p> <p>_____ EIFFEL 1832-1923</p>	 <p>FERRIS WHEEL American engineer. Prominent as railroad and bridge builder.</p> <p>_____ FERRIS 1859-1896</p>	 <p>FAHRENHEIT German physicist. Improved thermometer and introduced scale.</p> <p>_____ FAHRENHEIT 1686-1736</p>
 <p>NOBEL PRIZE Swedish inventor, manufacturer of dynamite, and philanthropist.</p> <p>_____ NOBEL 1833-1896</p>	<p>WIBBAGE NAME GAME</p>	 <p>GUILLOTINE French physician and deputy. Capital punishment advocate.</p> <p>_____ GUILLOTIN 1738-1814</p>
 <p>BRAILLE French teacher of blind and musician. Devised raised-point writing.</p> <p>_____ BRAILLE 1809-1852</p>	 <p>SAXOPHONE Belgian maker of musical instruments. Invented saxhorn, saxotromba, saxophone.</p> <p>_____ SAX 1814-1894</p>	 <p>CHIPPENDALE English cabinet maker. Published "The Gentleman and Cabinet Maker's Director"</p> <p>_____ CHIPPENDALE 1718 ?-1779</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.

Alexandre Gustave Eiffel • George Washington Gale Ferris • Louis Braille • Louis Braille • Joseph Ignace Guillotin • Alfred Bernhard Nobel • Gabriel Daniel Fahrenheit • Adolphe Sax • Thomas Chippendale



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

Golden age of movie specials appears to be dawning at television networks. 'Kwai' rolls up large audience; ABC, CBS announce multimillion dollar deals with Fox, MGM, Paramount for some blockbusters. See . . .

\$93-MILLION WEEK . . . 25

House Judiciary Committee passes copyright bill that would make CATV's pay for all but few public-service type originations; would exempt them from copyright within station's contours. See . . .

COPYRIGHT BILL . . . 59

American Bar Association study group offers new curbs on criminal reporting aimed at reducing flow of information at source: law enforcement officials and attorneys. Strictures similar to Britain's. See . . .

FREE TRIAL OR CURBS? . . . 50D

NAB's television code board will get recommendations to thin out nonprogram elements that contribute to clutter. Code authority to offer cigarette guidelines that will implement existing policy. See . . .

TOUGHER STANDARDS? . . . 28

TV reporting form expected to be adopted by FCC this week. Logging rules described as simpler than those in radio form. Two questions dealing with amount of commercials are eliminated. See . . .

APPROVAL NEAR . . . 56

Senator Gaylord Nelson wants FCC to hold full-scale hearing into proposed merger of ABC-ITT. He feels Justice Department and Federal Trade Commission should also get in act. See . . .

SENATOR LOOKS AT PLANS . . . 44

Abundance of major issues, top public figures produce record turnout at convention of Radio-Television News Directors Association. Stand on court rule, display of new gear highlight sessions. See . . .

RTNDA TACKLES ISSUES . . . 54

NCTA will start its series of eight fall regional meetings in New York on Oct. 10 and will hear from Sol Schildhouse, man chosen by commission to regulate CATV industry. Origination high on agenda. See . . .

NCTA REGIONALS . . . 50C

Proposed Overmyer Network takes major step toward realization of goal with signing of KHJ-TV Los Angeles as West Coast outlet. New affiliate will also originate programs for network. See . . .

OVERMYER SIGNS . . . 36

ABC International TV's global sales-promotion campaign opens in Hollywood. Session stresses television in space age with discussion by space, marketing officials and film presentation. See . . .

ABC TOUR OPENS . . . 70

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26 WEEKS TO ON

What goes on at ON:

Overmyer Network advances net debut to April 3, five full months earlier than announced...Over 100 affils expected to be aboard on that Big Monday...ON's two-hour, Mon-Fri Las Vegas show shaping fast for opener. Top-name MC's will be announced soon. Show will rotate each week from 11 top hostelries, names forthcoming...ON's UPI news organization will begin feeding affils same date. Will give local ON affils unprecedented news authority. No longer weak sisters in the editorial tussle...Weekly dramatic show, based on stories from the Bible, in color and new animation process, being prepared by ON for Fall...Several agencies asking for ON presentations. Glad to oblige. (212) 867-4520 is our number. Whew! What ever happened to the two-hour lunch? Overmyer Network.

ONward!

News media hurt from 'Sheppard' comments

RTNDA WINDUP HEARS IKE, DR. KING, NITZE, OTHERS

"Serious after-effects" already are popping up from U. S. Supreme Court's media comments in Sam Sheppard case, Bill Roberts, Time-Life Broadcast, Washington, and chairman of RTNDA Freedom of Information Committee, warned at Friday (Sept. 30) session of Radio-Television News Directors Association. He cited four Florida cases where courts have held newsmen in contempt and he advised newsmen to fight cases at local level.

Mr. Roberts urged that cases be appealed. He said RTNDA would select most favorable cases to utilize full national legal organization. RTNDA also approved "position paper" to be issued on pre-trial coverage as proposed by Jim Borman, wcco Minneapolis.

Civil rights leader Dr. Martin Luther King told RTNDA he thinks TV cameras on scene have helped more to stop brutality than incite it. Especially in south, despite opinion of some like Chicago Mayor Richard J. Daley. He also said he did not feel demonstrations were "over covered" because civil rights problems are nation's most serious domestic issue.

Ex-President Eisenhower said future of self-government in large measure "depends upon you and all the other publicity media." He deplored news management but cited wartime exceptions to avert aiding enemy. General Eisenhower recalled that before invasion of Sicily he "cured" all possibility of leaks by frankly telling full details to newsmen, then reminding them, "if you talk about this, you are guilty of treason and that's that." He said it worked.

Washington attorney W. Theodore Pierson said FCC fairness doctrine inhibits free discussion on air rather than aids it. FCC's Henry Geller indicated broadcasters have failed to prove this point to commission and noted doctrine is designed to control minority of those stations that would violate fairness principles.

Secretary of Navy Paul H. Nitze said it is technically possible soon to bring war into living room "live" by TV but "significant, and necessary to balanced reporting, is whether or not society is ready. This is a problem you news directors face each day."

Use of satellite for Manila meet looks iffy

Plan to relay Manila conference and President Johnson's appearance there later this month to U. S. viewers, which was subject of White House meeting with network news chiefs earlier last week, contains lots of conditions, it was learned Friday (Sept. 30).

Principal question is whether satellite actually will be placed on station over Pacific Ocean; there's some fear that, depending on parking orbit, it may be necessary to "walk" it over to Atlantic because there may not be sufficient jet fuel to move it over Pacific.

Other unknown factors: Although latest launch date is Oct. 19, postponements are not unknown. In fact, Oct. 19 date already is beginning to look problematical. Also still unresolved is question whether ground station in Hawaii can be modified for use to transmit to satellite.

Since there are no satellite ground stations in Philippines, network news managers are thinking of jetting pictures

to Hawaii for transmission to satellite.

New communications satellite will be bigger and heavier than Early Bird, now over Atlantic Ocean. It'll have twice Early Bird's power (85 w vs. 45 w). Capacity will be 240 voice circuits, or one two-way TV circuit. If TV circuit is to be used only one way, number of voice circuits will be available for telephone use. it was explained.

NAB seeking review board for new building plans

National Association of Broadcasters is making slow but steady progress toward its new building, which is still on drawing board.

Meeting in New York Friday (Sept. 30), NAB building and executive committees came up with "a number of names" of "architect-oriented" men to be asked about serving on three-man panel which will pass judgment on proposed edifice.

Potential panelists will be contacted within few weeks by John F. Dille Jr., Communicana Group of Indiana, NAB

joint board chairman; Vincent T. Wasilewski, NAB president; Clair McCollough. Steinman Stations, building committee chairman, and Everett Revercomb, NAB secretary-treasurer.

At June board meeting, NAB joint board voted to seek expert architectural guidance on \$1.8 million building designed by Mills, Petticoord & Mills, Washington (BROADCASTING, June 27). Board wants panel to see if building is best and most practical one for site and purpose.

Original timetable had NAB moving out of present structure and into new home by May 1968.

Nelson briefed, but is still unconvinced

Senator Gaylord Nelson (D-Wis.), who says FCC should hold full hearing on ABC-International Telephone and Telegraph Corp. merger (see page 44), said Friday (Sept. 30) he will pursue matter with additional inquiries to commission, attorney general and Federal Trade Commission.

Senator, who is chairman of Senate Small Business Committee's Monopoly Subcommittee, did not rule out hearings by that panel. He said he had not yet reached that decision.

Senator made comments after four commission staff members briefed him on procedure FCC is following in case. Staffers also supplied senator with copies of numerous ABC-ITT exhibits filed in proceeding and other documents commission is considering.

Visit was preliminary to, not substitute for, written response, which commission is preparing, to letter that sena-

Protect us from friends

Noise of camera and sound crews setting up for Dr. Martin Luther King's appearance before Radio-Television News Directors Association Friday (see page 50-D) made it hard for some to follow debate by attorney W. Theodore Pierson and FCC General Counsel Henry Geller on Section 315 and fairness doctrine.

As one observer put it:
"We just blew our own case on courtroom access."

tor sent to Chairman Rosel H. Hyde. Senator, who had already obtained transcript of two-day oral hearing held in case two weeks ago, said he would study material over weekend.

Then, he said, "I expect I'll have further questions for them [FCC], the attorney general and the Federal Trade Commission." He feels Justice and FTC should participate in hearing.

Senator, whose letter to Chairman Hyde expressed concern over possibility ABC might tailor its news judgments out of concern for ITT's financial interests, reported commission representatives said this point had been discussed in hearing. "I'll be interested in that [part of the record]," he said.

Commission staff members who met with senator were Max Paglin, executive director; John Cushman, administrative assistant to Chairman Hyde; Louis C. Stephens, commission attorney specializing in case, and Gerard M. Cahill, congressional liaison man.

They were chosen in part because they are not of decision-making process at commission. Accordingly, their participation in discussion with senator would not raise ex parte question. In addition, Senator Nelson said, discussion did not involve merits of case, only procedures.

Earlier last week commission began considering proposed merger. Security was tight, with no staff members admitted to closed-door session. But indications are that merger still has support of majority.

Kaiser, two other buys on FCC agenda this week

FCC is scheduled to act this week on three station-sale applications, including one that would give Kaiser Broadcasting Corp. its fifth major market UHF outlet, in Boston.

Kaiser and Boston Globe Newspaper Co., through new corporation they formed, WKBG Inc., are seeking to purchase WXHR-AM-FM-TV from Harvey Radio Laboratories for \$1.75 million (BROADCASTING, July 4, CLOSED CIRCUIT, June 13).

Because of Kaiser's UHF's in Los Angeles, Burlington, N.J.-Philadelphia, Detroit and San Francisco, sale of WXHR-TV (ch. 56) to new corporation will require exception to commission policy requiring hearings in cases where broadcaster would increase holdings in top 50 markets to more than three TV stations.

Other applications for sale up for approval include WCIV(TV) Charleston, S. C., to Evening Star Newspaper Co. for \$2,178,787; and WPFA Pensacola, Fla., to Thomas E. Gibbons group for \$202,000.

NLRB orders election for KNBR news deskmen

KNBR-AM-FM San Francisco has been ordered by National Labor Relations Board to let unit of nonair newsmen decide if they want to be represented by National Association of Broadcast Employees and Technicians (NABET).

NLRB decision being handed down today (Oct. 3) denied licensee's content that newsmen are supervisory personnel. Although Albert S. Burchard, manager of news, delegates deskmen "some degree of responsibility for the efficient functioning of the newsroom," NLRB said, they come within "scope of the newswriting craft" rather than supervision of others.

Decision also rejected station's contention that newsmen should be included in on-air group represented by American Federation of Television and Radio Artists (AFTRA). Newsmen in question are not on-air personnel and AFTRA doesn't seek to represent them, NLRB added.

Men in demand

National Community Television Association, which is holding series of regional meetings this year for first time (see page 50-C), not only is treading on heels of National Association of

Broadcasters' regional meetings in several instances, but has taken leaf from NAB book—having FCC commissioner at sessions.

Virtually firm at week's end were promises from Commissioner Lee Loevinger to put in appearance at NCTA Dallas meeting (Oct. 14), and from Commissioner Nicholas Johnson at Minneapolis meeting (Oct. 26). Both NCTA sessions immediately follow NAB meetings in those cities.

W-L cosmetics moved

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., announced today (Oct. 3) move of \$1.5 million cosmetics and fragrances account (DuBarry Cosmetics, Parfum Ciro, St. Johns products and Jean D'Albert/Orlane fragrance and cosmetics) from Lennen & Newell to McCann-Erickson, both New York, effective Nov. 1.

Overseas billings up

Grey Advertising Inc. and international partners have increased their yearly billings outside of North America from \$33 million in 1965 to current \$40 million.

Grey Chairman Arthur C. Fatt reported this at opening of fourth Grey international meeting, which ended yesterday (Oct. 2) at Pembroke, Bermuda.

NBC claims sweep, not counting 'Bridge'

NBC-TV claimed Friday (Sept. 30) that it swept six of seven nights in average rating for week of Sept. 19-25 in multimarket Nielsen report but refused to reveal data for Sunday night. NBC's advisory noted that "Bridge on the River Kwai" special gave Sunday night sweep to ABC."

For six nights, Sept. 19-24, NBC had 18.2, CBS 17.4 and ABC 16.2. It was understood that with Sunday night included ABC would have led in seven-night averages, with NBC in second position and CBS in third. Wins by nights of week: NBC took Tuesday, Wednesday and Saturday; CBS won Thursday and Friday (both CBS movie nights), and ABC, in addition to Sunday, took Monday night.

With additional ratings information on new season now available (see page 58) there were renewed reports of programs that may be earmarked for replacement or shuffling. Mentioned most were *The Rounders* on ABC, *Jean Arthur Show* and *Run Buddy Run* on CBS and *Roger Miller Show* and *The Hero* on NBC.

Networks denied decisions on any of these shows were imminent.

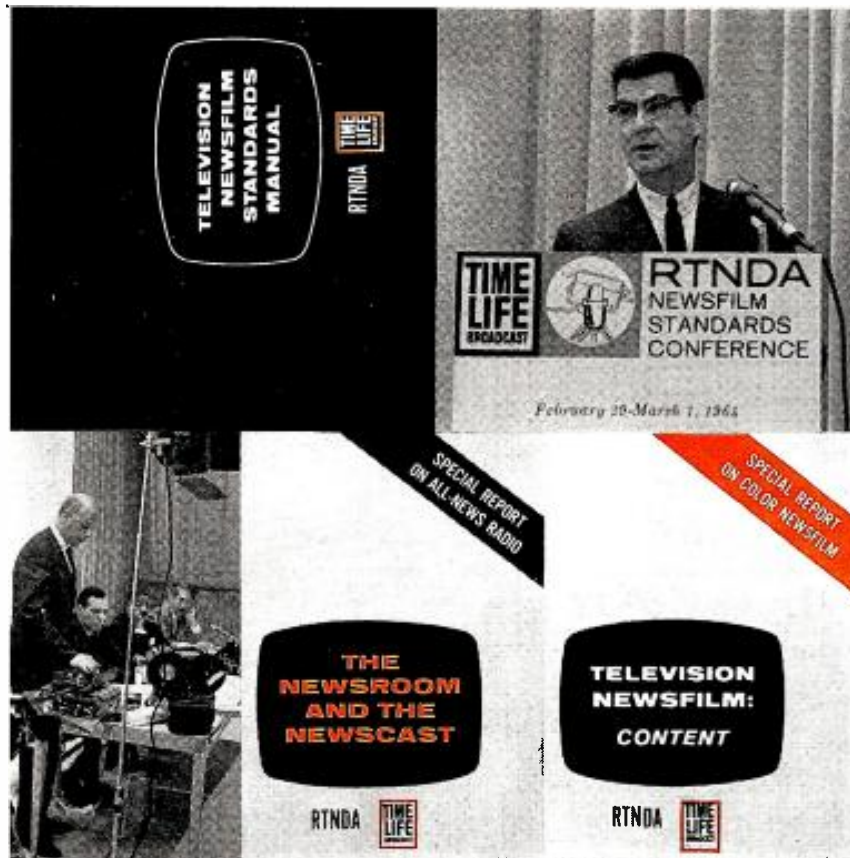
CBS has signed Smothers Brothers team for one-hour variety show for future development, and several reports indicated it may be considered as January replacement show. Further production on *Run Buddy Run* has been suspended, it was reported, until Oct. 17. Program has 13-week commitment with Oct. 15 decision date on continuance. Decision, authorities said, will come shortly after Oct. 10 when national Nielsen report giving first reading of three-networks' new season programming is issued.

Commitment for *Jean Arthur Show* is 16 weeks, indicating decision to cancel earlier would involve accord with General Foods, which is show's backer. Also noted was *12 O'Clock High* vulnerability in program shuffling, but reportedly ABC has 26-week commitment with producer 20th Century-Fox that has penalty option for early cancellation. Among shows said to be readied by ABC: *The Invaders*, *The Avengers* and *Off to see the Wizard*.

Toward a maturing profession.

Local television news reporting is the fastest growing function of broadcasting. Three years ago, Time-Life Broadcast joined with the Radio-Television News Directors Association to define and illustrate the standards to which the profession could aspire.

Under joint sponsorship, conferences have been staged in ten cities since 1964. More than a thousand newsmen have been involved.



Out of these meetings have come three textbooks about the profession of television news broadcasting. The latest is The Newsroom and the Newscast. Others: Television Newsfilm Standards Manual and Television Newsfilm: Content.

All are available from RTNDA. The price: \$2.50 per volume in laminated covers, \$10 for all three in permanent, leather-cover ring binder. Write: Rob Downey, Executive Secretary, RTNDA, Station WKAR, Michigan State University, East Lansing, Michigan 48823.



KERO-TV Bakersfield
KLZ-TV-AM/FM Denver
WOOD-TV-AM/FM Grand Rapids
WFBM-TV-AM/FM Indianapolis
KOGO-TV-AM/FM San Diego



"Don't Rush Me Sonny"

"Hold up on our color camera," they told the camera manufacturer. "Don't ship until you can get it with a Taylor-Hobson Cooke lens."

Nasty situation, that. And it can happen.

Now, we at THC understand why customers insist on our color lenses. After all, we know what goes into making them. A new million dollar high-speed computer and some cantankerous craftsmen who refuse to have their old-fashioned workmanship rushed.

And we also understand camera manufacturers' problems. They can make color cameras faster than we can make lenses for them. Fortunately, other lens makers are helping to ease the demand. But for the discerning customer, the wait for THC lenses is still worthwhile.

Good news. We're catching up. Lenses are coming from our factory in England for image orthicon, plum-bicon, and vidicon color cameras. Focal ranges are from 5 to 1, 16 to 1 continuous, and up to 30 to 1 in steps.

Could be that you can specify THC lenses for the color camera you're considering now, and not have to wait at all. For delivery and availability information, give your camera manufacturer a call or phone us direct (collect of course) and ask for Jim Tenneyson or Roy Leasley. We're here to serve you. Remember, always specify lenses by TAYLOR HOBSON COOKE . . . available from ALBION OPTICAL COMPANY, INC., 260 North Route 303, P. O. Box 463, West Nyack, N. Y. 10994. Phone 914-358-4450. Telex 137442.



DATEBOOK

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

■Indicates first or revised listing.

OCTOBER

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. 3-7—Briefing session and workshop seminars on applications of computers to marketing, covering different kinds of computers and their uses, sponsored by the American Management Association. Marketing executives with computer experience discuss specific problem areas in workshop seminars. Statler-Hilton hotel, New York.

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. 5-6—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. Feckham 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 the Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman, president, Robert E. Eastman & Co.; Don McCollum, vice president, Schwerrin Research; Earl Nightingale, Nightingale-Conant Corp.; Congressman James D. Martin; Norman Jorgensen, attorney, Krieger & Jorgensen. Stafford Motor hotel, Tuscaloosa.

Oct. 6-9—Combined conference of the 3rd and 7th districts of the Advertising Federation of America. Speakers include Archibald McG. Foster, president, Ted Bates & Co.; Jo Foxworth, Calkins & Holden Advertising; H. Thomas Austern, Covington & Burling, Attorneys; John Avrett, Foote, Cone & Belding; Sherwood Dodge, Advertising Research Foundation; George Goodwin, Bell & Stanton Inc.; Dermott McCarthy, Young & Rubicam, and Nicholas P. Pappas, Cunningham & Walsh. Town House Motor Inn, Augusta, Ga.

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. 8-9—Annual meeting of the United Press International Broadcasters of Missouri. 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. Speakers include FCC Commissioner Lee Loevinger; Ben Waple, FCC secretary; Governor Richard J. Hughes of New Jersey; and Paul Zur, president, Turnpike Broadcasting Co.

■Oct. 10-12—Management/programming seminar of TV Stations Inc. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co.; A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borrel, president, WBNS-TV Columbus, Ohio; Eldon Campbell, vice president, WFBS-TV Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee. New York Hilton hotel, New York.

■Oct. 11—Annual meeting of stockholders of Meredith Publishing Co. to elect 10 directors and to transact other business. Des Moines, Iowa.

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

Oct. 11-14—First World Congress of the International Writers Guild. Beverly Hilton hotel, Beverly Hills, Calif.

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; William Putnam, president Springfield Television Stations. Christopher Inn, Columbus.

Oct. 13-14—Annual fall meeting and election of officers of Missouri Broadcasters Association. Speakers include Neal Spelce, KTBC-TV Austin, Tex.; Dotty Abbott, WHER Memphis; John H. Norris, Red Lion Broadcasting; Bob Eunson, Associated Press, and Frank N. Magid of Frank N. Magid Associates. 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

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.

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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).

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. Bar-bizon Plaza hotel, New York.

■ Oct. 14—"Grand Casing Ball" sponsored by New York chapter of The National Academy of Television Arts and Sciences. Evening will feature cocktails, continental buffet, special show and gambling, proceeds from which will be used to further the educational projects of the chapter. New York Hilton 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.

Oct. 16-19—1966 Western Region Convention of the American Association of Advertising Agencies. Hotel del Coronado, Coronado, Calif.

Oct. 17-18—Annual meeting of NBC Radio network affiliates, Walter D. Scott, chairman of the board, and Julian B. Goodman, president, NBC, and Stephen B. Labunski, president, NBC Radio, will address the convention. Royal Orleans hotel, New Orleans.

Oct. 17-19—Board of directors, National Community Television Association. Del Monte Lodge, Carmel, Calif.

Oct. 17-20—Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

Oct. 19—Pulse Inc. "Man of the Year" award luncheon honoring William Bernbach, Doyle Dane Bernbach. Plaza hotel, New York.

Oct. 19—Annual meeting of the Connecticut Broadcasters Association. Park Plaza hotel, New Haven.

Oct. 20-30—The 10th annual San Francisco International Film Festival. Masonic Auditorium, San Francisco.

Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.

Oct. 20-22—41st birthday celebration of WSM's Grand Ole Opry. Nashville.

■ Oct. 21.—Second National FM Sales Seminar sponsored by the National Association of FM Broadcasters. Key Largo hotel, Fort

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(THAT'S OUR RECORD)

For the fourth consecutive year a WGN Television news cameraman has been named the Grand Award winner in the annual film contest of the Chicago Press Photographers Association.

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Grand Award winner for 1965 is WGN's chief cameraman, Felix Kubik, who also won first place honors in the Sportsfilm category and second place awards in the General News and Features categories.

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STATION DEDICATED TO
QUALITY, INTEGRITY,
RESPONSIBILITY AND
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We get
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anywhere
else.



In October: Can the FCC cope with the space-age explosion in communications? How the Carling "philosophy" is paying off in beer sales. Where U.S. television venturers are digging in abroad. Why producers of commercials are moving west. 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.

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU
Oct. 6-7—Hilton Inn, Tarrytown, N. Y.
Oct. 10-11—Northland Inn, Detroit.
Oct. 13-14—Pheasant Run Lodge, Chicago.

Wayne, Ind.

■Oct. 21—Annual college conference of IBS-Southern, the southern region of the Intercollegiate Broadcasting System. Program participants include Richard Compton, IBS; Elmo Ellis, WSB Atlanta; A. T. Cline, FCC; Dr. E. J. Arnold, Protestant Radio-TV Center and Jack Williams, Georgia Association of Broadcasters. Emory University, Atlanta.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

Oct. 22-23 — Annual fall conference of Florida Association of Broadcasters. Speakers include Paul Comstock, vice president for government relations, National Association of Broadcasters. Holiday Inn, Tallahassee.

■Oct. 23—Meeting of the Educational TV stations affiliated with National Educational Television. N.E.T. President John F. White will be principal speaker. Hotel Muehlebach, Kansas City, Mo.

Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

■Oct. 23-26—The 57th annual meeting of the Association of National Advertisers. Neil H. McElroy, chairman of the board, Procter & Gamble Co., is keynote speaker. Prime subjects of meeting: advertising's role in the economy, the effects of government regulation and the social responsibilities of business. Also on program: Jules Backman, economist and research professor, New York University, who at ANA's request is examining the role and contribution of advertising to the economy; John Hobson, chairman, Hobson, Bates & Partners Ltd. Workshops for industrial products, consumer durables and services and consumer package products to be held concurrently on Oct. 24 afternoon; session Oct. 25 morning: "Our customers and our media for reaching them," with Julian Goodman, NBC president; Milton Rokeach, professor of psychology at Michigan State University, and Hobart Lewis, president and executive editor, *The Reader's Digest*. Sessions Oct. 26 morning on creative ideas include company case reports, Liggett & Myers Tobacco (Samuel White, vice president-marketing, and H. C. Robinson Jr., director of brand management), Allis Chalmers Manufacturing (Charles W. Parker Jr., vice president-public relations and marketing division) and Mattel Inc. (Herbert Holland, vice president-marketing, and Jack Jones, vice president-advertising), and Stan Freberg on "How Good Are Today's Ads?" Broadmoor hotel, Colorado Springs.

Oct. 23-26—Forty-second annual convention of the National Association of Educational Broadcasters. Muehlebach hotel, Kansas City, Mo.

Oct. 24-26—Annual fall convention of Kentucky Broadcasters Association. Dam Village State Park, Gilbertsville.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

■Oct. 26-29—Nineteenth annual convention of the Tennessee Association of Broadcasters. Sheraton-Peabody hotel, Memphis.

■Oct. 27-30—Meeting of the West Virginia-Mid Atlantic Community TV Associations.

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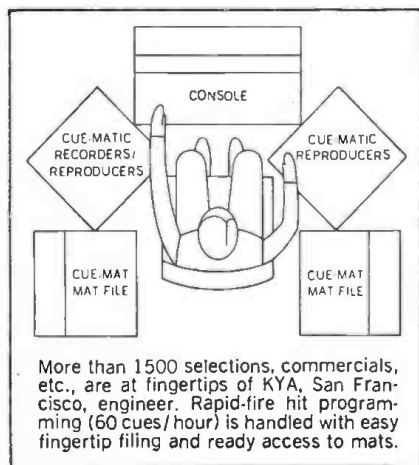
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"No Other System Makes Back-To-Back Cueing So Sure-Fire"



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"For tight cueing, and instant rotation sequence changes without redubbing, CUE-MATIC recorders can't be beat," says Paul M. Beck, KYA, San Francisco. "They make our sound the surest and cleanest on the air. All of our music, news, commercials, and ID's are individually converted to mats and filed right here—so the operator has the entire library at his fingertips. Because the mats are tough, flexible, virtually damage-proof sheets, they end mishaps of cartridges or reels. They cue-up automatically in the AG-100 recorder. Because mats are a magnetic medium, our sound stays "first-play" fresh. They file easily in minimum space. Label easily. After two years with the CUE-MATIC recorder system maintenance has been very low, and we are 100% sold on it." Ask your distributor for details, or mail the coupon.

To: Ampex, Redwood City, Calif. 94063
SHOW ME SURE-FIRE PROGRAMMING.

- Send me Mr. Beck's recent A.E.S. engineering paper about KYA's radio programming on CUE-MAT* mats.
- Arrange an AG-100 CUE-MATIC Recorder demonstration.

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Business Home

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BROADCASTING
1735 DeSales St., Washington, D. C. 20036

Greenbrier hotel, White Sulphur Springs, W. Va.

Oct. 28-29—Fall meeting of the Maryland-D. C.-Delaware Broadcasters' Association. Marriott/Twin Bridges, Arlington, Va.

Oct. 29-31—Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, of CBS-TV's To Tell The Truth, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from E.C.A., P. O. Box 7712, Washington.

NOVEMBER

Nov. 2-13—4th (International Film Trade Fair) Film forum sponsored by Ceskoslovensky Filmexport, Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

Nov. 4—Fall meeting, Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

Nov. 8-10—Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh.

Nov. 10—New deadline for reply 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. Former deadline was Oct. 1.

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speak-

ers include George Bartlett, vice president for engineering, National Association of Broadcasters, Hilton hotel, Portland, Ore.

Nov. 14—AWNY Party for the benefit of the WOR Children's Christmas Fund sponsored by the Advertising Women of New York Foundation Inc. Roseland Dance Palace, New York.

Nov. 14-16—1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

Nov. 15-18—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

Nov. 29-30—Executive committee, National Community Television Assn. Madison hotel, Washington.

Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

DECEMBER

Dec. 1—New deadline for reply 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.

Dec. 30—New deadline for further comments regarding material submitted to FCC by November 30 on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

JANUARY

Jan. 3-4—Executive committee, National Community Television Assn. Madison hotel, Washington.

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OPEN MIKE®

The customers' customer

EDITOR: We at Westinghouse Broadcasting want you to know how much we appreciated the time and effort that went into getting a clear understanding of what I know to be a complicated story—about our Marketing Information Bank and its relationship to our overall marketing program. (BROADCASTING, Sept. 19.)

It is a deep conviction of ours that if broadcasters are to maintain their forward momentum they must understand their customers' customer. It is my personal prediction that in the years to come there will be many efforts by broadcasters in this direction.

Once again, many thanks for your interest and for the professional reporting that makes your magazine the significant one it is.—A. W. Dannenbaum Jr., senior vice president, marketing, planning and development, Westinghouse Broadcasting Co., New York.

Ups and downs with people

EDITOR: I have been a broadcaster 11 years. During that time I have noted that instead of providing coverage on what young people are doing for their

fellow citizens or community, we accent what they're *not* doing. Instead of showing their contributions, the accent is on delinquency.

And what do we do when programs emphasizing the good aspect of American youth present themselves? We throw them out. CBS did that when it refused to carry *Up With People*. Why? On account of its "controversial editorial message." What message? Promoting America, emphasizing the role young men and women can play in making it a greater nation and reaffirming a basic belief in God.

If we allow network management to thumb down such efforts as were made by the *Up With People* producers in the future, we will have contributed, in a very large measure, to our own destruction. We will have forfeited our right to present balanced programing, cheated the public that owns our airways and strengthened the "vast wasteland" claim for which we are so often criticized.

We do not have, nor should we ever have, the right to reject programing that embodies basic American beliefs in God and country. As a matter of principle, fact and law, we have a responsibility to provide such air time.

My congratulations to NBC for ac-

DISTINCTIVELY DETROIT



Phillippe Halsman photograph courtesy Henry Ford Museum and Greenfield Village

HENRY FORD MUSEUM along with *Greenfield Village* maintains one of the finest collections of early Americana in existence. This "Street of Early American Shops" preserves the vanishing crafts of the 18th and 19th centuries. Many of the shops are in daily operation.

Just as Detroiters regard this avenue of living history 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.

Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

cepting that responsibility and programming *Up With People* on the heels of the CBS refusal to do so.—*Doug Wardell, radio-TV specialist, The University of Connecticut, Storrs.*

(Mr. Wardell refers to a refusal by three CBS-owned stations to accept the program sponsored by The Schick Safety Razor Co. and produced under the auspices of the Moral Re-Armament movement; BROADCASTING July 4 et seq.)

Saludos amigos . . .

EDITOR: Please send me 150 reprints of the Spanish market special report.

This is the finest representation of the Spanish language market I have seen in any trade paper.—*James E. Coyle, vice president and general manager, KALI San Gabriel, Calif.*

(Reprints are available for 30¢ each, 25¢ each in quantities from 100 to 500, 20¢ each for orders for more than 500, plus shipping charges. Address request to BROADCASTING, 1735 DeSales St., N.W. Washington 20036.)

KEYZ, KEYZ, KEYZ . . .

EDITOR: AM DELIGHTED WITH COVERAGE OF "KEYZ" IN SEPT. 19 RAB STORY. BUT IT'S KEYZ REPEAT KEYZ REPEAT KEYZ. THE ENTIRE INDUSTRY MUST READ YOUR MAGAZINE JUDGING FROM THE NUMBER OF PHONE CALLS I HAVE HAD POINTING OUT YOUR FINE PUBLICATION'S MINOR ERROR.—*Howard S. Kester, executive vice president, KEYZ Anaheim, Calif.*

(A BROADCASTING senior editor in the New York bureau is writing "KEYZ Anaheim" 1,000 times.)

Disturbed

EDITOR: I find myself greatly disturbed after reading the editorial (Sept. 19) concerning Jerry Lewis's comments in a Boston news conference. I've always respected BROADCASTING magazine and praised it highly but now I wonder. Since when has a respected magazine resorted to name-calling?

It's quite apparent that Mr. Lewis's remarks hit home and an old grudge and a small mind came out in print. Why was this critic singled out for retaliation?

I would advise you to enlarge your eyes and mind to 21 inches to be able to see what is happening to the quality of TV programming today. It would do well if your publication would take the cue and join ranks with Mr. Lewis and others of his camp or maybe in a few more years all intelligent, worthwhile programming on TV will be "erstwhile."
—*Dennis M. Repino, State College, Pa.*

Who should pay for ETV?

EDITOR: The solution to the ETV finance problem is obvious: A 15% tax on all TV advertising to support ETV.
—*I. Switzer, Lethbridge, Alberta, Canada.*

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\$150 Cash or Trade! Your
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Includes interest! For 36
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What on earth is “net balance”?

Look a little lower and to the right. You'll find the answer in half-pint type.

Now most advertisements are designed to inform. This one is designed to deceive. And it's this kind of deception that smears guilt-by-association on every honest man in advertising, publishing, broadcasting and the retail automobile industry.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing all it can to stop this kind of advertising. But we need your help.

What can you do to clean up and clean out ads

like this? Take a tough stand: refuse to have anything to do with false, misleading or deceptive advertising.

It's not easy for you. But it's much harder on the dishonest retailer. Without advertising to shout in, he'll be reduced to a whisper.

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
Official organization of America's franchised new-car and truck dealers

Network cut-ins: profits or losses?

Once upon a time, a very smart advertiser decided he wanted to take advantage of the values of network television in a single market for a product he was testing.

He talked to the network; he talked to the station, and it was decided that it was mechanically feasible for him to replace his brand A being telecast nationally with his brand B. And, TV "cut-ins" were born.

At that same time, an equally smart network recommended to its very receptive station affiliate that the advertiser be charged 10% of the gross night hour rate for this cut-in service.

Now, 15 or so years later, it's difficult to ascertain exactly how the 10% figure was arrived at. Probably in a day when the gross night hour was significantly below what it is today, the 10% was reasonable and not excessive in relation to costs incurred by station and network by providing the service—the extra camera, additional cable and added paper work.

As the gross night hour increased substantially over the years, the 10% charge remained the norm among most stations. This has resulted in out-of-pocket costs to the advertiser that, as far as we can determine, are well above the actual cost of providing the service.

Bread-and-Butter Irony ■ It is ironic that the rate cards of the three networks list cutting-in as a "service" related to the purchase of facilities, the bread-and-butter of network profits and station compensation.

There appears to be no logical justification whatsoever in tying the service of cutting-in to that reflection of TV growth—the gross night hour.

The comparatively low cost of cut-ins on many NBC affiliates and certain ABC stations seems to indicate that 10% is now a rather arbitrary figure.

We cannot imagine that these NBC and ABC stations would perform the function at a loss to themselves and, indeed, we would not expect them to.

Stations themselves admit that the 10% has taken on an additional reason for being as the years passed—that is, as a protection to the station for presumed loss of spot revenue. This has become the prime justification for the 10% charge,—which can run as high as \$950 in New York and as low as \$5 in Yuma, Ariz. The cut-in charge, while representing 10% of the gross night hour rate, represents a 35%-40% increment to the net per-minute, time and talent cost for a given station (and the

most meaningful comparative).

This, of course, is excessive and a dollar drain into what is essentially a nonproductive end.

Why Continue? ■ Given the sheer size of the outlay, why do advertisers continue to use cut-ins?

There are two primary reasons: to test copy in a network environment and to test-market new products or innovations. In both cases, a short-sighted view can actually result in a station's loss of revenue to the facility.

In nearly all cases of test marketing, a recommendation for use of network cut-ins is accompanied by one for spot TV. Moreover, agency experience shows that the amount of additional spot TV revenue brought into a test market far outweighs any dollars lost through network cut-ins. The station manager can check this easily by his own records—and he's more than welcome to see typical case histories of this pattern on his next trip to New York.

At Benton & Bowles, the cost of cutting-in has become one of the most important factors in deciding test-market selection. Stations and markets using reasonable cut-in charges have the advantage similar to those markets that may have local Sunday supplements available, or reasonable spot efficiencies—factors that make test marketing less costly and more meaningful. Thus, excessive cut-in charges, which serve to discourage the use of a specific market, are self-defeating to the station.

Testing TV copy with the use of network cut-ins is necessary in developing effective advertising campaigns. Often cut-ins must be used when "new" copy is being tested because the "old" copy on the network must be eliminated in an individual market to permit valid test results.

Most advertisers don't object to being charged "reasonable" costs for cut-ins, though everyone may have his own idea as to what is reasonable. But it's clear that a 10% charge is excessive and that it fails to relate to the incremental cost to the station.

A per-network analysis of cut-in charges bears this out. Actual costs could not vary to the degree found. The cumulative cut-in charges for the top-50 TV markets on CBS represent 10% of their gross night hour rate; on ABC, 9.4%, and on NBC, a more moderate 6.2%.

Slow Improvement ■ In the last several years as use of cut-ins skyrocketed, advertiser concern has increased and negotiations with stations have resulted in a very slow reduction in charges. Advertisers have approached stations with various proposals but with the end objective always the same: cost reduction permitting productive spending.

Advertisers and their agencies have begun to negotiate directly with stations. Along with expressing their concern directly, advertisers have begun to persuade station operators with the logic of the argument—most importantly, stressing the added spot TV budgets that flow in test-marketing situations. Whatever the persuasion, something must be done to reduce the cut-in rate. The charges are wasteful and tend to create conditions that may distort the testing of copy or brand. These add one more barrier to the effective use of TV.

Were I a station operator, I would ask myself two questions: "Do I really make or lose money by charging excessive rates for cut-ins? And, if I do make a profit today, how much revenue do I lose tomorrow?"



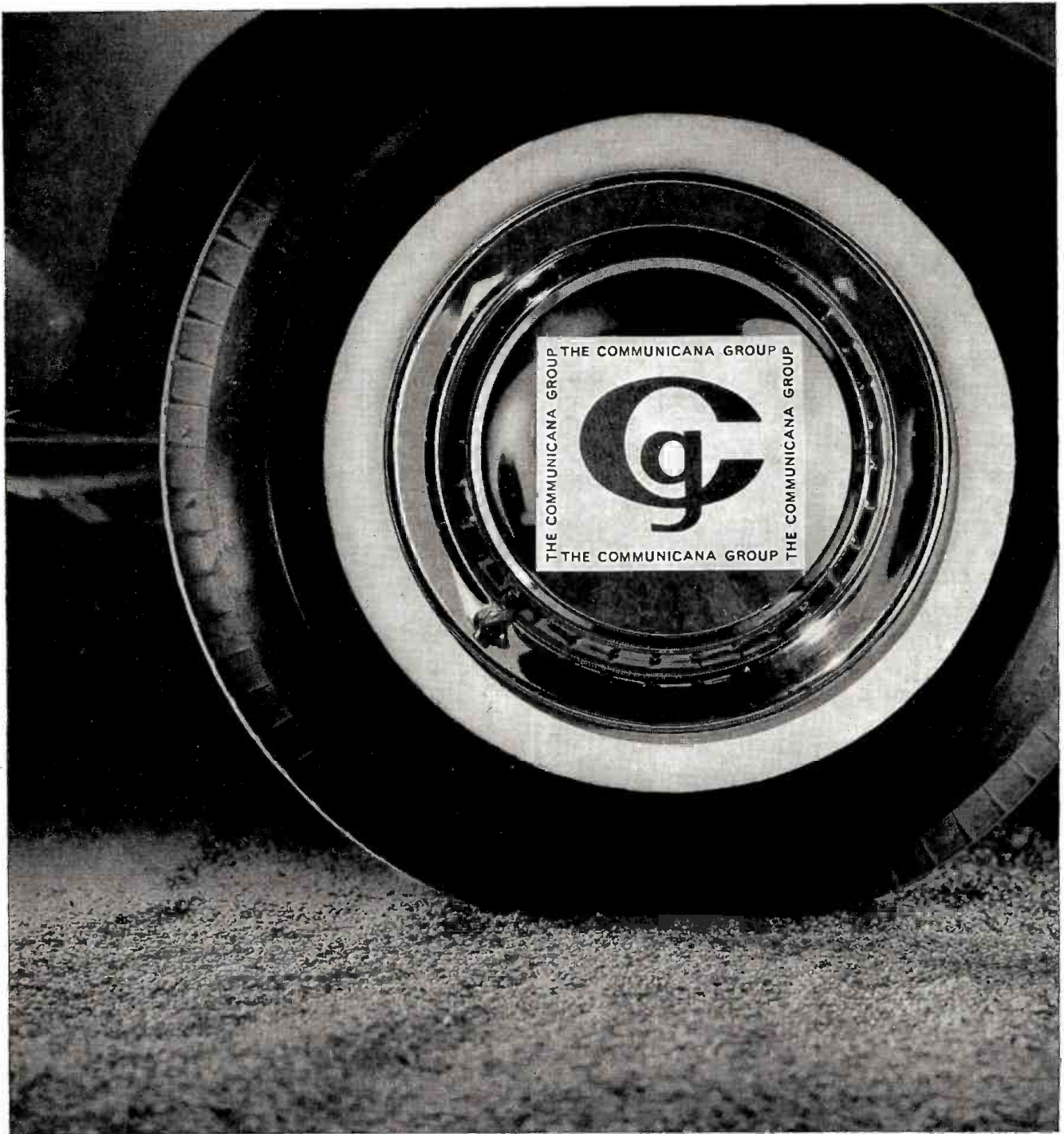
Richard J. Gershon moved up in the media department at Benton & Bowles, New York, which he joined in 1957 as a trainee. He was subsequently a buyer and an assistant media director, becoming in 1963 an associate media director and at the same time elected a vice president. He was elevated to his current post of vice president and manager of media in November, 1965. Mr. Gershon is responsible for media buying for all of the agency's clients.



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SOUTH BEND-
ELKHART **28** ABC

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The Mishawaka Times The Elkhart Truth



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

\$93 million week's film jackpot

'Kwai' sets up record movie buys for networks with some 112 features reported sold and movie studios discovering source of new financing for features

Network television and motion pictures forged a grand alliance last week representing almost \$93 million in feature film business and heralding a new era holding bold implications for themselves as well as for advertisers and TV stations.

It was a double-bill week, in fact. ABC-TV's presentation of the three-hour *Bridge on the River Kwai* (sponsored by Ford Motor Co. for \$1.8 million) overwhelmed its program opposition and served as a dramatic prelude to announcement of an estimated \$52.8 million purchase by CBS-TV of 63 Metro-Goldwyn-Mayer films and of ABC-TV's acquisition of 17 20th Century-Fox motion pictures for \$19.5 million and 32 Paramount features for approximately \$20 million.

The end is not in sight. NBC-TV, although quiescent in a week of razzle-dazzle, was reported to be on the verge of completing a feature-film transaction with a major studio. A spokesman would say only that "a substantial number of films are involved but our deal is not so extensive as the MGM one with CBS-TV." This could mean upwards of \$20 million in added money.

Big Deal ■ The \$92-million-plus transactions, involving 112 features, some of which are "blockbusters," were deemed significant not only because of their magnitude. The conditions attached to the sales are expected to have far-reaching implications for financing of motion pictures by studios; the scheduling of features on networks; their sponsorship by advertisers; their availability to local stations and the relationship between producers and theater exhibitors.

The Fox contract with ABC-TV, for example, includes *Cleopatra*, *The Longest Day*, *The Magnificent Men in Their Flying Machines* and *The Agony and the Ecstasy*. The Richard Burton-Elizabeth Taylor *Cleopatra* epic will be released to ABC-TV in 1971 for two showings and will bring in an estimated \$5 million to Fox.

The *Kwai* coup and the Fox thrust portend an accelerated move toward the "movie special" on TV networks, under which one or more advertisers will underwrite the cost of presenting outstanding features at expenditures exceeding \$1 million for a single showing. Undoubtedly, *Cleopatra*, *The Longest Day*, *The Magnificent Men* and *The Agony and the Ecstasy* will be held out by ABC-TV for special performances.

There were several unusual aspects to MGM's agreement with CBS-TV. One was that 18 of the 63 films are new

it points to an era of closer cooperation with studios in the production of major films and a probability (though by no means a guarantee) that it will have eventual access to superior or satisfactory film fare.

What Does It Mean? ■ The clause dealing with an option for six to nine films that already have had network exposure can have sharp repercussions for local stations. Traditionally, features that have completed their network cycles are directed to stations via syndication. If the MGM-CBS approach



'*Cleopatra*' will bring Fox an estimated \$5 million for two television showings, the first to be in 1971. ABC-TV, which bought the rights, refused to explain

features that MGM is preparing for full theatrical distribution prior to TV showing. Another was that the network has an option of presenting from six to nine of the movies that already have been shown on NBC-TV. The contract gives CBS-TV the right to show the 45 already produced films over a three-year period.

The import of the provision concerned with 18 features still in preproduction, according to some observers, is that a motion picture company can look forward to financing from television for films to be distributed initially to theaters, thereby reducing the studio's reliance on banks. For the network

how it expected to make a profit on the Richard Burton-Elizabeth Taylor epic. Shown are (l to r) Richard Burton, Rex Harrison and Elizabeth Taylor.

proves successful, it could have the effect of delaying station showing of network features until they have had four presentations.

Local stations over the past two years have become increasingly concerned over the expansion of network feature slots, which now total 10 hours per week, because this development has blocked the first-run local showing of many major films. If networks veer more and more to the rerun network formula, the stations' feature film posture will suffer even more acutely.

For the feature film distributor, however, the network rerun approach can be a new bonanza. And last week sev-



CBS-TV has a group of MGM titles including 'Cat on a Hot Tin Roof,' starring among others (l to r) Paul Newman and Burl Ives in stirring scenes. Films like this will be offered for special sale.

eral companies were re-evaluating their libraries to determine whether and when they could reissue selected features that already have completed a single network run.

Among the MGM titles that are headed for CBS-TV are *The Sandpiper*, *Cat on a Hot Tin Roof*, *The Night of the Iguana*, *The Glass Bottom Boat*, *Yellow Rolls-Royce*, and *North by Northwest*. MGM is holding back on some of its outstanding films, notably *Gigi*, which it undoubtedly will offer for a special sale.

The ABC-TV agreement with Paramount calls for 32 pictures, including *The Greatest Show on Earth*, *Hud*, *Man Trap* and *Shane*. Officials of other feature distribution companies who were asked to assess last week's developments found the Paramount deal to be highly meaningful.

Many Values ■ They pointed out that the \$20 million agreement covers, in addition to the four "name" pictures, 28 films of lesser value, including such titles as *Casanova's Big Night*, *A Breath of Scandal*, *Crack in the World*, *Flight to Tangiers*, *Appointment with Danger* and *Peking Express*. They noted that only about half of the films in the package are in color and that some of the features run less than 90 minutes.

"I would say that Paramount made the best deal of the week," one distributor commented. "They're being paid an average of more than \$600,000 a picture for a package that at best is below average. And frankly, I would say that the bulk of these pictures a year or two ago would have rough sledding even in syndication. This is a tip-off on the networks' acute need for fea-

tures."

Movie High ■ The motion picture industry's growing affinity for TV reached its apogee last week, according to some authorities. For the first time in history, they pointed out, there was no reluctance to name at one time such a long list of "blockbuster" films that have been sold to TV and to make public the conditions of future sales, both in apparent disregard of the sensibilities of theater exhibitors.

"I am amazed that this was done," an official of a TV company associated with a major studio commented. "In the past we have been careful to space out the release of big pictures to TV so that theater owners would not feel the impact all at once. Now you not only have all the 'powerhouses' named but you have MGM making a deal on pictures not produced. Perhaps we're reaching the stage where studios will be a lot less dependent on theater reissues because network TV money can be a lot more attractive."

This deemphasis of theatrical reissue was pointed up last Thursday in a policy announcement issued by Darryl F. Zanuck, president of 20th Century-Fox. In releasing details of the \$19.5 million contract with ABC-TV, Mr. Zanuck made this observation:

"The market is now right for us to distribute features directly to TV after theatrical release. We are going to expand our worldwide TV distribution organization to handle network and syndication sales of feature films and of our TV series. The most significant part of the whole business for ourselves and our stockholders is that after leasing our films for only two exposures, they come back to us for subsequent network leasing or for syndication."

Mr. Zanuck revealed that *Cleopatra* was included in the sale at a license fee of \$5 million for the two-time showing, which he called "the largest amount ever given for a single feature to be shown on TV." He said this income brings *Cleopatra* into the black. The film's production and other costs were reported to be \$41,358,000. Total projected income, including the \$5 million from TV, is expected to reach \$43.7 million.

Mr. Zanuck disclosed one sidelight to the ABC transaction. He said Seven Arts Productions originally had been assigned the rights to the two network runs for the 17 Fox films and had conducted negotiations with ABC-TV.

Direct Contract ■ "To simplify financing complications," Mr. Zanuck added, "Seven Arts stepped aside permitting 20th Century-Fox and ABC to contract directly. Seven Arts in turn acquired the syndication rights to 10 of the feature films for \$3 million."

In addition to the four special features, the Fox package includes *Com-*

pulsion, *Dear Brigitte*, *Do Not Disturb*, *A High Wind in Jamaica*, *Hush* . . . *Hush*, *Sweet Charlotte*, *John Goldfarb*, *Please Come Home*, *Moritur*, *The Pleasure Seekers*, *Rapture*, *The Reward*, *Up from the Beach*, *Von Ryan's Express* and *Zorba the Greek*.

The growing reliance by major companies on television financing was also touched upon in a statement issued last Thursday (Sept. 29) by Robert H. O'Brien, president of Metro-Goldwyn-Mayer Inc., after the company's board had approved the agreement with CBS-TV. Mr. O'Brien made this remark:

"This [agreement] gives valuable strength to our operating base and to our whole production operation, while the prices paid confirm the fact that motion pictures today are a growth industry."

Mr. O'Brien stressed that the approximate \$53 million for its package was "the highest paid by a network for a group of features." Though the broad strokes of last week's developments sketched the growing interdependence of network television and motion pictures, the smashing success of *The Bridge on the River Kwai* and the hefty \$40 million investment focused immediate industry attention on ABC-TV. Its future course in the feature film realm was the subject of considerable speculation.

ABC-TV is the only network with just one feature film period (Sunday, 9-11 p.m.) since two are on NBC-TV (Tuesday and Saturday 9-11 p.m.) and CBS-TV (Thursday and Friday, 9-11 p.m.). With its surge in feature film buying there was a virtually unanimous feeling among advertising agency and program sources that ABC-TV is



ABC-TV is expected to hold out 'The Longest Day,' a Fox film, for a special showing to be announced sometime in the future. The movie is said to take 180 minutes for a complete presentation.

likely to open up a second night of movies.

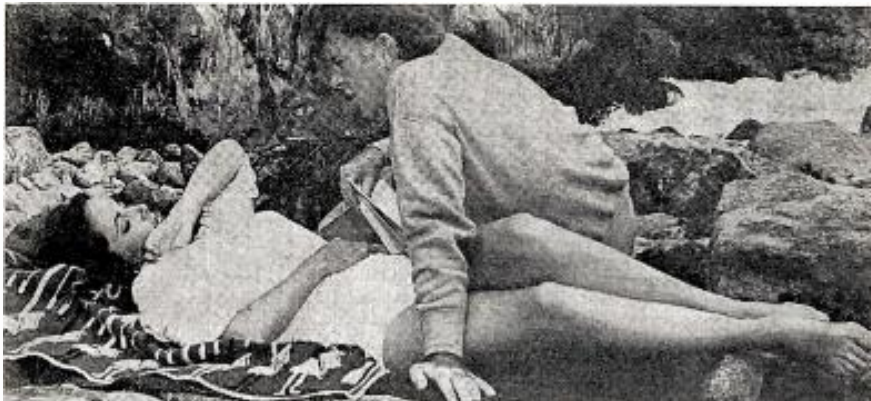
Sentiment centered on Wednesday evening, starting perhaps as early as next January. There was no official word from the network on such a move.

Big Audience ■ Instead of projecting into the future, ABC-TV was content last week to direct attention to the rating achievements of *Kwai*, which was presented on Sept. 25 from 8 until shortly after 11 p.m. Based on rating information that was immediately available, the network estimated that 60 million viewers across the country had watched the three-hour colorcast in whole or in part.

An A. C. Nielsen Co. sampling of viewers in New York showed that *Kwai* rolled up a rating of 50.8 and a share of audience of 69. WABC-TV New York claimed this was the highest rating ever achieved by a motion picture telecast in the city.

Nationally, an overnight Arbitron report by the American Research Bureau showed that *Kwai* registered a rating of 33.5 and a share of 55. A 23-city sampling by Trendex showed a rating of 38.7 and a share of 62.1.

ABC-TV bought the rights for two TV showings of *The Bridge on the River Kwai* from Columbia-Screen Gems for \$2 million. The price to Ford was about \$1.2 million plus \$600,000 in time costs and a second presentation will cost an estimated \$800,000 plus time charges. Ford has an option for



Another CBS-TV MGM purchase is 'The Flight of the Sandpiper,' starring Elizabeth Taylor and Richard Burton. The Martin Ransohoff production is

the second showing.

For Ford, its \$1.2 million sponsorship of *Kwai* could be regarded as the advertising coup of year. Ford bought 8-11 p.m. period with *Kwai* because it could be scheduled against *Garry Moore* on CBS-TV and *Bonanza* on NBC-TV in vital 9-10 p.m. slot, both used by General Motors to announce its new auto lines. Ratings on *Kwai* proved to be more than *Bonanza* and *Moore* combined.

With the large assortment of outstanding features involved in last week's transactions, it seemed appropriate to proclaim 1967 and thereafter as the "Golden Age of the Movie Special."

photographed in California's Big Sur country and is expected to be offered for special package sale by the network.

scene is talking) and who is important to a particular sequence.

This specialist in a sense re-edits the film but from the point of view of how it will appear best on the flat screen. The frame-by-frame directions are noted on a cue sheet that provides guidelines for the work of the optical printer.

The price for this step in the operation comes to \$25 or \$30 a reel.

An interpositive is then made from the color negative and processed by the laboratory to produce an internegative or flat, duplicate color negative.

In producing the flat negative, a highly controlled optical printer prints frame-by-frame and foot-by-foot. It takes about a week for the entire laboratory operation.

Cost for the internegative over and above the optical editing work comes to about 62 cents per foot. The arithmetic on *Kwai* was a total of 160 minutes running time or 14,400 feet of film (90 feet per minute), for a total cost of \$8,928. In addition, ABC had to pick up the tab for 16-mm prints for delayed telecasts. This ran to \$8,424 (at a price of 58.5 cents per foot).

The editor must recheck the end product for corrections and minor fluffs. The *Kwai* film, it was explained, was printed for television in "true" color.

A most important problem in handling the transferal includes color quality control in the laboratory as well as in network transmission.

Technicians also must avoid any quick-cutting effects that might momentarily lose some of the continuity in the film. "Mis-scanning" can cause what appears to be a jump or perhaps a blur during a scene.

ABC customarily requires a flat negative to be in network hands 10 weeks before the film is scheduled for telecast though with *Kwai* the network worked with less advance time.

How wide-screen movies fit the 21-inch tube

IT AMOUNTS TO ALMOST A REEDITING OF FEATURES

The optical skill necessary to transfer widescreen motion pictures to the TV screen is becoming more sophisticated, creative and ingenious.

That's how Alan Ludington, producer of ABC's *Sunday Night at the Movies*, last week viewed the effectiveness of the optical process.

As in the case of the *Bridge on the River Kwai* shown on Sept. 25, about 9 out of 10 movies on ABC (22 in all are scheduled for first-run this season) were originally produced for the wide screen. *Kwai* was filmed by Columbia Pictures in Cinemascope and in color on location in Ceylon and was released theatrically in 1957.

By contract, the network requires motion picture companies to deliver negatives "flat," that is, after the films are processed optically so as to permit telecast of the film without the distortion (elongated, squeeze effect) that use of the original 35-mm film would cause.

Mr. Ludington said that *Kwai* presented no difficulties. The optical transfer from the "squeezed" film to a "flat" negative was handled by Screen Gems,

Columbia's TV subsidiary.

Kwai was first seen by ABC-TV authorities in its wide-screen version early last summer. Network officials then worked out commercial breaks with Ford, the sole sponsor, and J. Walter Thompson Co., Ford's agency.

The optical house received *Kwai* 35-mm footage in 18 printing reels, each containing 1,000 feet or less of film. These make up the print of the color negative. First step was to analyze the film in its wide-screen version to pick the important section of the projected area in each scene. A third or half of the area can be plucked out for use, with three basic "positions" possible.

Lens Magic ■ In theater projection of wide screen, an anamorphic lens is used to project figures or people outward from the squeezed positions on film.

The optical editor views the film on a moviola mounted with a wide-screen head. He looks over the film scene by scene, with sound track, to determine where to pick out the action, keeping in mind the dialogue (who in the

Tougher time standards for TV?

Corinthian will urge NAB code board to cut length and number of nonprogram elements; cigarette guidelines also up for board study

The always sensitive subjects of time standards and cigarette advertising are at the top of the agenda this week when the National Association of Broadcasters television code board meets in New York Thursday and Friday (Oct. 6-7).

In the area of time standards the NAB Code Authority will offer recommended amendments aimed for the most part at reducing "clutter" on the air. In addition to the staff proposals, the code board will hear from Corinthian Broadcasting Corp. on suggested changes in time standards.

The cigarette issue is delicate. The staff will offer proposed guidelines aimed at "implementing existing policy." The staff does not consider its proposals to constitute "drastic action." Guidelines are left in the hands of Howard Bell, code director who has the power to issue them without first consulting the code board. However, the staff feels this issue is so touchy it would rather leave the decision to the code board (CLOSED CIRCUIT, Aug. 29).

The code currently states that cigarette advertising "should not be presented in a manner to convey the impression that cigarette smoking promotes health or is important to personal development of the youth of our country."

The code authority was set to issue cigarette guidelines in 1964 but did not follow through when the tobacco manufacturers formed their own Cigarette Advertising Code. However, P. Lorillard left the CAC earlier this year when it wanted to introduce True cigarettes with references to tar and nicotine contents in the advertising and without disclaimers required by the cigarette code. The NAB code staff feels that there must be a code that will cover all the cigarette makers and the CAC no longer does that.

Also on the agenda will be a discussion of the new code of the Motion Picture Production Association and what relationship it has to the NAB code and broadcasting, and a reiteration of the code authority's position on piggyback spots for two unrelated companies. The code authority has maintained that the problem is an eco-

nomical one and does not fall into the area of "in the public interest." The average viewer, the staff feels, detects no difference between a piggyback for products of the same firm and one for unrelated organizations.

Age-Old ■ The time-standards problem is a continual one. It encompasses commercial time limitations, multiple-product spots, promos and billboards, and it is intertwined with the continuing study of how to reduce clutter. To this



Corinthian's Petersmeyer
"Something precious is at stake"

end the code authority this summer sent out 111 letters to stations, groups and networks asking for comments on the "so-called clutter problem." The letters were sent to members and nonmembers of the code to get views of a cross-section of the industry.

One of the respondents, Corinthian, came up with a detailed approach to the problem and will present it to the code board on Thursday. Corinthian's proposal would:

- Use the clock half-hour rather than the hour in determining total time allowances.

- Reduce total nonprogram time allowance from five minutes and 10 seconds per half-hour to four minutes and 12 seconds in prime time, and from eight minutes and 10 seconds per half-hour to seven minutes and 12 seconds in nonprime time.

- Limit the number of commercials within a program to four per half-hour in prime time and eight per half-hour in nonprime time.

- Limit the number of interruptions in a given program to three per half-hour in prime time and to four per half-hour in nonprime time.

- Reduce the length of the break in prime time from 70 seconds to 42 seconds and in nonprime time from 130 seconds to 80 seconds per half-hour.

- Revise the definition of a billboard and put a strict limitation on its use.

- Define credits and put a time limit on them.

- Add to the definition of multiple-product announcements.

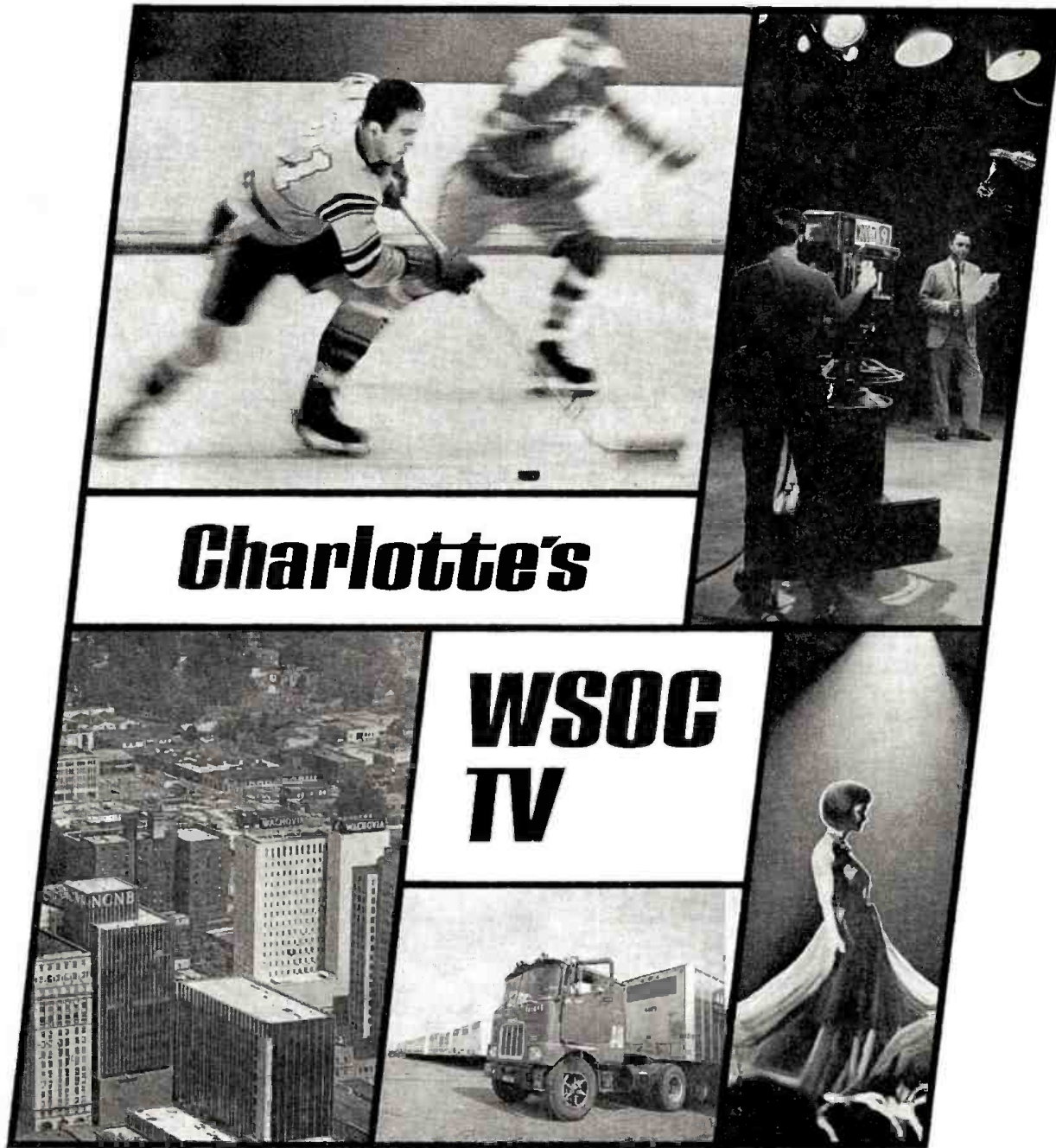
Integrity on the Line ■ In a letter to Mr. Bell, C. Wrede Petersmeyer, Corinthian president, called an updating of time standards one of the most critical issues facing the television industry today. "At stake is something that is very precious to our viewers and our advertisers as well as to ourselves: the integrity of our products," Mr. Petersmeyer wrote. "As broadcasters we have the primary responsibility of preserving and enhancing this integrity. If we don't no one else will."

"There have been other attempts to make progress in this area—most of them unsuccessful. In today's climate we think there is a very real opportunity to take a giant step forward."

Although it is not known just what steps the staff will recommend to reduce clutter, it is fairly certain that they will be aiming at the area of billboards. The present code language on billboards says they should be "confined to the sponsor's name, product and established claim or slogan." They are not allowed to "include a commercial message." But some industry observers feel they have, in fact, become five-second commercials.

One of Corinthian's proposals would

The action station in the action city!



Charlotte's

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HAVE YOU LOOKED AT CHARLOTTE LATELY? Cultural and sports center; industrial, distribution and retail sales leader of the Carolinas. Charlotte has highest family income of any metropolitan area in the Southeast—32% above U.S. average. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to tell you about our news, sports, children's and family-fare programming. For programs, participations, packages, we believe you will see that you'll do better in the Carolinas with 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; KTVU, San Francisco-Oakland; WTIC-TV, Pittsburgh.

RAR starts with roar

AM Radio Sales, New York, radio-station representation firm owned by Westinghouse Broadcasting Co., officially changed its name today (Oct. 3) to Radio Advertising Representatives. Along with the name change, the 15-year-old rep firm has designed a new logo. It also will not whisper the news. Among plans for promoting the event: "unusually styled" parties for client stations and advertisers at the La Fonda del Sol in New York and Pioneer Court in Chicago; the use of an elephant to proclaim "the biggest change in town" and newspaper and trade advertising along with a seven-week direct-mail campaign. RAR's client list: WBZ Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, wowo Fort Wayne, wcar Detroit, wlol Minneapolis, WIND Chicago and KXOK St. Louis. The firm has offices in Chicago, Detroit, San Francisco and Los Angeles in addition to New York.

ban "adjectives and adverbs describing the company or the product" in billboards and restrict them to "the name of the sponsor, the name of the product or products being advertised on the particular program and the fact that the program is being brought to the audience by the sponsor." The code staff is understood to be suggesting something along those lines and also along Corinthian's suggested reduction in the number of billboards.

Tightening Up ■ Corinthian's proposal would allow opening and closing billboards on programs of less than a half-hour where only one sponsor is involved; on programs of a half-hour with not more than two sponsors, and on programs of more than a half-hour with not more than three sponsors.

Another Corinthian proposal would limit credits on a program to 10 seconds for a half-hour show, 15 seconds for an hour program and 30 seconds on longer programs. In addition it would allow only one oral promo over the visual credits.

The present code language on credits simply calls for program content to be confined to elements that "entertain or inform the viewer and to the extent that titles, teasers and credits do not meet these criteria, they should be restricted or eliminated."

In the area of commercial definition Corinthian would also add the following language in describing an integrated commercial (two product announce-

ments that are counted as one spot): "The products or services are produced by the same company."

The reference is an obvious one to the latest problem facing reps and stations: the attempt of two unrelated firms to make a one-minute shared spot (BROADCASTING, Aug. 15 et seq.).

One network official who requested that the subject of the two-company spots be placed on the code board agenda, said he had no advice on the subject, only questions. Whether the code board could legally write any restrictions on such commercials seemed doubtful. One network representative said he'd been advised that antitrust problems might arise from such action.

Another network standards official felt there was a good deal of misunderstanding about what is meant by a two-company spot. He said there was a long tradition of accepting such business when it involved short-term premium promotions, such as in-store, two-product tie-in deals.

The code staff's position is still that this is a problem to be solved in the marketplace and not by industry standards.

Yankee broadcasts lose a 20-year advertiser

P. Ballantine & Sons, Newark, N. J., this season will end a 20-year association as broadcast sponsor of New York Yankees baseball.

Ballantine, through Sullivan, Stauffer, Colwell & Bayles, New York, paid an estimated \$1.3 million for one-third sponsorship of 1966 Yankee games on WPIX(TV) and WCBS, both New York, and on a 49-station radio network in New York, Pennsylvania, and several New England states. In addition, Ballantine sponsored Yankee games on weekends on a six-station TV network in New York and Connecticut.

Sources close to Ballantine said that neither the ratings of Yankee games nor the team's last-place position in the American League had any bearing on Ballantine's decision to drop sponsorship. A WPIX source said Yankees TV ratings were as high as in 1964 when they took the pennant. Compared to the New York Mets, however, the Yankees had somewhat lower ratings, he conceded. Other sources suggested Ballantine's decision might be part of a tightening of its advertising strategy.

The Yankees were said to be talking with other beer firms, including the F. & M. Schaefer Brewing Co. and Rheingold Breweries Inc., (sponsor of the Mets) both Brooklyn, N. Y., and with Anheuser-Busch in St. Louis, for 1967. The Tidewater Oil Co., Los Angeles, now a one-quarter radio-TV

sponsor of Yankee games, reportedly has renewed through Grey Advertising, New York, for next season. Other 1966 Yankee sponsors were: General Cigar Co. (one-quarter radio-TV), through Young & Rubicam, both New York; Atlantic Richfield Co. (one-third radio outside New York City), through N. W. Ayer & Son, both Philadelphia, and Allstate Insurance Co.'s (one-sixth TV), Skokie, Ill., through Leo Burnett Co., Chicago.

Agency man advocates two-company shots

A defense of the "shared minute" in television was voiced Sept. 30 before the Minnesota Broadcasters Association by Edward M. Stern, vice president-director of media, Foote, Cone & Belding, Chicago.



Mr. Stern

"I can't understand how any network or station can reasonably refuse to carry a combined shared minute featuring a promotion of

two related products" for different companies, Mr. Stern told the MBA in Duluth, Minn. "Putting together a minute selling Jell-O (General Foods) and Chiquita Bananas (United Fruit) makes a great consumer and advertising sense," he said.

All media have been carrying this kind of advertising for many years without any problem, Mr. Stern noted, asking: "Is it now being frowned on by the television medium simply because of the current high demand for television time?" Unless there is a better reason, Mr. Stern argued, "I would like to tell my friends on the television selling side that they are soon going to kill the goose that has been laying all those golden eggs."

Mr. Stern foresaw a bright future for radio despite television's competition since advertisers will need a broad range of communication carriers to reach the consumer in the "fierce competition" that is accompanying the rising living standard.

Rep appointments . . .

- WPHL-TV Philadelphia and WAKR Akron, Ohio: Regional Reps Corp., Cleveland.
- KBMT(TV) Beaumont, Tex.: Gill-Perna, New York.
- WGIL Babylon, WBZA Kingston and WNDR Syracuse, all New York: Eckels & Co., Boston, for New England.

*When you produce a commercial in color...
You want it shown in color!*

BIRMINGHAM'S WAPI-TV WHERE THE

COLOR IS!

The Finest Facilities for

- ★ Color Film
- ★ Color Slides
- ★ Color Video Tape
- ★ Color Film Processing
- ★ Local Live Color Coming Soon

BEST COLOR ADJACENCIES TOO!

CREAM OF NBC and CBS
Color Programs

channel
13
wapi-tv

Birmingham, Alabama

Represented nationally by Harrington, Righter & Parsons, Inc.



Features good for advertisers

BBDO study proves that movies have enduring value with viewers

Are feature films still a safe bet for the TV advertiser? Yes, says BBDO, the agency that last winter issued a report documenting film efficiency in terms of cost, the relative freedom of risk to the advertiser, and the favor they attract among young adults.

BBDO media officials in New York were asked by BROADCASTING to take another look at the report prepared by the agency's media and planning analysis section (BROADCASTING, March 7) in view of last week's developments in network feature film (see page 25).

Affirmed as still true are the following highpoints in the evaluation of network movies:

- Though the movies are good buys, they don't rerun well, losing relatively more audience than repeats of other programs (emphasis here was on summer repeats and not replays of classic films on an occasional basis).

- They are cost-efficient. From October 1965 to January 1966 the media

analysts computed cost-per-thousand ranging from \$3.59 to \$3.75, 10% to 15% lower than average costs.

BBDO officials said last week that what these figures pointed up was the favorable cost to advertisers—and that generally this situation prevails for network movies this season.

- Movies show no sign of audience saturation since increases in the number of features on network TV have not lowered the average rating.

At the time, BBDO had forecast that in the current, 1966-67 season, feature films, based upon past performance, would deliver a 30%-33% share of audience, and that cost-per-thousand homes would range from \$3.55 to \$4.80.

This, BBDO said, is being borne out, though the point can be sharpened to this extent: The share actually should be in the 30%-35% range; closer to 35% in the first third of the season, dropping to about 33% in the middle of the season (since there's tendency to move up the best audience getters to the initial thrust of a new season) and down to about 20% or 30% in the summer period.

Some of the earlier blunt conclusions BBDO had reported now are being qualified. For example:

It's not quite the pattern that network movies in attracting a "premium" audience of young adults lure more viewers in this category than any other program type, as the report had indicated.

BBDO officials point up that there

are indeed some show staples that can do better with young adults, among them several programs with a secret agent or science fiction background.

Also discarded was the earlier assertion that motion picture audiences tend to build up during the program with the first half hour not the best segment. There's too much of "it depends" on this one and, in some cases, there's just the reverse type of interest and still other situations where viewer sampling occurs mostly in the first half-hour.

So, overall, say these BBDO people who watch movies more by the numbers than as home viewers, movies are still virtually a "dream buy" for advertisers.

Clyne steps down; Gillette leaves C-M

The Clyne Maxon agency will give up an estimated \$17 million in Gillette billings on Jan. 1 and at the same time take on a new president.

Forrest F. Owen Jr., regional manager of BBDO's Chicago office, will take over the presidency from C. Terence Clyne, who is resigning the office because of "personal health considerations."

Mr. Clyne will retain his titles of chairman of the board and chairman of the executive committee at CM. He is withdrawing as supervisor of Gillette

\$3.6 million TV campaign: coffee as a 'think drink'

Coffee as far back as the Boston Tea Party has served North Americans as a staple beverage. But in the last decade, younger coffee drinkers, between the ages of 17 and 25, have steadily declined in number.

The International Coffee Organization is attempting to draw back the youth with a \$5.5 million promotion drive in the U. S. and Canada. The message to young people is that coffee is a "think drink." ICO's budget will put almost \$3.6 million into U. S. TV and \$225,000 in Canadian TV (BROADCASTING, Sept. 26). Other ICO promotional drives are underway for 10 more countries. ICO represents 23 importing countries and 35 exporting nations.

The overall spot and network TV campaign in North America is being directed by McCann-Erickson, New York. Foreign campaigns are supervised from ICO's London offices by



various promotion committees.

For its U. S.-Canadian promotion, ICO is scheduling six different commercials in network and spot TV markets. The U. S. spot portion (\$2,580,000), which begins Oct 17, will continue for 23 weeks in 14 top markets. Starting in January, ICO will sponsor seven ABC-TV shows for \$1 million, all carried on affiliate

stations east of the Mississippi. The shows are: *Iron Horse*, *Combat*, *Hawk*, *12 O'Clock High*, *Time Tunnel*, *Shane* and *Wide World of Sports*.

In Canada, ICO has already begun its campaign with carryover funds from an earlier promotion, with the budget almost equally divided between an 11-market spot TV campaign and network TV.

McCann-Erickson has developed two TV commercials with touches of humor. The agency is also planning a test radio campaign in Pennsylvania, which if successful will be broadened to other states with ICO funds totaling \$200,000. The radio theme (not a "think drink" format) will emphasize dramatic music with an original beat and tempo rendered by a small group of young musicians. This music will be promoted with cooperation from disk jockeys across

products. At the same time three members of the agency have been elected vice presidents: Dorothy Adams, Ed Griswold and Hal Strauss. Coincident with executive realignment are the following new agency account assignments:

- Approximately \$10 million in billings to Clyne Maxon's corporate parent BBDO for Right Guard deodorant, Foamy shaving cream, Sun Up after shave and cologne, and Sun Up gift sets.

- About \$7 million in additional billings to Doyle Dane Bernbach and Jack Tinker & Partners.

DDB gets Gillette's Heads Up hair dressing and Lady Gillette shaving products, and Tinker is assigned the Tech-matic razor.

S. Warner Pach, president of Gillette Safety Razor Co., said the changes had been precipitated by two factors: Mr. Clyne's decision to take a less active role in agency management and the fast expansion of Gillette's shaving and grooming products business.



Mr. Clyne



Mr. Owen

the country. The music will be underscored with talk about coffee.

Thoughtful Mug ■ Each TV message will feature a sort of fillip at the end, showing a coffee mug with a carved-in "contemplative" face. The mugs filled with coffee will show different faces in the six TV commercials. A local sales promotion of the mugs may be introduced during the campaign.

One TV commercial focuses on a young man "deep in thought." The viewer remains unaware of what occupies his mind. Then another male youth is shown, also in a studious mood. The first youth reappears, and as he drinks coffee his eyes light up. His problem: the first move in a game of chess. Another TV message shows a young couple looking in a used-car lot for the right car. Bewildered, they leave the lot to have some coffee and return to buy a motor bike. More commercials are planned to convey the impression that young people go away "smarter" after having some coffee.

The dimensional thrust of GM

C-E's Porter explains criteria that shape auto maker's ad strategy

The psychological "market of the mind" will be one of the most competitive battlefields for advertisers in the years ahead. And specialized and unique media combinations will be needed to win them.

That is the gist of what Arthur A. Porter, senior vice president and director of media for Campbell-Ewald Co., discussed last week in a talk before the Southern California American Association of Advertising Agencies. It is still another piece of the long-range comprehensive advertising effectiveness program of General Motors which Campbell-Ewald has been using to help get the most mileage for the money in broadcasting and other media buys for Chevrolet.

For about the past two years various aspects of the GM ad effectiveness study have been implemented by agencies servicing the giant auto firm's accounts. Broad outlines of the program have been explained earlier by Gail Smith, general manager of advertising and promotion for GM.

"There are three key dimensions to media planning today," Mr. Porter explained. "The first two involve geography — coverage and penetration through the use of national and local media," he explained.

Deciding Factors ■ "The third dimension, a crucial one, concerns the geography of the mind," he said. "This dimension puts an additional layer of weight against markets with common interest," he said, explaining that these may be ethnic, occupational, religious, cultural and so forth.

"In some cases these markets consist of certain age groups which must be approached differently both for the advertising message and the medium that carries it," Mr. Porter said. One example might be the use of selected rock 'n' roll radio stations to reach the highly important younger age groups, he said.

Mr. Porter noted that national media usually are considerably more cost-efficient than local media so are necessary for the great reach and broad impact. However national media circulations "tend to pile up relatively more heavily in middle-size and smaller markets and less heavily in the large metro

markets," he said. For this reason, he explained, "We use local media to step up our entire effort but also to equalize our total advertising weight so that we are not under-advertising in big markets and over-advertising in the smaller ones."

This is where the computer comes into play, Mr. Porter said. "We have to look at individual markets and analyze them in terms of their size, the sales of our product, the sales trends of our product, the sales and sales trends of our competitors," he said.

Full Focus ■ "We have to have a precise picture of the circulation fall-out from our national plan into individual local markets," he explained. Then at this point, he said, "we are ready, based on adequate information to make recommendations regarding the use of local media on a market-by-market basis."

While this explains in brief how media planning is done for national and local media or the first and second dimensions, Mr. Porter indicated, the process becomes even more complex for the third dimension or the special interest "market of the mind." One obvious example here would be the adding of schedules on the important Negro radio stations in many key markets in which Negro populations are concentrated.

Mr. Porter recognized that in buying the more specialized media the cost-per-thousand for circulation as well as other costs such as special ad production will be higher. But when appeals pay off in especially good prospects and higher sales, he said, the advertiser can well afford them.

Big food firm plans accent on local TV

Nalley's Inc., Tacoma Wash., a major food processor that distributes more than 200 products in western U. S. and Canada, is turning to spot television for the first time. The food marketer begins an extensive new campaign Oct. 10 featuring a new corporate logo, a new advertising slogan, a new agency and an entirely new media strategy.

The thrust of Nalley's approach is to concentrate exclusively on spot television. Previously, Nalley's advertising went mostly to print, outdoor and radio.

Spot TV will provide maximum flexibility in product scheduling and seasonal emphasis, it was said. Nalley's TV schedule is designed to provide year-round advertising continuity and includes a basic line-up of 39 stations in 22 markets. Maximum use of dual-product piggyback spots is planned.

All commercials will carry a newly



Pass the ammunition

If stations can use air tapes to sell their wares to agencies, why can't an aggressive young broadcast-oriented agency use tapes to show its current commercial expertise to prospective clients? The answer is obvious to Chicago's Stern, Walters & Simmons. Here (l to r) Gerald J. Stern, agency president, gives briefcase "ammunition" to Lee J. Walters, executive vice president; Norman Goldring, senior vice president, and Herschell Goodman, vice president. Agency's other key executives got tape reels too.

designed stylized casserole logo with the tag line: "Good Things are Cookin' at Nalley's." The advertiser's overall marketing territory embraces Washington, Oregon, Utah, Idaho, Montana, Wyoming, Alaska, Hawaii and a portion of Western Canada. In addition, Nalley's for the first time will concentrate heavy advertising appropriations in the California market. This move is the result of the company's rapidly expanding distribution and sales in that state.

Nalley's which has grown from a modest-sized, one-product operation 50 years ago, last May became a division of W. R. Grace Co., New York, a diversified chemical and shipping line company. Subsequently it appointed Carson/Roberts/Inc., Los Angeles, to handle its advertising. In 1965, through Foote, Cone & Belding, San Francisco, Nalley's had total media expenditures of about \$1.2 million, less than half of which went to spot TV.

Business briefly . . .

Parker Brothers (games) Salem, Mass., through Badger, Browning & Parcher, Boston, will launch the biggest fall-winter advertising campaign in its 83-

year history. Campaign will include 10,000 TV and 3,500 radio spots in 51 markets, starting around Thanksgiving Day.

Family Finance Management Corp., Miami, through Hodes-Daniel Co., Mount Vernon, N. Y., will enter TV with spot buys in 15 major markets on 18 stations in a three-month build-up to the borrowing-peak holidays.

Florida Citrus Commission, Lakeland, Fla., through Lennen & Newell, New York, and **Revlon Inc.**, through Grey advertising, both New York, have purchased time in NBC-TV's *The Frank McGee Report*, *Laredo* and *Saturday Movie*. Florida Citrus will also be in seven other NBC-TV series: *Tuesday Movie*, *Daniel Boone*, *Star Trek*, *Tarzan*, *Man from U.N.C.L.E.*, *Flipper* and *Please Don't Eat the Daisies*. **Beecham Products Corp.**, Clifton, N. J., through Kenyon & Eckhardt, New York, will participate in *Tarzan*.

Political shows set by CBS-TV and sponsors

A series of six shows on the parties, candidates and issues of the November election, including a one-hour color special, was announced last week by CBS News.

Sponsoring this series, and CBS-TV's election night coverage, as well, will be American Motors, through Benton & Bowles; Institute of Life Insurance, through J. Walter Thompson; Koratron Inc., through McCann-Erickson; the Carnation Co., through Erwin Wasey, and the Magnavox Co., through Kenyon & Eckhardt.

CBS-TV will broadcast half-hour shows on the two parties and the issues on consecutive Sundays, 6-6:30 p.m., starting Oct. 9; on party prospects Nov. 1 (10-10:30 p.m.), and a preview of election night coverage Nov. 6 (10:30-11 p.m.). The hour color special *Who Pays for Politics?* is scheduled for 10-11 p.m. Oct. 25.

Commercials in production

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

C. Schmidt & Sons Inc., Philadelphia (Schmidt's beer); two 60's, one 20 for TV, on tape, color. Gerry Mullins, production manager. Agency: Ted Bates & Co., New York. Grant Tyler, agency producer.

Ford Motor Co., Dearborn, Mich. (Thunderbird); one 90, one 60, one 20 for TV, on tape, color. Gerry Mullins, production manager. Agency: J. Walter Thompson, Detroit. Bernie Jones, agency producer.

Atlantic Richfield Co., Philadelphia (contest); two 60's for TV, on tape, color. Gerry Mullins,

production manager. Agency: N. W. Ayer & Son, Philadelphia. Bill Healion, agency producer.

Procter & Gamble, Cincinnati (White Cloud tissue); one 60 for TV, on tape. Gerry Mullins, production manager. Agency: Dancer-Fitzgerald-Sample, New York. David Davidow, agency producer.

Richmond Gas Utility, Richmond, Va. (gas service); four for TV, on tape. Gerry Mullins, production manager. Agency: Robert Kline & Co., Richmond. William Moore, agency producer.

Pittsburgh National Bank, Pittsburgh (services); four for TV, on tape, color. Gerry Mullins, production manager. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Richard Ricci, agency producer.

Studio Associates International Inc., 404 Fifth Avenue, New York 10018.

Seabrook Farms Co., Seabrook, N. J. (frozen foods); two 60's, five 10's for TV, live on film, color. Mike Kraft, production manager. Agency: Fuller & Smith & Ross, New York. Lou Hildebrand, account executive. John Elliott, agency producer.

Royal Crown Cola, New York bottlers (Royal Crown); one 20, one 10 for TV, live on film. Mike Kraft, production manager. Agency: D'Arcy Advertising, New York. Barry Lisee, agency producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Bristol-Myers Co., New York (Ban); one 60 for radio, jingle. Charles Barclay, production manager. Agency: Ogilvy & Mather, New York. Jack Silverman, agency producer.

Another division for Interpublic

The Interpublic Group of Co.'s has formed a new division called the Market Planning Corp. to oversee nine company units concerned with communications and marketing.

O. G. Kennedy, vice president of Champion Papers, has been elected president of the new division. Market Planning will have headquarters in New York City.

Companies falling under the Market Planning umbrella include Product Development Workshop, which advises clients on new products and "rejuvenation of products," and Applied Science Group, active in computer program development and simulation and model-making programs for media selection and various marketing needs.

Also in the Market Planning division is the Institute of Marketing Communications which studies new marketing techniques and brings together advertising and marketing executives with representatives of the academic community. The other units under the Market Planning wing are Corporate Expansion Services Inc., Fashion International, International Business Relations, McDonald Research, New Dimensions in Color and Publications Division.

We've always been radio advertising representatives.

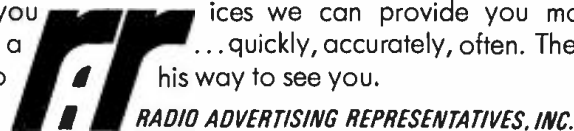
You just couldn't tell by our old name.



We have to admit it
sounded a little misleading.

Our old name was AM Radio Sales Co. It was a good name. Only it didn't describe the business we're in. So we changed it to Radio Advertising Representatives, Inc. The only thing our new name doesn't tell you about us is the selling opportunities we offer on a limited and selected list of outstanding radio

stations in key markets. We have the facts and special findings about these markets, their stations, and the people who listen to them. By concentrating our services we can provide you more information . . . quickly, accurately, often. The RAR man is on his way to see you.



REPRESENTING: WBZ, BOSTON WINS, NEW YORK KYW, PHILADELPHIA KDKA, PITTSBURGH WCAR, DETROIT WQOW, FORT WAYNE WIND, CHICAGO WLOL, MINNEAPOLIS KXOK, ST. LOUIS
RAR OFFICES IN NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

Overmyer signs key Coast outlet

KHJ-TV to be new network's key in Los Angeles;

feeding of Las Vegas late show begins next April

The Overmyer television network took a convincing step closer to being more than an ambitious projection last week when it signed KHJ-TV as its Los Angeles outlet. The affiliation was announced at a Hollywood news conference by Daniel H. Overmyer, chairman of the board, and Oliver E. Treyz, president.

There were indications that the arrangement with KHJ-TV, one of the RKO General Inc. group of six owned television stations, was worked out after Overmyer had held similar negotiations with other stations in the Los Angeles market. A report, however, that KBSA-TV Guasti, Calif. would become the network's key West Coast station (BROADCASTING, Sept. 26) proved erroneous.

It was reported at the news conference that the newly chosen Los Angeles affiliate also will originate programming for the Overmyer-owned stations in Atlanta, San Francisco, Toledo, Pittsburgh, Rosenberg (Houston), Tex., and Newport (Cincinnati), Ky., as well as for potential affiliates in other markets.

WPXI-TV New York, will be the East Coast outlet for the developing national network system.

Mr. Overmyer and Mr. Treyz outlined some specific programming and op-

erational plans for the network. The Overmyer Network, or ON as it's being called, plans to start broadcasting next April 3 with a nightly two-hour variety show from Las Vegas and will follow this initial effort with 56 hours of network programming a week, now scheduled to begin on the first Monday after next Labor Day. Mr. Overmyer reported that 75 stations of the some 100 contacted—many of them already affiliates of other networks—have verbally agreed to carry the Las Vegas show. By the time the show goes on the air the network hopes to have at least 100 affiliates lined up (CLOSED CIRCUIT, Sept. 19).

Expenditures for the Las Vegas show will be almost \$140,000 a week, \$93,000 in above-the-line costs for talent and \$45,000 in below-the-line costs. Personalities such as Bob Newhart, Alan King and Bob Crane (although nobody as yet has been signed) are expected to be hosts for the program, with each master of ceremonies working for a two- or three-week stretch. The Overmyer Network has reached agreement with 11 Las Vegas hotels to tape the shows in their main showrooms from 1 to 3 p.m. daily for broadcast in the evenings. Each show will be

specifically produced for television.

Developments ■ In other program developments, the network plans to produce programs based on stories from the Bible, probably in animated form, and others based on tales from great books. It also was indicated that one of the first events of the fall schedule next year will be telecasts of Continental Football League games. The network will arrange interconnections for such major sports events on a city-by-city basis.

ON will spend at least \$10 million in program development and for technical and administrative costs by the April 3 starting date. Still, the network is prepared to commit \$100 million to make its operation feasible and successful and plans to spend \$4 million a month after the start of operations to keep the enterprise going.

There were further indications that the network may be doing feature film programming and carry major-league soccer telecasts. Mr. Overmyer acknowledged that the company has an option on some 200 foreign films but cautioned that they are uncut and may not be suitable for television audiences in their present condition.

While in Los Angeles, Mr. Overmyer and Mr. Treyz conferred with television producers and packagers in hopes of futher their programming plans. They were accompanied by the other members of the network's charter staff: Lewis Marcy, executive vice president; Thomas J. McMahon, vice president and director of sports; Edward Eadeh, director of market research; Charles W. Shoop, manager of long lines; and Lemuel B. Schofield II, general counsel. Highlight of the trip was a gala reception for some 400 motion-picture and television executives, performers and news media given by the network.

USIA buys Wadsworth's book—at half price

FCC Commissioner James J. Wadsworth's book, *The Glass House*, has turned up on a list of 43 books and manuscripts that the U.S. Information Agency disclosed it subsidized in 1965 for \$99,126 in its effort to influence public opinion abroad.

USIA Director Leonard Marks reversed a long-standing agency policy to make the list public during a House Appropriations subcommittee hearing earlier this month. The transcript of the closed-door hearing was released last week.

The books receiving government support are commercially published and sold. There is no indication to the reader of the government's participation.

Mr. Marks said the books are

distributed overseas "to tell a story" but that the agency doesn't "hire" writers. He said it merely makes known its willingness to purchase a certain number of copies if a book on a certain subject is published.

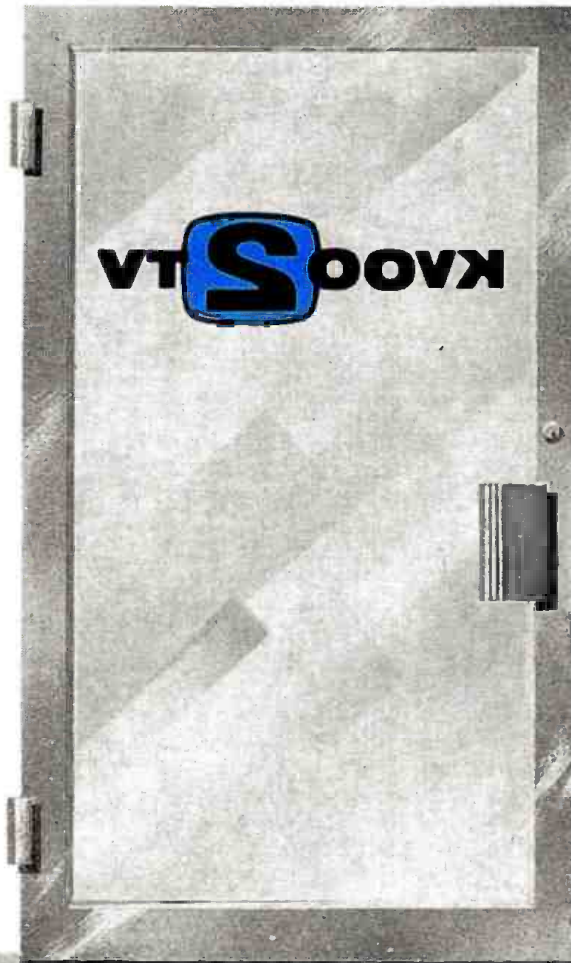
Commissioner Wadsworth's book, published by Frederick L. Praeger Inc., N. Y., is based on his eight years at the United Nations, where he represented the U.S. for seven years as a deputy representative and for his last year, 1960-61, as permanent representative. Primarily, the book discusses the workings of the world organization.

Commissioner Wadsworth said USIA purchased 2,500 copies of the book which sells for \$4.95—at half price. He indicated he didn't regard the purchase as much of a subsidy.

FCC clears merger of Natco-Polaris

The FCC has approved the sale of three station properties from Polaris Corp. to Natco Communications Inc., opening the way for the consummation of the merger of Polaris into Natco Corp., whose president is J. B. Fuqua, Augusta, Ga. The transaction was closed last Friday (Sept. 30).

The commission's action, announced last week, involves KXOA-AM-FM Sacramento, Calif.; WTVW-TV Evansville, Ind., and KTHI-TV Fargo, N. D. Approval of the transfers was on a 4-to-1



“Who’s Behind Tulsa’s Craze for **Color**?”

KVOO-TV, that’s who! 99% color, 5:30 p.m. ’til midnight! (including local live color,) keeps the color boom booming in Tulsa. But, unlike the turtle and the hare . . . we’re still running the race.

KVOO 2 TV 
TULSA

Represented by  *The Original Station Representative*



Meanwhile, who was watching the store?

The biggest collection of broadcasting brass to be recently assembled anywhere showed up in New York at the Sept. 23 Newsmaker Luncheon of the International Radio and Television Society honoring FCC Chairman Rosel H. Hyde (BROADCASTING, Sept. 26). The head tables alone seated this array:

FRONT ROW (l-r): Vincent T. Wasilewski, National Association of Broadcasters; Daniel H. Overmyer, Overmyer Network; Stephen B. La-

bunski, NBC Radio; John P. Cunningham, Cunningham & Walsh; Thomas W. Moore, ABC-TV; Ben S. Gilmer, AT&T; James J. Wadsworth, FCC; John P. Fraim, MBS; Neal W. O'Conner, N. W. Ayer & Son; Jack Schneider, CBS Broadcast Group; Kenneth A. Cox, FCC; Leonard Goldenson, ABC Inc.; Walter D. Scott, NBC; FCC Chairman Hyde; Thomas McDermott, N. W. Ayer, president of IRTS; Frank Stanton, CBS Inc.; Harold Geneen,

IT&T; Lee Loevinger, FCC; Julian Goodman, NBC Inc.; Archibald McG. Foster, Ted Bates; John T. Reynolds, CBS-TV; Don Durgin, NBC-TV, John F. Dille Jr., Communica Group of Indiana and NAB; Simon B. Siegel, ABC Inc.; Arthur Hull Hayes, CBS Radio; Elmer W. Lower, ABC News; Robert Hurleigh, MBS; John F. White, National Educational Television, and Richard E. Bailey, Sports Network.

SECOND ROW (l-r): R. W. Wel-

vote, with two commissioners not present. Voting for the transfers were Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth Cox. Commissioner Nicholas Johnson concurred. Dissenting was Commissioner Robert T. Bartley. Commissioners Lee Loevinger and James J. Wadsworth were not present.

Just the week before, a majority of the stockholders of Natco Corp. and of Polaris Corp. had approved the merger plan (BROADCASTING, Sept. 26). This calls for Polaris's 2,600 stockholders to receive about \$3.8 million of Natco Corp. convertible preferred stock on the basis of one share of Natco Corp. convertible preferred for each 25 shares of Polaris common. Natco Corp. is also assuming about \$3 million of Polaris's debts. Fuqua Industries Inc. controls Natco Corp., a diversified company principally engaged in the manufacture of structural clay products. Mr. Fuqua is 100% owner of Fuqua Industries.

In addition to the Sacramento, Evansville and Fargo stations, Natco Communications Inc. will include WROZ

Evansville, now personally owned by Mr. Fuqua. Mr. Fuqua will receive 22,000 shares of Natco Corp. common stock for WROZ. Natco Communications will also include WTAC Flint, Mich., bought from Gene Milner for \$900,000 only last August.

Fuqua Industries owns, and will continue to own in its own name, WJBF (TV) Augusta, Ga., and KTVE El Dorado, Ark. (Monroe, La.).

Before the merger could be formally consummated, several other Polaris stations had to be sold. Already transferred with FCC approval are KCND (TV) Pembina, N. D. (Winnipeg, Manitoba) to McLendon Stations on a lease-purchase basis (\$850,000 for 68 months with option to buy at \$500,000); WFIA Louisville, Ky., to Edwin Tornberg and associates for \$258,000 lease plus option to buy; and KPLS Santa Rosa, Calif., to Joseph Stampler, former vice president-general manager of Polaris's broadcast division, for \$120,000.

Additional Properties — Polaris, which was headquartered in Milwaukee, was formerly engaged in a widely divers-

fied line of businesses. In the past two years, however, Polaris has disposed of many of its activities. In addition to the broadcast properties, Natco is acquiring from Polaris a leasing company and an extensive warehousing business, as well as commercial real estate in several states.

The president of Natco Communications Inc. is Thomas J. Hennessy, executive vice president of Fuqua Industries and formerly vice president-general manager of WJBF. James A. Goese, former financial vice president of Polaris, has joined Natco Corp. as vice president and will be vice president and treasurer of Natco Communications.

Natco Corp. closed at 19½ on the New York Stock Exchange last Thursday (Sept. 29).

WTWV began broadcasting in 1956 on channel 7 and is affiliated with ABC. KTHI-TV began in 1959 on channel 11 and also is affiliated with ABC. KXOA was founded in 1945 and operates full-time on 1470 kc with 5 kw days, 1 kw nights. KXOA-FM is on 107.5 mc with 12.5 kw. WROZ, founded in 1936, is fulltime on 1400 kc with 1 kw days,



pott, NBC; Hathaway Watson, RKO General Broadcasting; Theodore F. Shaker, ABC-TV; Lawrence Rogers, Taft Broadcasting Co.; J. Leonard Reinsch, Cox Broadcasting Corp.; Ward L. Quaal, WGN Continental Broadcasting Co.; Weston C. Pullen Jr., Time-Life Broadcast Inc.; D. L. Provost, Hearst Radio; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Harold Neal, ABC; Thomas S. Murphy, Capital Cities Broadcasting Corp.; John T. Murphy, Avco Broadcasting Corp.; Clair R. McCollough, Steinman Stations; Merle S. Jones, CBS-TV; Frank P. Fogarty, Meredith Broadcasting Co.;

Robert A. Dreyer, Metromedia Inc.; Gardner Cowles, Cowles Communications Inc.; Roger W. Clipp, Triangle Stations; Jack N. Berkman, Rust Craft Broadcasting Co., and (behind him) Gene Autry, Golden West Broadcasters.

TOP ROW (l-r): John Kiermaier, WNDT(TV) Newark N. J.-New York; Fred M. Thrower, WPIX(TV) New York; Edward P. Shurick, Station Representatives Association and H-R Television; Howard S. Meighan, IRTS; Jack McQueen, Foote, Cone & Belding; Lester W. Lindow, Association of Maximum Service Telecasters; Sydney M. Kaye, Broadcast

Music Inc.; Julie Chase Fuller, WTAG Worcester, Mass., American Women in Radio and Television; Frederick W. Ford, National Community Television Association; Sam Cook Digges, CBS Films; Miles David, Radio Advertising Bureau; Roy Danish, Television Information Office; Norman (Pete) Cash, Television Bureau of Advertising; Royal E. Blake-man, National Academy of Television Arts and Sciences and Telecast Enterprises Inc.; Howard H. Bell, NAB Code Authority, and Peter W. Allport, Association of National Advertisers. The luncheon was held in the Ballroom of the Waldorf Astoria.

250 w nights.

Mr. Fuqua put WJBF on the air in 1953 on channel 6; it is affiliated with NBC and ABC. He bought KTVB in 1963 for \$650,000 from Veterans Broadcasting Co., a Rochester, N. Y., group, owning over 80% and William H. Simon, owning less than 20%. KTVB began broadcasting in 1955 and is on channel 10, with both ABC and NBC affiliation.

Programs shaping up for NAB regionals

More names have been added to the list of participants at the National Association of Broadcasters regional conferences which open next Thursday and Friday (Oct. 13-14) in Dallas.

Television broadcasters at the afternoon TV session will get a chance to hear how a panel of station executives would solve problems that could face many stations. Participants will include:

Charles L. Brooks, KRGV-TV Weslaco,

Tex.; Ray F. Herndon, KMID-TV Midland, Tex., and Roy Bacus, WBAP-TV Fort-Worth-Dallas, in Dallas.

Lloyd E. Cooney, KIRO-TV Seattle; Louis S. Simon, KPIX(TV) San Francisco, and Burton B. LaDow, KTVK(TV) Phoenix, in San Francisco (Oct. 17-18).

Paul Blue, KLZ-TV Denver; Rush K. Evans, KKTU(TV) Colorado Springs, and Joseph S. Sample, KOOK-TV Billings, Mont., in Denver (Oct. 20-21).

William J. Hart, WILX-TV Onondaga, Mich.; Don Fuller, WSJV(TV) Elkhart-South Bend, Ind., and Thomas L. Young, KWVL-TV Waterloo - Cedar Rapids, Iowa, in Minneapolis (Oct. 24-25).

An added starter at the afternoon radio session will be William D. Greene, CBS/FM, New York. He will participate in the Dallas and Minneapolis sessions on programing an FM operation. The topic is based on the FCC's order for 50% nonduplication of commonly owned AM and FM outlets in the same market of over 100,000 population.

The other regional meetings will be in St. Louis (Nov. 10-11), New York

(Nov. 14-15), Charlotte, N. C. (Nov. 17-18), and Jacksonville, Fla. (Nov. 21-22).

Expansion-remodeling underway at KABC

The first phase of a projected \$1-million expansion-remodeling program at KABC Los Angeles got underway last week. A groundbreaking ceremony was held at ABC's Radio Center (Sept. 29), with construction beginning immediately afterwards. The ceremony was attended by civic leaders and ABC network officials.

The expansion-remodeling project is specifically aimed at more than doubling the existing ABC Radio Center structure which fronts on La Cienega Boulevard. Besides being the home of the ABC owned KABC, the building will be headquarters of ABC Radio's Western division.

Construction of a new one-story addition to the current building is the



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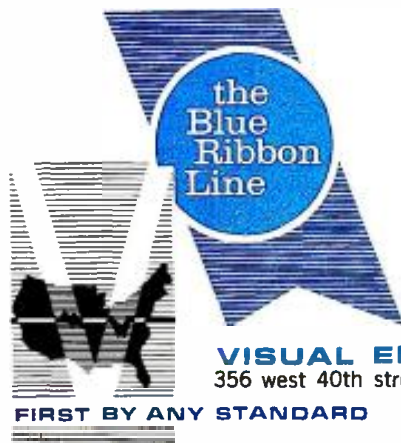
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first phase of the over-all plan and is expected to be completed in six months. Phase two, taking three months, will involve the installation of all electronic and telephone equipment and transmitters. The last phase will consist of the renovation of the present building.

The one-story addition being built will house all operational facilities, including six control rooms, seven studios, two recording rooms, a central control and taping area, an editing and assembly room, plus the KABC and ABC Radio network news departments.

After it's renovated, the existing building, also one story in height, will house administrative, sales and service personnel. A new lobby, new executive offices and a new conference room will be provided by the renovation.

Hearing ordered on Eaton acquisition

Richard Eaton, the multiple-station owner whose record includes a long list of violations of the FCC's technical rules, faces a hearing in connection with his plans for purchasing KTRG-TV Honolulu.

The commission last week designated

for hearing the application for assignment of the station's license from Hawaiian Paradise Park Corp. to Mr. Eaton's Friendly Broadcasting Co. (CLOSED CIRCUIT, Aug. 22). The purchase price is \$550,000.

Mr. Eaton's plans for transforming the station into a Japanese-language outlet as well as his past record constitute the basis for the commission's action. The commission vote was 5 to 1, with Chairman Rosel H. Hyde the lone dissenter, and Commissioner Robert E. Lee absent.

Commissioner Nicholas Johnson concurred in the result but issued a statement dissociating himself from the foreign-language issue. He feels the questions raised by that matter should be dealt with in a policy statement.

The commission wants to determine in the hearing the adequacy of the survey of community needs made by Mr. Eaton and whether the survey supports the plan to switch to Japanese-language programming.

The commission also wants to determine the adequacy of Mr. Eaton's proposed means for controlling and supervising operations at the station—6,000 miles from his home base of Washington. Over the years Mr. Eaton, who owns 14 AM, FM, and TV stations has been fined, given short-term license renewals and forced to undergo license-

renewal hearings on a host of technical-rule violations. In many cases, the commission charged him with inadequate supervision of his stations.

More From Johnson ■ Commissioner Johnson, who joined the commission July 1, provided in his concurring statement another dimension of his view that the commission should attempt to deal with issues in their "total context" (BROADCASTING, Aug. 29). He would extend that approach to programming.

He said the commission should not deal with the question of foreign-language programming on a case-by-case basis. "To require the applicant to answer these questions [concerning Japanese-language programming] in the absence of any rationally articulated guiding statement of general policy from the commission seems to me highly inequitable if not, indeed, impossible," he said.

He noted that the conflicting considerations raised by such programming—whether it may constitute an invaluable service to large groups of people or possibly be a divisive force in a community—are "subject more to instinct than to empirical analysis."

Changing hands . . .

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

■ **WWIL Fort Lauderdale, Fla.:** Sold by William A. Roberts and family to group headed by Gene Milner, former owner of WTAC Flint, Mich., for consideration in excess of \$400,000. Mr. Roberts is Washington attorney and bought station in 1960 for \$400,000. WWIL, founded in 1955, operates fulltime on 1580 kc with 10 kw day, 5 kw night. WWIL-FM went on air in 1959 on 103.5 mc with 33 kw. Broker: Chapman Co.

■ **WCSM-AM-FM Celina, Ohio:** Sold by WCSM Radio Inc. to Central Broadcasting Corp. for \$157,000. Central Broadcasting, whose president is Lester Spencer, is licensee of WKBY Richmond, WBAT Marion and WBW Bedford, all Indiana. WCSM Radio is owned by Marshall Rosene (50%), Richard Hunt and Oscar Baker (25% each). WCSM, founded in 1963, operates daytime only on 1350 kc with 500 w. WCSM-FM, founded in 1965, is on 96.7 mc with 3 kw. Broker: Blackburn & Co. (corrected item).

■ **WLEF Greenwood, Miss.:** Sold by William E. Hardy to Mrs. Kathleen Stutts for \$71,000. Mrs. Stutts and her husband have CATV interests, and Mrs. Stutts on Sept. 9 received FCC approval for her purchase of WRWJ Selma, Ala. WLEF operates on 1540 kc with 500 w daytime. Broker: Chapman Co.

APPROVED ■ *The following transfers of station interests were approved by the*

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FCC last week: (For other commission activities see FOR THE RECORD, page 75.)

- **WKRK-AM-FM-TV Mobile, Ala.:** Fifty percent sold by Mobile Press Register Inc. to Kenneth R. Giddens for \$2,250,000 (see below).
- **KXOA-AM-FM Sacramento, Calif.;** **WTWV(TV) Evansville, Ind.;** **KTHI-TV Fargo, N. D.:** Control transferred from Polaris Corp. to Natco Communications Inc. (see page 36).

Smith-Sheridan moves become official at FCC

The changeover in the office of the FCC's Broadcast Bureau chief formally occurred last week, with George S. Smith moving in, and James B. Sheridan moving out.

Mr. Smith's appointment, announced by the commission last month, became effective Sept. 25 following clearance by the Civil Service Commission (CLOSED CIRCUIT, Sept. 26).

The Civil Service Commission at the same time approved the appointment of Mr. Sheridan as special consultant to the commission. His first assignment involves the use of domestic communications satellites in broadcasting.

Mr. Smith, who had been legal assistant to Commissioner Robert E. Lee since 1962, moves up in grade from a GS 15 to GS 18, the highest civil-service rank, and in pay from \$19,371 annually to \$25,890.

Mr. Sheridan drops back in rank to the top pay step of a GS 16, but his annual salary is virtually unchanged—\$25,435. He has been with the commission since 1941 and had been bureau chief since January 1963.

In accordance with a practice now followed in connection with the appointment of government workers to so-called supergrades—of GS 16, 17 and 18—Mr. Smith was invited to the White House for an informal meeting with presidential aides. He attended as one of a group of some dozen government employees.

Giddens authorized to take over in Mobile

The acquisition of 100% ownership of WKRK-AM-FM-TV Mobile, Ala., by Kenneth R. Giddens was approved last week by the FCC.

Mr. Giddens, who owned 50% of the stations, bought the other 50% from Mobile Press Register Inc. for \$2,250,000.

Fifty-three percent of Mobile Press

Register Inc. is being sold to S. I. Newhouse (BROADCASTING, July 4), publisher of one of the largest chains of newspapers in the U. S. and also a group broadcast owner, at a price said to range between \$16 million and \$18 million. As a preliminary to closing this sale, Mobile Press Register Inc., which publishes the *Mobile* (Ala.) *Press and Register* and the *Pascagoula* (Miss.) *Press and Chronicle*, sold its 50% interest in the stations to Mr. Giddens.

WKRK, founded in 1946, operates fulltime on 710 kc with 1 kw day and 500 w night. WKRK-FM, founded in 1947, is on 99.9 mc with 100 kw. WKRK-TV, which began operation in 1955, is on channel 5 with 100 kw visual and 20 kw aural.

Mr. Giddens is president of the licensee corporation, WKRK Inc.

Friendly to keynote NAEB convention

Fred Friendly, TV consultant to the Ford Foundation and Edward R. Murrow professor at the Columbia School of Journalism, will be the keynote speaker at the 42d annual convention of the National Association of Educa-

tional Broadcasters.

The theme of this year's meeting will be "Changing Patterns of Education, Technology and Legislation." It will be held October 23-26 at the Muehlebach hotel in Kansas City, Mo. Mr. Friendly will speak at the keynote meeting on Monday, Oct. 24.

About 1,200 educational broadcasters are expected to attend the four-day convention, which will have general sessions and special meetings for the four divisions of NAEB: National Educational Radio, Educational Television Stations, instructional division and individual member division.

Of special interest to the members of the ETS division will be the continuous screening, except during the general sessions, of educational television programs. The programs will be representative of ETV programs and will include both instructional and noninstructional shows.

Instructional programs are those that deal with purely educational subjects such as mathematics, social studies, etc. Noninstructional covers a wide range of subjects from childrens' programs to cooking. The programs will be provided by ETV stations and production centers.

There will also be approximately 100 booths displaying new broadcast and transmission equipment.

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Hearing urged on ABC-ITT

Senate monopoly watchdog criticizes FCC's methods, suggests wider hearings

The first congressional rumblings of uneasiness over the proposed merger of ABC and the International Telephone and Telegraph Corp.—as well as the manner in which the FCC is dealing with the proposal—were heard last week.

Senator Gaylord Nelson (D-Wis.), chairman of the Monopoly Subcommittee of the Senate Small Business Committee, urged the commission to hold a full public hearing and "detailed examination" before acting on the case.

The senator, in a letter to FCC Chairman Rosel H. Hyde, made no direct reference to the two-day oral hearing which the commission held on the merger Sept. 19 and 20. But he indicated he doesn't think the commission is studying sufficiently the questions raised by the absorption of ABC, with its 17 AM, FM and TV licenses, nationwide network of radio and television stations, and other holdings, into ITT, with its far-flung domestic and foreign interests.

He expressed concern over the possibility of the merger resulting in conflicts of interest, particularly in the area of objective news reporting and commentary by ABC.

"At the very least, this merger application seems to call for a searching assessment of its long-term policy implications," Senator Nelson wrote. "I think it is desirable that this proposed merger be set for a full hearing so that all important public policy considerations may be carefully explored."

No Exact Parallel ■ The oral hear-

ing held by the commission has no exact parallel in previous commission assignment cases. The hearing, which was supported by six of the commissioners, was designed to expedite commission consideration of the case.

Principals of the companies, including ABC President Leonard Goldenson and ITT President and Chairman Harold S. Geneen, along with their attorneys and other witnesses, presented evidence and testimony, and were cross-examined by the commissioners. But other than commission attorney Louis Stephens, who presented the staff's views of the issues, the commission presented no witnesses of its own.

However, there has been no opposition to the merger. And although the proposal has been given wide coverage in the trade press and the business sections of the daily press, no one in Congress raised any questions about it or criticized the procedures the commission was following until Senator Nelson wrote to Chairman Hyde.

His letter was dated Sept. 22, two days after the oral hearing ended, and was released by the subcommittee staff on Wednesday, Sept. 28. Commission sources said the full commission would respond to the senator's letter.

They also said that the "essentials" of the bulky record already compiled in the case, along with a transcript of the hearing, would be sent to the senator as an indication of the volume of material the commission is considering in connection with the proposed merger.

Senator Nelson said he did not act earlier because he had not caught up with the case until after the hearing ended. He feels that the Justice Department and the Federal Trade Commission should participate in a full-scale commission hearing.

The commission had left the door open to any interested party to participate in the oral hearing. But outside of the principals in the case, and KOB Albuquerque, N. M., which is engaged in a dispute with ABC involving WABC New York, no one did. Justice has been kept informed of every development in the case but has refrained from commenting on it.

Hill Hearings Threat? ■ Some commission officials saw in Senator Nelson's letter an implication that he would hold hearings on the case unless the commission conducted the kind of hearing he suggested. However, he said the letter would have to "speak for itself" and indicated that he had no present thoughts on the matter beyond those expressed in his letter.

Senator Nelson, in a news release which accompanied copies of the letter, cited as significant these "facts developed at an FCC hearing Sept. 19 and 20": ABC is not in financial difficulties; its situation is improving. With

half of ITT domestic revenue coming from government contracts, there is a danger of government influence on ABC programming. The only apparent advantage of this merger to ABC is a large increase in the value of Mr. Goldenson's stock; Mr. Goldenson said the value of his holdings would increase from \$7 million at the time the companies agreed to merge to \$7.8 million, at current stock prices.

ABC and ITT stress that the principal reason for the merger is to provide ABC with the financial backing it needs to become fully competitive with CBS and NBC.

Same Points Raised ■ Senator Nelson, in his letter, raised many of the points made by Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in their cross-examination of Mr. Goldenson and Mr. Geneen.

His principal concern, he said, is the maintenance of "objective, careful and thorough news-collection and analysis" by ABC. He noted that ITT, with investments in 118 countries and with 60% of its revenues earned abroad, might "tailor its news commentary and reporting so as to minimize any conflict with foreign governments."

The senator also raised the question as to whether the merger would give ITT, a major producer of electronic equipment, a "protected market, with a consequent adverse effect on smaller independent manufacturers."

At the hearing, Mr. Goldenson and Mr. Geneen said that every precaution would be taken to protect the integrity of ABC's news operations. They also said that there was no danger of ITT getting a protected market, since ABC, which now buys relatively little of its equipment from ITT, would continue to require its suppliers, including ITT, to be competitive.

CATV's get taste of FCC's paperwork

The nation's CATV systems have been treated to another example of what it means to be regulated by the government—the government form.

The FCC, in asserting jurisdiction over all CATV systems in March, said it would require all cable companies to supply it with information about themselves.

The purpose: to enable the commission to get a clearer picture of the scope and nature of the new industry it is regulating. The information will be fed into the commission's electronic computer, so programmed, officials say, as to permit quick answers to questions that would otherwise require many man-

More time for comments

The deadline for comments on the 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 TV markets, has been extended, the commission announced last week. The new deadline for comments is Nov. 1 and reply comments, Dec. 5. CBS and NBC had asked the commission for the extension.



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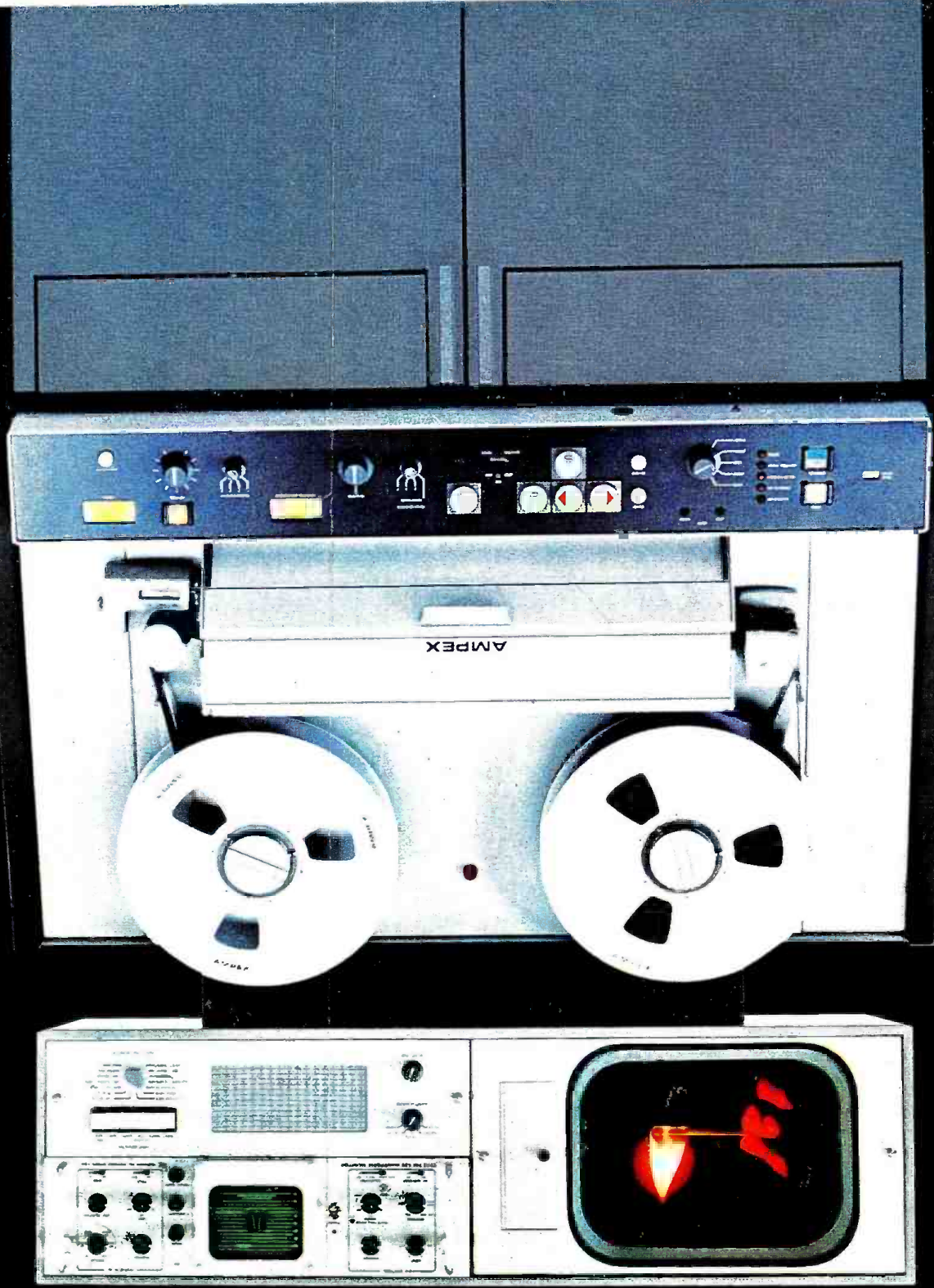
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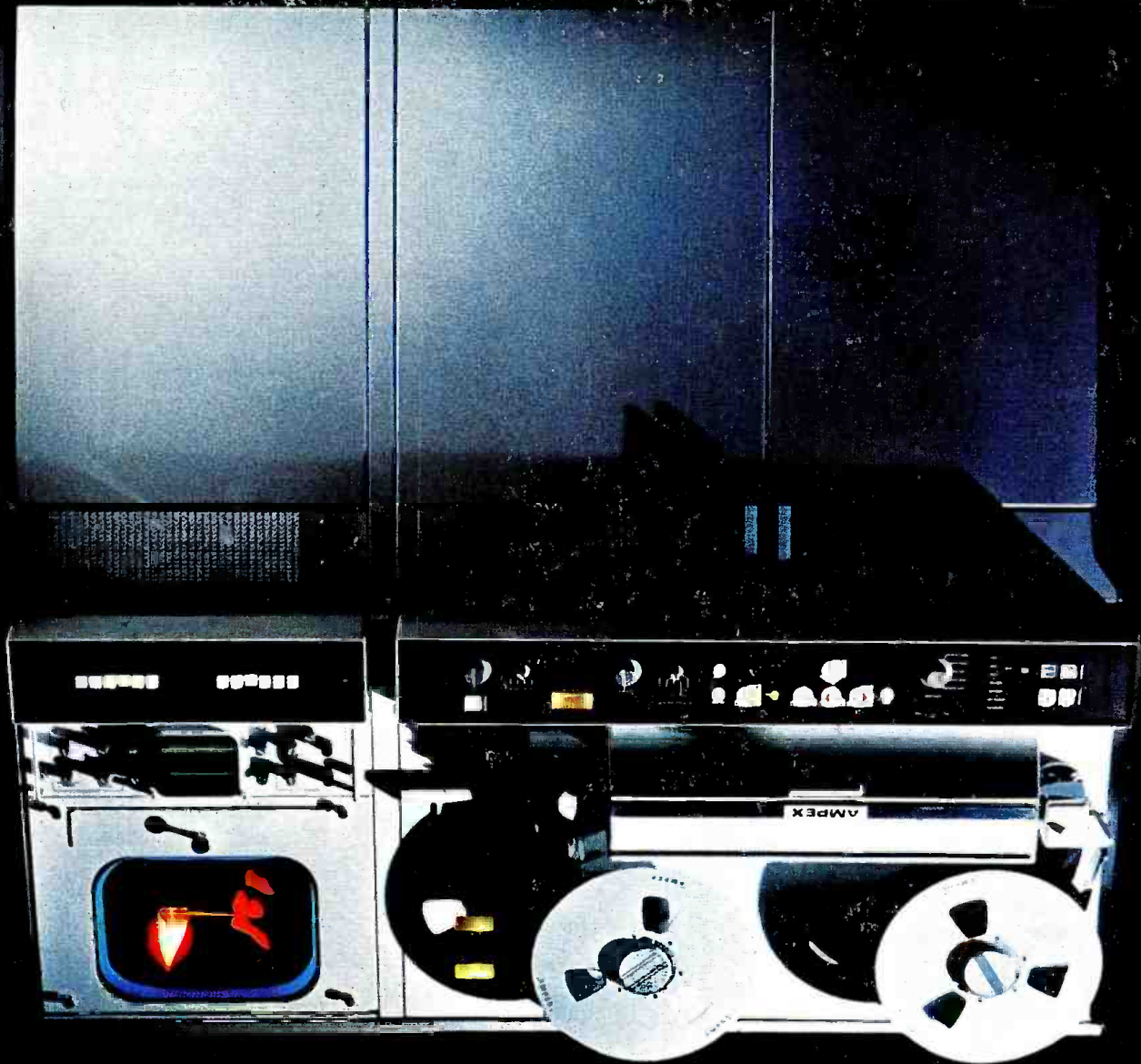
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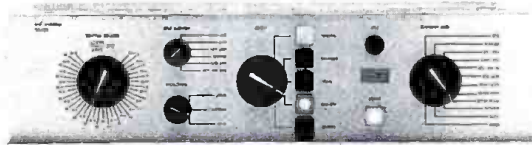


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THE NEAR-PERFECT ANSWER TO DROP OUTS. Made by Ampex to match its own electronics, this option automatically senses drop outs before they enter the signal—and substitutes information from the previous line at full band-width for the defective line. It keeps your picture free of drop outs—requires no operator attention, no modification, simply plugs into position in the VTR electronics bay.

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GREATLY REDUCES COLOR HUE BANDING IN PLAYBACKS. This hands-off control automatically corrects for the effects of guide-height differences, "once around" and engagement errors; permits freedom of adjustment in guide-height for better control of saturation banding. With high-band or low-band tapes this means a smooth, band-free color picture.

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Last week the forms went out to the 1,700-odd CATV systems on the commission's mailing list. Those not on the list are expected to ask the commission for a copy of the form. Forms are to be filed with the commission by Nov. 1.

The form chiefly is designed to identify the ownership and operational details of CATV systems and to reveal the amount of CATV-broadcasting cross-ownership and of CATV owners' inactivities. The form's details have been known for some time (BROADCASTING, Sept. 5, July 11).

Smaller systems—those that have fewer than 500 subscribers and are in communities of less than 5,000 population—need not supply the detailed ownership information required from the larger systems.

All systems are asked to report their name, the communities they serve, and the stations whose signals they carry. They are also asked to report on the kinds of additional services—such as time and weather, FM, news ticker, program origination—that they provide.

The larger systems, in addition, are asked to report more detailed information on their ownership and on the holdings of their principals in broadcasting stations, common carriers primarily serving CATV systems, other CATV systems and in companies primarily involved in the manufacture of CATV equipment.

The larger systems are also asked to report on any of their owners, officers or holders of 5% or more of their stock who have been convicted of a felony or who are aliens.

WLYH-TV plans studio in shopping center

WLYH-TV Lancaster-Lebanon, Pa., plans to move its Lancaster studio into a new 2,000-square-foot color studio on the lower level of a proposed \$32 million Park City complex of 97 stores. Change is expected to be completed in 1968.

The channel 15 station has leased space for 10 years for a TV facility that it expects to furnish with close to \$1 million worth of equipment, including two color cameras, a color video-tape recorder and a complete closed-circuit-TV set up. The station will lay coaxial cable in three directions along enclosed malls within the center. From various outlet points, it will be able to plug in cameras for on-the-spot telecasts.

Companies occupying the 1.5 million-square feet of shopping space will be permitted to rent WLYH-TV's equipment for TV commercial use and coverage of fashion shows or movie pre-

mieres. The station also plans to install six 25-inch color TV monitors in the malls for customers.

In conjunction with its shopping-center color facility, the Triangle station (owned by Triangle Publications Inc., Philadelphia), has already expanded the Lebanon studios for original colorcasts. Its first color camera, a Norelco Plumbicon, is expected to be delivered this December.

FCC hears oral argument on KABL

History of a sort was made at the FCC last week when the commission held an oral argument in a case in which KABL Oakland, Calif., faces a \$10,000 forfeiture. It was the first time the commission held an argument in such a proceeding.

KABL and KISN Vancouver, Wash., in separate orders handed down last year, were held liable for fines (up to \$10,000 in the case of KABL and \$20,000 in the case of KISN) (BROADCASTING, Oct. 4, 1965). Both were accused of failing to identify properly their community of license. KABL in addition was said to have violated the commission's sponsorship-identification rule.

But in a sharp departure from past practice, the commission afforded both stations an opportunity to contest the forfeitures in hearings. Normally, stations have to go into federal court to do that.

KISN waived its opportunity for a hearing and that case is still open. But KABL took advantage of the offer, and underwent a hearing in Oakland. It was the outcome of that proceeding—a recommendation of a maximum fine of \$10,000 by Chief Hearing Examiner James D. Cunningham (BROADCASTING, May 16) that KABL was protesting in the argument before the commissioners last week.

Chief Issue. ■ The principal issue in

the case grows out of the complaints of Oakland city officials that KABL had sought to identify itself with nearby San Francisco rather than with Oakland. The station is owned by McLendon Pacific Corp.

One of the factors cited by Examiner Cunningham in his initial decision was KABL's identification announcement—"This is Cable, K-A-B-L Oakland—960 on your dial, in the air everywhere—in San Francisco," followed by the sound effect of a cable-car bell.

Marcus Cohn, counsel for the station, argued that the station had complied with the station-identification rule and pointed out that the examiner had conceded that the station served the needs and interests of Oakland.

He noted also that the examiner had said the station had "violated the 'spirit and purpose' of the rule—he didn't say we violated the rule. To say this and to impose a maximum fine is highly improper."

At one point Commissioner Kenneth A. Cox asked Mr. Cohn what his reaction would be if a survey revealed that 95% of the station's audience thought KABL were a San Francisco station. "If the station serves Oakland and complies with an archaic rule, the mere fact that 95% of the people think it's a San Francisco station is immaterial," Mr. Cohn replied.

The amount of the fine recommended by Examiner Cunningham had been a surprise since the commission's Broadcast Bureau, in its proposed findings in the case, had proposed a \$4,000 forfeiture—\$2,000 on each of the issues.

William A. Kehoe Jr., who represented the bureau in the oral argument, supported the \$10,000 fine, contending the station had been guilty of "flagrant" violations of the rules.

He said the station might have given "lip service" to the station-identification rule but it had not operated in accordance with its license, which requires it to serve Oakland. "The question is, does the commission decide where a

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station is licensed or does the licensee make a pocket-book decision," he said.

He pointed to what he said was a "pattern" of programing, including weather announcements mentioning San Francisco but not Oakland, as evidence of the station's intention to identify with San Francisco.

The sponsorship-identification rule violation involves the station's failure to identify the sponsor of 57 announcements spread over a 19-day period involving a total payment to the station of \$2,280. Mr. Cohn said the failure was inadvertent. But Mr. Kehoe noted commission rules refer to "willful or repeated" violations.

Sarnoff praised on anniversary

Industry pioneers gather to salute RCA head after 60 years in radio-TV

More than 1,500 leaders of industry, government, science and religion were scheduled to gather in New York last Friday night (Sept. 30) to honor Brigadier General David Sarnoff on the 60th anniversary of his entry into communications.

The longtime head of RCA, who foresaw the "music box" that would become radio, envisioned networking and helped convert the vision to actuality, led in the development of television and then added color television, was praised by a series of dignitaries as a prophet, organizer, builder and leader.

In response, General Sarnoff told his audience that "the next five years will bring more dramatic technological progress than any comparable period we have known," and that "the opportunities facing our youth are, if anything, more challenging and promising than those that we of the pioneering generations enjoyed."

The occasion was a "Salute to David Sarnoff" dinner timed 60 years after he started his career Sept. 30, 1906, as an office boy for the Marconi Wireless Telegraph Co. of America.

The dinner, held at the Waldorf-Astoria hotel, was sponsored by the Electronics Industries Association, The Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Frederick R. Kappel, chairman of the American Telephone & Telegraph Co., who was program chairman, noted that "this is the first time these three organizations have joined

to honor an individual for contributions in all their fields of interest."

In speeches prepared for delivery at the dinner, William S. Paley, chairman of CBS Inc., hailed General Sarnoff as "a gallant and tireless pacesetter" and "broadcasting's most imaginative prophet"; Dr. Jerome Wiesner, provost of the Massachusetts Institute of Technology, called him "unique" in "his combination of visionary and determined builder and hard-headed industrial leader" and Mr. Kappel praised him as "a mover and shaker in electronics."

Message from Ike ■ Former President Dwight Eisenhower sent a message crediting General Sarnoff as "increasingly" responsible for the "preeminence of our country in electronics and communications." Other tributes were to come from Robert W. Galvin, chairman of Motorola Inc., representing EIA, and from Lowell Thomas, newsman, author, and explorer, who was to be toastmaster.

General Sarnoff, 75, viewed the occasion as "more than a tribute to an individual."

In a brief speech that was reminiscent, magnanimous and challenging he said that "we have come together, in the final analysis, to salute six decades of electronics history and the countless men and women whose brains and labors and courage have woven the tapestry of that history.

"The most significant fact about my 60 years [in communications] is that they have coincided with the tumultuous emergence and growth of the electronics industry," he asserted.

He noted that "at one time or an-



General Sarnoff

other over the years some of us in this hall have been adversaries" and undoubtedly would be again, but that "this is a logical and necessary accompaniment of the change and growth that serves our progress.

"Here," he said, "we are gathered in friendship and mutual esteem. This, it seems to me, speaks volumes for the bonds that join us in scientific and industrial fraternity. . . We can wear our competitive scars with the pride of veterans, for they have been earned on a great battlefield for a common cause—the advancement of the electronics art and sciences for the public benefit."

Solutions Ahead ■ General Sarnoff saw "no reason to doubt that the continuing progress of science and technology can provide solutions to most of the material problems that face the world." He said:

"In the past 60 years our attentions have been focused primarily on the means to translate scientific knowledge to practical ends. Now I believe we must involve ourselves in the social applications of technology with the same energy and devotion that we give to its development.

"As the creators of progress we share a new and fundamental responsibility to the purpose it serves. This is a challenge to us as individuals and as electronic pioneers facing the world of tomorrow. It is worthy of our finest talents. . .

"I am grateful to the very depths of my being for 60 years of challenge and adventure such as few men have been privileged to enjoy. So much of it has been made possible, in so many ways, by all of you here. It is my humble prayer that we may march together toward a future that will continue to demand the best in each of us—that will help to better the lot of our fellow man and advance the cause of world peace."

CBS's Chairman Paley, representing the NAB, said he spoke "for my radio and television colleagues throughout America" in paying tribute "to a great pioneer in the world of communications.

"From the beginning," Mr. Paley said, "David's unflagging energy and vision set the pace for broadcasters all over the land." Referring to General Sarnoff's role in developing and leading NBC, he continued:

"To mention even their most outstanding accomplishments here would be embarrassing to anyone with David's consuming passion for anonymity. It would be no less embarrassing to the self-effacing network whose destiny he so long and effectively directed. Some of the Sarnoff feats would even be embarrassing to me—not to mention the reticent enterprise that I represent."

Mr. Paley said that as a competitor General Sarnoff "never relaxed in his

efforts and I've got the scars to prove it."

General Sarnoff's past, he said, is "worthy of his powerful talents and worthy, too, of the testimony of this notable company here tonight," but, "to us, David Sarnoff will always be broadcasting's Man of the Future."

Dr. Wiesner, representing IEEE, said General Sarnoff's "prophetic visions of the enormous possibilities of wireless communications for commerce, public information and entertainment, combined with his knowledge of the technical possibilities have provided the objectives and challenges of a major segment of the wireless communication industry for more than half a century."

General Sarnoff "forced us to invent and innovate," Dr. Wiesner continued, and the resulting new developments "in turn have made possible many other technical accomplishments, such as radar, aerial navigation, the digital computer, the electron microscope. The last is one of the truly great inventions of our time and has probably been the most important tool of modern-day life-sciences. Modern science is only possible because of the electronic tools that flowed from communications research."

What makes a station click

RAB clinic told formulas of radio outlets that are faring well

Suggestions on effective management of radio station operations were offered at the Radio Advertising Bureau's Management Conference in San Francisco last Monday and Tuesday (Sept. 26-27).

Miles David, RAB president, predicted that radio stations of the future will draw increasingly upon the marketing field. He voiced the view that more radio executives will become students of marketing and officials often will be drawn from the current crop of product managers at such large corporations as General Motors, Procter & Gamble and R. J. Reynolds. Mr. David also forecast that radio sales staffs will become larger in the years ahead.

Lee Morris, WSB-FM Atlanta, outlined moves undertaken to sell FM radio, including a drive to educate local agencies and advertisers about the medium, and a sales approach that stresses WSB-FM is "a different buy" from its AM adjunct. Mr. Morris added

that research material is being issued to agencies to document the FM station's audience in terms of age, financial ability and purchasing power.

J. W. Killeen, WTMJ Milwaukee, presented case histories from his station to illustrate his contention that "once in radio, advertisers can learn it is the most effective means of attracting customers." He provided brief descriptions of the use of radio by such diverse advertisers as a Milwaukee suburban restaurant, a farm supplier and a furniture store.

The Market First - Gilbert L. Bond, KIXI Seattle, showed a 35mm color slide presentation that he said was valuable in selling the importance initially of the Seattle market and secondly of the radio station. It showed the city's natural beauty, its growing economic importance, the future of its economy and the way KIXI related to the market. He said the presentation already has been shown to agencies in San Francisco, New York, Detroit, Los Angeles and Portland, Ore.

Tom Kelly, KAHR Redding, Calif., traced the success of the station in the face of "a hotbed of competition" from five other radio outlets, two TV stations and several strong dailies and weeklies. The station's approach: a large informed sales staff that presents specific ideas to each prospect; a new promotion every month; a complete, specific presentation to every business in the coverage area at least once a year and consistent use of the telephone to reach prospects.

James Wallace, KPQ, Wenatchee, Wash., said the surest way to success in radio station management is "to cut costs and increase sales." Mr. Wallace said that new salesmen on the station are trained to work closely with the traffic man, the newscasters and other key personnel so that they may grasp the workings of the station as a whole.

Ira Laufer, KVEN Ventura, Calif., said the station's revenue had risen sharply in one year, attributable in part to an overhauling of its programming. The station went to a middle-of-the-road music approach; started editorializing; carried a program that focused on controversial subjects and brought "truly local weather reports" to the area.

Happy Workers - Michael O. Lareau, WOOD Grand Rapids, Mich., said radio management problems concern people. For people who work at the station, he said, WOOD keeps them happy by paying them "a little more than the going rate," reviewing salaries frequently and by having company picnics, a Christmas party and yearly golf outings. For the people who listen, WOOD tries to give them "good entertainment, information, friendship, empathy," Mr. Lareau stated. For the people who buy time, he continued, WOOD provides a

staff of four salesman who are given the best possible tools for presentations.

Mr. David said that RAB regional sales clinics would be continued in February 1967. These meetings will be aimed at individual radio station salesmen and will not conflict with the bureau's annual management conferences. The management conferences, he said, are aimed at top station executives and deal with management techniques and problems. Three RAB conferences have been completed. Additional meetings will be held in Tarrytown, N. Y., Oct. 6-7; Detroit, Oct. 10-11 and Chicago, Oct. 13-14.

NCTA regionals start next week

FCC's new regulator of CATV will make first talk to the regulated

Sol Schildhouse, new chief of the FCC's community antenna television task force, makes his maiden bow to the industry he was appointed to regulate next week. Mr. Schildhouse is going to be the luncheon speaker at the Oct. 10 New York regional meeting of the National Community Television Association.

The New York meeting is the first of eight regional NCTA meetings throughout the country in the next four weeks. The second meeting takes place in Dallas on Oct. 14, the second day in the same city of the regional conference of the National Association of Broadcasters.

High on the feature list for the New York meeting is a discussion of local origination for CATV between a cable representative and a broadcaster representing the NAB.

The agenda for the New York meeting calls for NCTA Chairman Alfred R. Stern, Television Communications Corp., New York, to discuss satellite broadcasting; Robert H. L'Heureux, NCTA general counsel, public utilities commission activities; Frederick W. Ford, NCTA president, the Washington scene; Bruce Lovett, NCTA assistant general counsel, CATV-telephone industry relations to include a representative of the telephone industry; Barry Crickmer, NCTA information director, the association's new public relations program; Sam Street, NCTA membership services director, member services.

The meeting will conclude with a closed session for members only led by Wally Briscoe, NCTA administrative assistant.

Fair trials or news curbs?

ABA group's draft report urges news guidelines backed by contempt threat for police, lawyers as Constitution inhibits direct media controls

Crime reporting may soon become much more difficult and exacting for both broadcast journalists and the daily press. More like the British system, but not quite.

Tighter news curbs upon police, lawyers, the courts, and others involved in criminal proceedings are proposed in the preliminary report of a special fair trial-free press committee of the American Bar Association. It was released Saturday (Oct. 1). The report is a draft, subject to further discussion and revision.

The curbs are designed to dry up at the source the flow of information considered prejudicial to a fair trial in a criminal case, especially that often given

by law enforcement officers and the attorneys for both defense and prosecution. They would apply principally from the time of the arrest of the accused until the conclusion of his trial.

Certain limited information from these sources would continue to be allowed, however, and pad-and-pencil coverage in the courtroom of on-the-record proceedings generally is not affected. ABA earlier reaffirmed its Canon 35 which forbids radio microphones and TV cameras in the court during a trial.

For Consideration ■ The new proposals are put forth "for consideration and discussion" by all interested in the subject, the ABA said, and they seek

"to preserve and strengthen the right of fair trial without abridging freedom of speech and of the press." Further meetings with media groups are expected and invited, the ABA indicated. Violators of the tentative new guidelines could be held in contempt of court if it were found they had given improper information to the news media. The media themselves, though, would be exempt from contempt since this would pose "constitutional questions that have yet to be resolved."

The report of the ABA's advisory committee on fair trial and free press also specifically rejected any attempt to restrict crime news coverage by statutory limitations. Again the grounds

Fair-trial committee details information to be withheld

The chief recommendations of the American Bar Association's advisory committee on fair trial and free press concern the release of news information by police and lawyers in pending criminal cases.

They propose to tighten the canons of legal ethics so as to prevent prosecutors or defense attorneys from giving out potentially prejudicial information between the time of arrest and the completion of trial. Similar restrictions would apply to the police and court officials and violators would be subject to contempt proceedings or other discipline. The news media would be exempt from contempt.

Here are the types of information which the committee recommended be withheld from broadcast or publication prior to trial:

■ The prior criminal record, or statements as to the character or reputation of an accused person.

■ The existence or contents of any confession, admission or statement given by the defendant, or his refusal to make a statement.

■ Performance or results of tests, or the refusal of an accused to take

such a test.

■ The identity, testimony or credibility of prospective witnesses.

■ Possibility of a plea of guilty to the offense charged or to a lesser offense.

■ Other statements relating to the merits of the case, or the evidence in the case, except that it would be permissible to release certain specified information including the facts and circumstances of arrest, a brief description of the offense charged, and a factual statement describing evidence at the time it is seized by authorities.

In addition the committee recommended that police and law-enforcement agency regulations prohibit the deliberate posing of persons in custody for photographers or TV cameramen. It also would prohibit news-media interviews of a person in custody unless that person requested in writing to be interviewed for publication after being informed of his right to consult counsel.

The recommendations with respect to pre-trial release of certain types of information in general parallel the guidelines issued to U. S.

attorneys in April 1965 by Attorney General Katzenbach, except in the case of prior criminal records of the accused. The attorney general's guidelines permit records of prior federal convictions of arrested persons to be released upon request.

In proposing the policy of non-disclosure of prior criminal records of accused persons prior to trial, the committee made an exception where such disclosure would aid in the apprehension of a suspect or serve "to warn the public of any dangers he may present."

The committee recognized that the issue of official disclosure of prior records of convictions or criminal activity is "one of the most controversial and difficult problems with which it has had to deal and is, therefore, particularly anxious to receive comments and suggestions from interested persons."

The committee also pointed out its proposals for tightening pretrial and trial procedures are closely in accord with the rulings of the U. S. Supreme Court in recent cases, including the ruling in the case of Dr. Sam Sheppard.

were constitutional.

The committee's report covers 226 pages and is the result of 20 months' study of the impact of crime news coverage, chiefly in newspapers, although there are occasional broadcast references and broadcast groups were consulted. The discussion language and the recommendations, however, focus on "the news media" in general.

ABA explained that the study "owes its origin in part to recommendations of the Warren commission following the assassination of President Kennedy." It was conducted by a 10-member committee of prominent lawyers and judges under the chairmanship of Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts.

Broad Program ■ "It is part of a broad American Bar Association program to formulate minimum standards for criminal justice in the United States," the ABA explained. "The committee consulted leading national media organizations and law-enforcement officials in the course of its study and conducted extensive field research," it added.

The committee found that there "need be no basic incompatibility" in the application of the First (free press) and Sixth (fair trial) Amendments to the U. S. Constitution. It also found that the primary burden for insuring fair trial rests upon lawyers, the courts and the police, but that the news media have a parallel responsibility for the voluntary exercise of restraint in reporting crime news. The voluntary code of CBS was noted.

"In the absence of such restraint" by the media, the report said, the legal branch can take no steps on its own which "will effectively insure the preservation of the right of fair trial."

Although the ABA committee met with broadcast groups such as the National Association of Broadcasters and the Radio-Television News Directors Association, much of the committee staff research deals with crime reporting in newspapers. Much of this is concentrated in studies of three representative markets, Pittsfield, Mass.; Newark, N. J., and San Francisco.

"Broadcast media coverage in all three cities was observed," the report said, "but comprehensive statistics on its content were not compiled." The field work, though, included interviews with station news people about the issues involved, it was explained.

Broadcasters, Too ■ Elsewhere in the report the committee's research staff said: "For the most part, the descriptions of newspaper practices and attitudes apply as well to the broadcast media. It is not unusual for radio and television stations to be affiliated with

Fair-trial report only a beginning—ANPA

Newspaper reaction to the American Bar Association's preliminary report on the problems of fair trial and free press released last week was fast and sharp. In a statement issued simultaneously with the ABA's report, D. Tennant Bryan, a representative of the American Newspaper Publishers Association, said that various differences of opinion make it "imperative that discussions be continued."

Mr. Bryan, publisher of the *Richmond* (Va.) *Times-Dispatch and News Leader* (WRNL-AM-FM) and chairman of the ANPA's Committee on Free Press and Fair Trial, contended many newspapers will be concerned that the ABA's report may be considered an "invitation to police departments, prosecuting attorneys, defense attorneys and trial judges to deny the newspapers access to important elements of news."

The ABA, he continued, has not

adequately supported its argument for suppressing the facts in two "important" news areas—when a criminal voluntarily confesses a crime or when an arrested person has a record of prior convictions for criminal offenses. "Many circumstances exist when publication of such information is vital to the public interest," he claimed.

"An overzealous concern for the rights of defendants in criminal cases ought not to deprive the public of truthful information which the public needs pertaining to crime and criminals in our society in the light of growing problems of law enforcement at the local, state and national level," he said.

Mr. Bryan also stated that a special ANPA committee researching the legal problems involved in free press and fair trial will complete its studies and make them public "within the next few weeks."

newspapers or to have cooperative relationships in news gathering."

The comment continued: "The most noticeable difference between printed and broadcast news is that, due to limitations of time and personnel, only the more significant crimes are generally reported by broadcast media. Furthermore, all stories in broadcast news carry about equal prominence: It is doubtful that a story can be 'buried' in a radio or television newscast. This does not, however, represent a meaningful difference between broadcast media and newspapers, since the significant crimes would usually also be given prominent treatment in the newspapers."

As for newspapers, the report pointed out that "the study revealed a wide variety of attitudes and motivations influencing the practices of newspapers—too wide to attempt to classify and assess the impact of each." The level of competition among newspapers is relevant, the report added, noting that several editors cited this factor.

"In some cities, the presence of competition seemed to encourage the exploitation of crime news to increase circulation," the report said, "but the effect was not universal: Other cities with competing newspapers avoided such exploitation."

Some of the contrasts in criminal reporting "are not so much the result of

content policies as of practices in writing style and physical treatment," the study found. Both the Pittsfield and Newark papers "adopt a more restrained style than the *San Francisco Chronicle*, the report said.

It noted that "a large proportion of the *Chronicle's* criminal coverage might more accurately be termed feature stories than news." Also, "the *Chronicle* uses an over-the-flag banner headline which is devoted to a crime story more than 20% of the time."

"The committee's report also placed in its appendix the Massachusetts guide for the bar and news media which includes a guide for the broadcasting of criminal news in that state. For example, in advising stations not to broadcast the criminal record or discreditable acts of the accused after an indictment is returned or during a court trial unless the information is part of the courtroom record, the guide points out that "broadcasting of a criminal record could be grounds for a libel suit."

Restraint Noted ■ The committee reported that in recent years "there has been an impressive increase in the exercise of responsible restraint on the part of many news media organizations." The CBS code was mentioned with several other examples from the press.

The committee's recommendations

were presented in four parts. The first concerned the conduct of attorneys, the second the conduct of law-enforcement officers and judicial employes, the third the conduct of judicial proceedings in court and the fourth the use of the power of contempt by the court.

The committee proposed expanding the available existing remedies, such as change of venue, limited closure of pretrial hearings at which prejudicial evidence might be disclosed and the challenging of jurors exposed to possibly prejudicial news coverage, as further protection of fair trial. It recommended limited use of the court's contempt power to discipline anyone who during a criminal trial by jury makes a statement out of court "which is reasonably calculated to affect the outcome of the trial and seriously threatens to have such an effect."

The committee specifically turned down proposals to restrict crime news coverage by statutory limitation and to expand contempt-of-court power to cover the news media as in British practice.

"Both courses," the committee said, "involve hazards and do not seem warranted in the absence of the clearest showing that less drastic measures will not achieve the objective."

Recognition of the essential watchdog and public-information roles of the news media in criminal justice administration also was spelled out in the report. It stressed that "particular care must be taken not to adopt measures which may impair the benefits derived from informing the public and from a full discussion of issues of public importance."

In addition to the study of newspaper coverage in Pittsfield, Newark and San Francisco, the committee analyzed newspaper coverage in 20 additional communities. It also conducted mail surveys of opinions of police, attorneys and judges.

Significant ■ Among its conclusions from this research, the committee said it considered the following to be significant:

■ Although the percentage of cases in which fair trial is seriously threatened by news coverage is small, the actual number of such cases is substantial. Often they are the major cases which "place the greatest strain on the system of criminal justice."

■ The overwhelming preponderance of potentially prejudicial disclosures emanates from police sources during the period from arrest to trial and includes confessions, prior records, results of tests, statements of witnesses and opinions of guilt.

The committee said many of these published statements rest on hearsay or are not admissible as evidence in

Coast ACLU asks court to enjoin news sources

The American Civil Liberties Union of Southern California charged last week that the dissemination of pretrial information to news media, including broadcasting, constituted an illegal use of public funds. In a suit filed in Los Angeles Superior Court, the ACLU asks for an injunction against the release of information about criminal defendants in advance of trial, other than their names and the charges against them. Pending trial of the suit for a permanent injunction, the civil liberties organization asked for a preliminary injunction against the city and county of Los Angeles, the chief of police, sheriff and district attorney.

Judge Alfred Gitelson indicated that he would study all the arguments in the case before he decides whether or not to order a hearing on the issuance of the injunction.

court for other reasons.

It added this emphasizes the need for effective control of the release of such information by police as well as attorneys.

■ In cities where officials have limited public disclosure of such information there has been a "significant decline" in reporting of prejudicial matter by the news media. This was especially evident in Newark where the police department adopted a policy of not releasing records or confessions prior to trial proceedings after the New Jersey Supreme Court decision in *State v. Van Duyn*.

■ The news media make substantial contributions to the administration of justice through exposure of corruption and other crime, aiding in apprehension of fugitives and subjecting the criminal process to continuing scrutiny. The committee felt its recommendations will "in no way impair these important benefits."

■ Lawyers and judges, as well as police and news media personnel, are aware of the hazards to fair trial that can be caused by certain types of public statements and reporting and they recognize the possibility of a need for corrective measures. Many responding to the questionnaires "expressed a readiness to accept reasonable and carefully limited restraints."

Orison S. Marden of New York, ABA president, said in comment on the draft report:

"The report of Justice Reardon's distinguished committee reflects what

undoubtedly is the most thorough and painstaking examination ever made of the problems involved in balancing the ancient rights guaranteed by the First and Sixth Amendments, and of what can be done to resolve those problems.

"No one could read the draft report without recognizing its fairness and objectivity. Great care has gone into the formulation of the recommendations. The committee has recognized fully the important role of the news media in the criminal justice process. News-media representatives taking part in the discussions have clearly demonstrated their concern in helping to find fair solutions. They contributed much to the work of the committee.

"This is one of the most encouraging aspects of the study, which has been in progress almost two years. We of the bar hope that the constructive bar-media dialogue which has now been started will continue both nationally and in communities all across the country. If it does, in the spirit with which this report has been prepared, the results can only be in the public interest."

Members ■ Members of the fair trial-free press advisory committee are Grant B. Cooper, Los Angeles attorney; U. S. Judge Edward J. Devitt, Minneapolis; Dean Robert M. Figg Jr., Columbia, S. C.; Ross L. Malone, Roswell, N. M. attorney; Judge Bernard S. Meyer, Mineola, N. Y.; U. S. Judge Wade H. McCree Jr., Detroit; Robert G. Storey, Dallas attorney; Lawrence E. Walsh, New York, a former U. S. deputy attorney general and former federal judge, and Daniel P. Ward, Chicago, state's attorney of Cook county.

Messrs. Storey and Malone are former presidents of the ABA and members of President Johnson's commission on law enforcement and the administration of justice. Chairman Reardon is the immediate past chairman of the section of judicial administration of the ABA.

The committee reporter and staff director is Prof. David L. Shapiro of the Harvard Law School. The project is being carried out with the assistance of the Institute of Judicial Administration of New York which is serving as the project secretariat. Foundation grants totaling \$750,000 made possible the fair trial-free press study as well as the five other phases of the ABA Minimum Standards of Justice program now in progress.

In approximately two months, the ABA said, copies of the draft report and accompanying data will be available in printed form. It is planned to make copies available to news media organizations and law-enforcement groups for national distribution to their members. A similar wide distribution will be made within the legal profession.

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Largest RTNDA meet tackles large issues

Hardware and hard talk confront delegates:

Mayor Daley on civil rights, Wasilewski on ETV

The pressures of mounting restrictions on broadcast news, growing coverage problems such as civil rights and the Vietnam war, and a need for greater professionalism at every level combined to produce a record convention in Chicago last week for the Radio-Television News Directors Association.

The turnout of top government officials and public figures to address the RTNDA, however controversial their topics, proved a tribute to the maturity and stature of broadcast journalism today. Among others, the list included Former President Eisenhower, civil rights leader Martin Luther King, Secretary of the Navy Paul H. Nitze, Secretary of Agriculture Orville L. Freeman and Chicago's Mayor Richard J. Daley who frankly explored excesses in racial reporting.

The expanding equipment exhibit at the convention showed the technical progress in the radio-TV news arts. It also expressed the growth of sophisticated and expensive hardware needed to do the job today, especially in television and more especially in color where a rapid color film processor will cost about \$17,000.

RTNDA also issued its first "position paper" answering the recent Supreme Court comments about the news media in the Sheppard case (see story next page).

'Get Organized' ■ Donald Reuben, Chicago communications attorney, warned that "unless the radio-television industry can get organized and come up with a reasoned document to answer their critics, then the only course left is straight down." He was concerned over some of the anticipated recommendations for greater information control proposed by the American Bar Association's special committee on fair trial and free press (see story page 50-D).

RTNDA had registered 362 delegates as of Thursday noon, an all-time record. Previous high attendances had been just over the 300 mark. There were but 65 present in the fall of 1946 when RTNDA was organized. Total membership this year is 1,026, a gain of more than a hundred over 1965.

At Thursday's business meeting, Bruce Dennis, vice president and man-

ager of news for the WGN group stations, assumed the RTNDA presidency succeeding Bob Gamble, WFBM-AM-FM-TV Indianapolis, who becomes board chairman. Jay Crouse, WHAS Louisville, Ky., was elected vice president while ABC news president Elmer W. Lower, Ray Miller of KPRC Houston and John W. (Bill) Roberts of Time-Life Broadcasting in Washington were elected directors at large.

Awards for excellence in news reporting in both radio and TV were given at the Thursday luncheon (see page 55). Saturday night's Paul White



Mr. Gamble



Mr. Dennis

Memorial Banquet honored CBS newsmen Morley Safer for Vietnam coverage.

Live From Battlefield ■ Julian Goodman, president of NBC, predicted that live TV coverage from the battlefields of Vietnam will be a technical possibility within a year.

In a speech prepared for delivery during the Paul White Memorial Banquet, conference last Saturday (Oct. 1), Mr. Goodman reported that within a year it seems likely that U. S. television will be transmitting directly from Saigon.

"If not, then from Thailand or Hong Kong," he ventured. "Even live coverage from the battlefields of Vietnam will be a technical possibility."

Mr. Goodman heralded the "age of the satellite" and pointed to the imminent addition of "two companions" to Early Bird with "far greater capacity and reliability." He said one of these will span the Pacific later this fall and the other will be poised over the Atlantic.

By 1969 or earlier, Mr. Goodman

predicted, a satellite over the Indian ocean will make "the system truly global." If political considerations permit, he observed, the Soviet Union's communications satellite system can be interconnected through compatible ground facilities in France.

Vincent T. Wasilewski, president of the National Association of Broadcasters, addressing RTNDA Wednesday, called for all to "look before leaping" into acceptance of the Ford Foundation proposal for a domestic satellite service for network TV whose profits would subsidize educational television. He said that before the question of how to finance ETV expansion can be answered there are other basic questions about educational television to be settled.

One of these, the NAB president said, is the "creeping commercialism" of ETV operations in the U.S. as the FCC winks at its rules requiring "noncommercial" ETV. He cited the growing incidence of advertisers supporting ETV programs for on-air credits. "Perhaps we should stop calling it 'noncommercial' when it isn't," Mr. Wasilewski said.

"Perhaps we should stop calling it 'educational' when we really mean cultural," he continued, explaining that another basic question is the expansion of ETV programming into areas duplicating and competing with the diverse cultural and educational fare already widely available on commercial TV. He noted ETV stations have ranged far from the blackboard-type classroom educational programming many first envisioned for such service.

'Conflict Basis' ■ Chicago's Mayor Daley said that while television today is the "ultimate ideal of journalism" in one sense, the medium and radio to some degree too "cannot present a fair evaluation of an important and complex issue in two or three minutes." He noted a tendency to judge coverage on the basis of conflict or "where is the action?" and felt this has become "nearly an obsession with some news editors."

Preoccupation with conflict leads to oversimplification, Mayor Daley said, as well as "over-emphasis on sensationalism and controversy which often creates more heat than light."

Affirming his distaste of news manipulation at any source, Mayor Daley noted that in some instances, "television is forced to manage the news by a weighing of the facts. This is determined by time limitations and the seemingly compelling need of meeting the requirement of 'where is the action?'"

The result, he pointed out, is that frequently the news is managed "by certain individuals and organizations who understand the nature of the media. With full knowledge that the television cameras are present, these individuals will make charges and outrageous state-

ments and be completely negative. They stand a good chance of being on television, whereas the calm, responsible statement will go unheeded."

Mayor Daley said it is no coincidence that the meetings of the city council "are at least 25% more lengthy since television coverage. I don't mind lengthy deliberations but I object to histrionics."

Noting the broadcaster's fight over section 315 of the Communications Act because it requires airing of splinter candidates, Mayor Daley felt stations fail to heed their own philosophy in news coverage. He said they fail by "exposing to a vast public splinter, frivolous and irresponsible individuals who in many instances represent groups so small in number as to be practically non-representative. And what is even more deplorable has been the publicity given to the haters, the kooks and the psychotics."

Mayor Daley said he could understand why coverage might be given when his house is picketed, "but isn't it going a little too far when to report the action of 18 pickets, half under the age of 16, there are assigned 37 representatives of the media?"

He commended Chicago stations for using unmarked cars and cameras in civil-rights coverage since too often violence seeks the camera instead of the other way around. He also commended stations that have taken the time and effort to find the constructive and positive side of civil rights progress in Chicago.

William Small, manager, Washington bureau, CBS News, said the most important fact in news coverage today is rapid change. Newspapers are the prime victims, he felt, and he advised them not to make analytical news compete for space with spot news of little significance.

Coverage by the Ton - As for TV's news problems today, Mr. Small cited "journalistic over-kill" as a basic problem, in which coverage is equated with tonnage. He also felt "herd journalism" is a growing issue for which the answer is elusive and the use of pools is often not satisfactory.

"One day we may literally smother the news," he noted.

Along this same theme, Mr. Small said there is a danger of television making the news. He noted that television has had more effect upon the Negro revolution than anything else in the past century. Since civil rights participants now understand TV's impact, he said, there is danger that the camera's presence may bring on more violence and demonstrations.

Retiring RTNDA President Gamble said the organization's primary goal must be "the pursuit of professionalism or excellence." With professionalism, he said, "the association can resist offensive restrictions by government and

RTNDA takes stand on Sheppard case

The first of what is expected to be a continuing series of position papers on issues affecting broadcast journalism was released last week by the Radio-Television News Directors Association during its annual convention in Chicago.

It answered the Supreme Court comments in the Sheppard case on unfavorable news practices. The text of RTNDA's brief statement follows:

"On June 6, 1966, the United States Supreme Court issued an opinion reversing the 1954 second-degree murder conviction of Dr. Samuel H. Sheppard (case No. 490, October term, 1965).

"The court held that massive, pervasive and prejudicial publicity denied Sheppard due process under the 14th Amendment. It cited a considerable body of clearly prejudicial material in newspapers and on radio, both before the trial and during it. It also pointed out that newsmen crowded the trial courtroom and said that the resulting confusion made hearing testimony difficult and confidential talk between Sheppard and his counsel almost impossible.

"Further, the court noted: 'We have consistently required that the press have a free hand, even though we sometimes deplored its sensationalism.'

"RTNDA has always deplored sensationalism, and it deplores unprofessional and irresponsible conduct by journalists in connection with the Sheppard trial or any other. It supports the court statement that the

number of reporters in the Sheppard courtroom could have been limited by the court at the first sign their presence might disrupt the trial.

"But RTNDA believes that professional and responsible conduct is essentially the concern of journalists, not of the court. It believes such conduct to be a media responsibility. It regrets that a pool was not initiated by newsmen at the first evidence of confusion in the Sheppard trial.

"And RTNDA is in disagreement with the court suggestion that the trial court should have imposed controls on information provided to the news media. RTNDA strongly opposes restrictions on information. It believes, and urges on all newsmen everywhere, the responsibility of using information wisely, and of conducting newsgathering efforts in a manner to serve without prejudice or partially both the public and the individuals concerned in the news.

"Newsmen cannot, without knowledge or information, fulfill the vital function stated by the court:

"'A responsible press has always been regarded as the handmaiden of effective judicial administration, especially in the criminal field. Its function in this regard is documented by an impressive record of service over several centuries. The press does not simply publish information about trials but guards against the miscarriage of justice by subjecting the police, prosecutors and judicial processes to extensive public scrutiny and criticism.'"

repel those who believe that justice and fairness are best served by choking off sources of information and freedom to speak."

The RTNDA's recent adoption of a code of ethics shows its awareness of high journalism standards, Mr. Gamble said. He felt also the position-paper series will further demonstrate this stature.

Setbacks as well as gains in rights to gather news at the local and state as well as the national level were reported by the RTNDA freedom-of-information committee. Hope dimmed for any relief from Canon 35's ban on mikes and cameras in the courtroom this year due to the Sheppard case ruling of the Supreme Court, it noted. This in turn was stimulated by the same court's 1965 ruling in the Billie Sol Estes case, it said.

Exhibitors this year at RTNDA included film processors such as the Houston Fearless Color Master, the Filmline

Corp.'s units, the Cinemathe Triese MTV-30 and that of the U. S. Photo Sales and Engineering. Cameras were displayed by Arriflex, Bell & Howell, Beckman & Whitley, and Behrend's of Chicago. Anscochrome film, Harwald film editors, Sony video tape recorders, Mercury Record's cartridge recorders and United Press International were among other exhibit features. Additional firms were represented by their hospitality suites.

RTNDA has voted to hold its future conventions as follows: 1967, Toronto; 1968, Los Angeles, and 1969, Detroit.

RTNDA honors 11

The Radio-Television News Directors Association last Thursday gave awards to 11 radio and television stations for accomplishments in the news field last year. The honors were given

at the RTNDA's Chicago conference in Chicago last week (see page 54).

Edward R. Murrow documentary awards were won by KTUL-TV Tulsa, Okla., and WTAX Springfield, Ill. The Murrow awards were made for the first time this year.

For spot news coverage, WCCO-TV Minneapolis and WIOD Miami were cited. WFBS-TV Indianapolis and WMCA New York won awards for editorials.

Special citations for television news coverage were awarded to WABC-TV New York, WIBW-TV Topeka, Kan., and WWJ-TV Detroit. Radio awards in this category went to KCBS San Francisco and WFAA Dallas.

House to consider football merger

Legislation enabling the two major football leagues to carry out their proposed merger without hindrance while prohibiting game telecasts on Friday nights received Senate approval last week and seemed to have made a breach in a long-time barrier to House consideration of any relaxation of antitrust laws for football.

Chairman Emanuel Celler (D-N. Y.) of the House Judiciary Committee, who in the past has refused to consider measures granting football broader exemption from antitrust action, last week said the committee would begin a hearing Oct. 11, or sooner if prior business is concluded on the Senate proposal. His action followed the Senate's passage of the measure, which was sponsored by several members of the Senate leadership.

The bill would amend the antitrust laws to allow the planned National-American football merger which is scheduled to begin with a televised championship game next January. Another aspect of the bill would afford high-school football the type of protection now enjoyed by collegiate football from the competition of televised professional games. It would ban the broadcasting of professional games on Friday night, when traditionally many high school contests are played. High-school organizations and some members of Congress reasoned the lure of the televised games would cut attendance at high school games and undermine scholastic football's economic base.

The measure received unanimous approval of the Senate Judiciary Committee and passed the Senate without objection a few days later. Representative Celler had maintained that he did not oppose the leagues' merger but added that he saw no reason for the legislation. Last week, however, he indicated his committee would hold a hearing on the bill before the end of the

current congressional session. It was anticipated that despite Representative Celler's acquiescence he might use the hearing as an opportunity to delve deeply into the game and related matters such as broadcasting's impact on football's economics.

Approval near for TV reporting form

A new FCC program-reporting form for television—closely resembling the one issued for AM and FM broadcasters and applicants last year (BROADCASTING, Aug. 16, 1965)—is expected to be issued by the commission this week.

The commission in a meeting Wednesday made some last-minute changes in the form—all of them eliminating questions—and expects to give the document final approval early this week.

The changes, coupled with a simpler set of logging rules than those now in use by AM and FM licensees, may make the form somewhat more palatable to broadcasters who feel as a whole it will impose a severe burden on them.

The modifications also will bring some cheer to radio broadcasters. The commission reportedly will make similar changes in their reporting form and logging rules.

Dissent Likely — Although officials predict final approval will be given swiftly, there may be some dissents and some statements by commissioners expressing reservations about their votes to adopt the form. Chairman Rosel H. Hyde and Commissioner Robert T. Bartley expressed opposition to the form when it was initially sent to the Budget Bureau for clearance in January (BROADCASTING, Jan. 24). Chairman Hyde said the form would regulate programing. Commissioner Bartley felt it does not require broadcasters to make a sufficiently detailed survey of community needs.

In addition, Commissioners James J. Wadsworth and Kenneth A. Cox were reported unhappy about some of the changes made last week.

Two of the changes eliminate questions dealing with commercial matter. One asks the amount of time that was devoted to commercial matter, in terms of hours and minutes and the percentage of the broadcast day in the preceding license period; the other, the percentage of time to be devoted to such material between 6 p.m. and in all hours.

However, both forms would still require broadcasters to report the amount of time they devoted in the past, and would in the future to commercial matter, in terms of 60-minute segments.

One question not in the AM-FM

form which the commission plans to eliminate from its TV form asks the number of employees specifically designated to assist local groups in developing programing. The Bureau of the Budget, which must pass on all such forms, recommended this be dropped. An industry committee advising the budget bureau said the question could be read as a requirement that the stations help local groups regardless of whether they intended to produce programs.

The new logging rules will not, as the rules for radio do now, require stations to log the sponsor of network programs—only the network involved and the title of the program.

In addition, in logging commercial matter, licensees will be required to make only one entry each hour as to the total amount of commercial matter in that hour. The AM-FM rules now require logging of commercial time within 15-minute segments.

The new rules will also eliminate the necessity of distinguishing between commercial continuity and commercial announcements. All such material will be labeled simply commercial matter.

Radio series sales . . .

John Doremus Show (Functional Media): WRIN Rensselaer, Ind.; WQDC-FM Midland, Mich.; WSWG-FM Greenwood, Miss.

The Nelson Boswell Program (Lord-House Recording & Publishing Co.): KRK Roswell, N. M.; WNDU South Bend and WSAL Logansport, both Indiana.

The First Christmas, Easter the Beginning, Close-Up, Tips on Tots, Points on Pets, Your Green Garden, Americana Library and Thirteen Days (Woroner Productions): KRSI Minneapolis.

Close-Up, Tips on Tots, Points on Pets, Your Green Garden (Woroner Productions): WONN Lakeland, Fla.

Close-Up (Woroner Productions): KXRO Aberdeen, Wash.

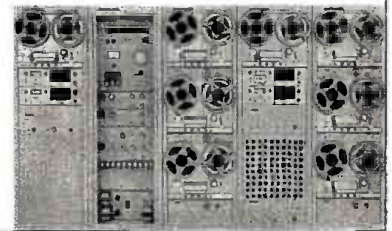
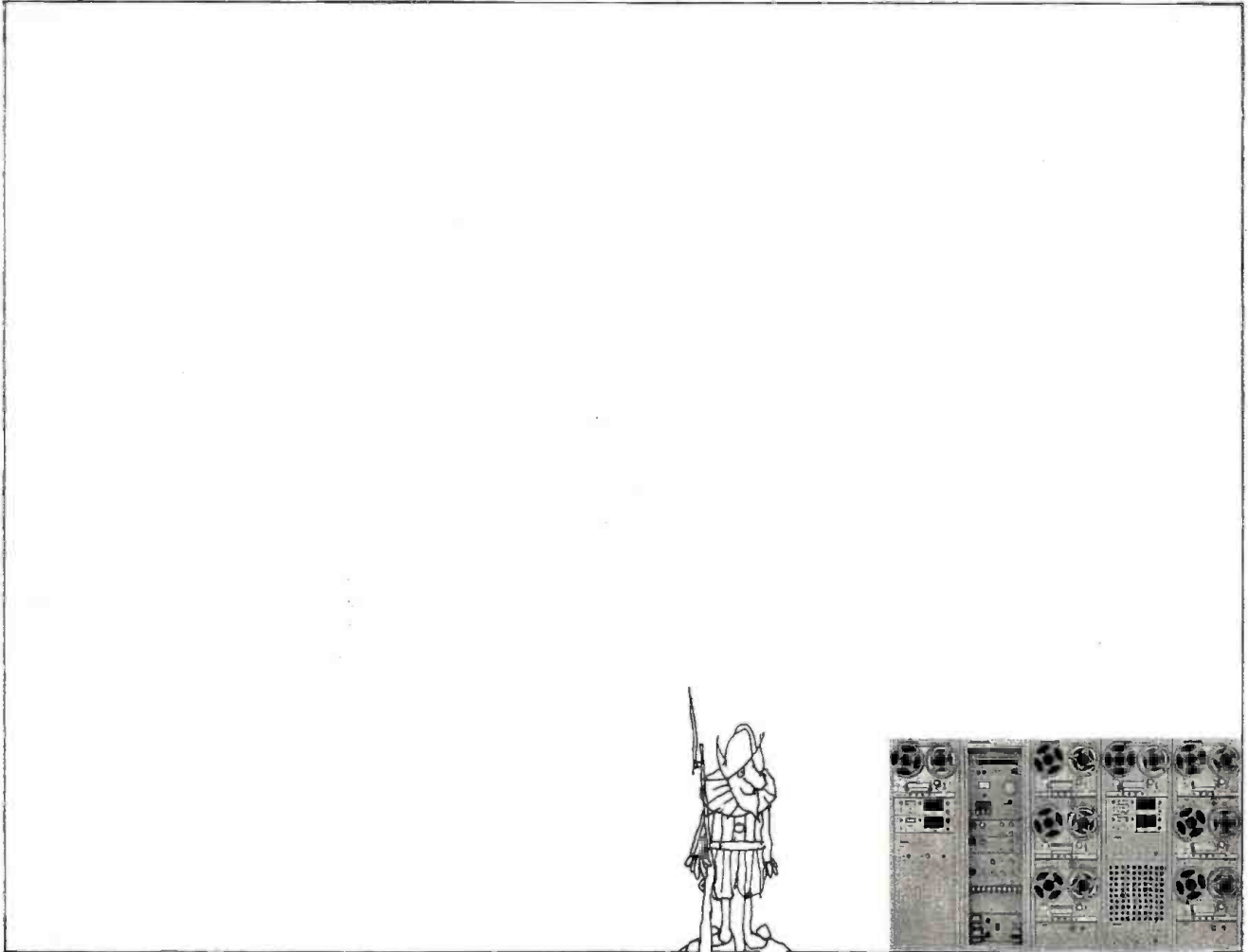
TV series sales . . .

The DeLuxe 20 (Independent Television Corp.): WDSU-TV New Orleans; WTMJ-TV Milwaukee; WIRL-TV Peoria, Ill.; KAUZ-TV Wichita Falls, and KONO-TV San Antonio, both Texas; WBAY-TV Green Bay, Wis.; WCSH-TV Portland, Me., and WSPA-TV Spartanburg, S. C.

Bullfights from Mexico (Spanish International Network): WHS-TV Boston; KMID-TV Midland, Tex., and KZAZ-TV Tucson, Ariz.

The Play of the Week (National Telefilm Associates): WCES-TV Wrens, Ga.; WILL-TV Champaign, Ill.; WTHS(TV) Miami, all noncommercial.

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Few cheers for new shows

NBC has lead in Niensens, Arbitrons; networks deny wholesale shuffling plans

Ad agencies and networks had seen enough early season audience reports last week to start fixing opinions about the 1966-67 season and two conclusions were that movies are better than ever while new series are generally disappointing.

Reports of planned new-show replacements, always rife at this point in new TV seasons, came on strong last week but were uniformly denied by the networks.

The only network-acknowledged re-

placement plan through last week had been the ABC-TV *Dating Game* for *Tammy Grimes* (Thursday 8:30 p.m.), a move revealed a week earlier (CLOSED CIRCUIT, Sept. 26).

Three-week Arbitron averages covering the Sept. 8 to 28 period indicated NBC-TV was in first place with its prime-time schedule achieving a 16.4. CBS-TV held second position at 15.8 and ABC-TV was third at 15.5 according to the same Arbitron reports, which were disclosed by NBC-TV.

NBC also held first place in the last 30-market Nielsen report (Sept. 12-18) with an 18.2 rating average against 17.5 for ABC and 17.1 for CBS.

If the national Nielsen report covering the two-week period ending Sept. 11, average prime-time rating had NBC at 15.7, ABC with 15.3 and CBS with 14.6. This period included ABC's early premiere week.

ABC-TV, which said its order for the 26-city overnight Trendex reports had ceased as of Sunday (Sept. 25), released Trendex information for Sept. 23-25.

The reports:

* New shows

† Continuing shows in new time periods.

Friday, Sept. 23

	Trendex	
	Rating	Share
7:30-8		
ABC Green Hornet*	15.6	37.2
CBS Wild West	10.9	25.9
NBC Tarzan*	12.5	29.8
8-8:30		
ABC Time Tunnel*	14.7	35.0
CBS Wild West	12.3	29.4
NBC Tarzan*	10.2	24.3
8:30-9		
ABC Time Tunnel*	14.8	31.5
CBS Hogan's Heroes	14.6	31.1
NBC Man from U.N.C.L.E.†	13.0	27.7
9-9:30		
ABC Milton Berle*	11.8	24.4
CBS Friday Movie*	13.9	28.6
NBC Man from U.N.C.L.E.†	18.3	37.7
9:30-10		
ABC Milton Berle*	15.6	32.6
CBS Movie*	16.6	34.2
NBC T.H.E. Cat*	12.3	25.6
10-10:30		
ABC 12 O'Clock High	10.5	23.5
CBS Movie*	20.0	45.1
NBC Laredo†	9.1	20.4
10:30-11		
ABC 12 O'Clock High	8.4	19.7
CBS Movie*	18.3	43.4
NBC Laredo†	11.1	26.4

Saturday, Sept. 24

7:30-8		
ABC Shane*	6.4	14.4
CBS Jackie Gleason	20.0	45.1
NBC Flipper	12.3	27.8
8-8:30		
ABC Shane*	9.8	21.8
CBS Jackie Gleason	24.7	54.0
NBC Daisies†	9.7	21.3
8:30-9		
ABC Lawrence Welk	18.2	35.4
CBS Pistols/Petticoats*	14.8	28.8
NBC Get Smart	16.6	32.2

Trendex
Rating Share

9-9:30		
ABC Lawrence Welk	18.6	34.5
CBS Mission: Impossible*	11.0	20.3
NBC Saturday Movie	23.1	42.7
9:30-10		
ABC Hollywood Palace	16.1	32.1
CBS Mission*	12.4	24.7
NBC Movie	19.2	38.3
10-10:30		
ABC Hollywood Palace	12.3	26.3
CBS Gunsmoke	13.2	28.2
NBC Movie	18.4	39.5
10:30-11		
ABC Local	8.4	18.8
CBS Gunsmoke	16.6	37.3
NBC Movie	17.4	39.0
Sunday, Sept. 25		
7:30-8		
ABC Voyage to Bottom of Sea	15.3	33.7
CBS It's About Time*	13.7	30.1
NBC Walt Disney	9.3	20.3
8-8:30		
ABC Movie (Kwai)	37.2	61.9
CBS Ed Sullivan	14.5	24.2
NBC Walt Disney	7.0	11.7
8:30-9		
ABC Movie	41.4	68.2
CBS Ed Sullivan	15.1	24.8
NBC Hey, Landlord*	5.5	9.1
9-9:30		
ABC Movie	40.2	63.8
CBS Garry Moore*	9.9	15.6
NBC Bonanza	14.2	22.4
9:30-10		
ABC Movie	37.1	63.5
CBS Garry Moore*	8.3	14.1
NBC Bonanza	14.1	23.9
10-10:30		
ABC Movie	38.4	63.5
CBS Candid Camera	9.8	16.2
NBC Andy Williams†	13.3	22.0
10:30-11		
ABC Movie	37.8	71.9
CBS Whats My Line?	8.3	15.7
NBC Andy Williams	7.7	14.4

ABC-TV gives walking papers to 'Tammy Grimes'

The first casualty of the new season was officially posted last week by ABC-TV: The network cancelled *The Tammy Grimes Show* (CLOSED CIRCUIT, Sept. 26). Though 20th Century Fox-TV and William Dozier's Greenway Productions, producers of the half-hour comedy, had a commitment for 17 shows in the series, a settlement of the contract has been worked out. The producers had filmed 10 segments of the series when the cancellation notice came through.

A nighttime color version of ABC-TV's daytime program *The Dating Game*, will move into the Thursday, 8:30-9 p.m. time slot occupied by the departing series. The game show will continue to be shown Monday through Friday at 11:30 a.m. Jim Lange, host of the daytime version, also will be master of ceremonies of the nighttime program.

The Dating Game, is produced for

Trendex top-40 programs

Based on Trendex rating estimates for the week of Sept. 19-25, 1966

Rank	Program	Rating
1	Bridge on Kwai (ABC)	38.7
2	Peyton Place II (ABC)	23.7
3	Jackie Gleason (CBS)	22.4
	Peyton Place I (ABC)	22.4
5	Tuesday Night Movie (NBC)	21.4
6	Thursday Night Movie (CBS)	21.3
7	*Occasional Wife (NBC)	20.3
8	*Rat Patrol (ABC)	20.2
9	Batman II (ABC)	19.5
	Saturday Night Movie (NBC)	19.5
11	Andy Griffith (CBS)	19.3
	*Felony Squad (ABC)	19.3
	I Spy (NBC)	19.3
	Lucy Show (CBS)	19.3
15	Green Acres (CBS)	19.2
16	*Love on Rooftop (ABC)	18.8
17	Fugitive (ABC)	18.6
	*Pruitts (ABC)	18.6
19	My Three Sons (CBS)	18.5
20	Lawrence Welk (ABC)	18.4
21	Run for Your Life (NBC)	18.3
22	*Girl from UNCLE (NBC)	18.2
23	Gomer Pyle (CBS)	17.8
24	Dean Martin (NBC)	17.2
	Fri. Night Movie (CBS)	17.2
26	Red Skelton (CBS)	17.1
27	Bewitched (ABC)	17.0
28	Batman I (ABC)	16.7
	*That Girl (ABC)	16.7
	Virginian (NBC)	16.7
31	Get Smart (NBC)	16.6
32	*Family Affair (CBS)	16.5
33	Beverly Hillbillies (CBS)	16.2
	*Man Who Never Was (ABC)	16.2
	Voyage to Bottom (ABC)	16.2
36	Dream of Jeannie (NBC)	16.1
37	Man from UNCLE (NBC)	15.7
38	*Green Hornet (ABC)	15.6
	Lost In Space (CBS)	15.6
	*Star Trek (NBC)	15.6

*Indicates new show

ARB top-20 programs

Based on National Arbitron rating estimates for the week of Sept. 18-24, 1966

Rank	Program	Rating estimates
1	Bonanza (NBC)	28.7
2	Jackie Gleason (CBS)	24.3
3	Red Skelton (CBS)	23.2
4	Ed Sullivan (CBS)	23.0
5	*Rat Patrol (ABC)	22.7
6	Beverly Hillbillies (CBS)	22.6
7	Peyton Place I (ABC)	21.5
8	Thurs. Night Movie (CBS)	20.7
9	Green Acres (CBS)	20.5
10	Tues. Night Movie (NBC)	20.2
	Friday Night Movie (CBS)	20.2
12	Andy Griffith (CBS)	20.1
13	Saturday Night Movie (NBC)	19.9
14	Lawrence Welk (ABC)	19.5
15	Lucille Ball (CBS)	19.2
16	*Pistols 'n Petticoats (CBS)	19.1
17	Gomer Pyle (CBS)	19.0
18	Virginian (NBC)	18.9
19	Peyton Place II (ABC)	18.6
20	*Felony Squad (ABC)	18.2
	*Family Affair (CBS)	18.2
	Petticoat Junction (CBS)	18.2

*Indicates new show

the network by Chuck Barris Productions Inc., Hollywood. The company also developed and produces *The Newlywed Game*, another ABC-TV daytime series.

Nielsen plans early delivery of NAC data

The A. C. Nielsen Co. last week said earlier delivery is planned for selected data from its National Audience Composition (NAC) reports.

Titled "Summary of Program Audience Estimates" this information will be included in biweekly pocketpieces sent to NAC subscribers effective with the first October report.

Nielsen said data to be shown in these new reports will include half of the 28 household and personal categories that are regularly shown in the complete national television audience composition reports.

NBC-TV claims ratings lead

An NBC-TV advisory issued Sept. 23 on the multimarket Nielsen report for the first week of the season in which all networks displayed their new-season nighttime schedules (Sept. 12-18) said NBC led with an 18.2 average rating. ABC had 17.5 and CBS 17.1. Half-hour wins: NBC 19, CBS 17 and ABC 13. Nights won by network: NBC—Tuesday, Wednesday and Saturday; CBS—Thursday and Friday, and ABC—Monday and Sunday.

Copyright bill covers CATV

House unit, after months of toil, releases bill to criticism and crowded calendar

A major overhaul of this country's copyright laws, including their application to CATV operation, emerged last week after months of tedious congressional deliberation only to face further delay and a volley of criticism from the CATV industry.

The bill finally approved by the House Judiciary Committee contained CATV provisions which originated with a plan by Representative Robert W. Kastenmeier (D-Wis.), chairman of the subcommittee that grappled with the complex measure, but which were considerably altered from the original. It grants exemption from copyright application to CATV's that do nothing more than fill holes in stations' coverage areas or extend signals to communities where none can be received off the air. But it applies copyright liability to CATV's that do much more than that.

Possibilities ■ Even after some 10 years of planning, lengthy hearings and more than 50 private subcommittee sessions, the bill seemed destined for more delay. Although Representative Kastenmeier was hopeful the House would pass it this year, such action is by no means assured because of the heavy load of top-priority legislation yet to be enacted before adjournment. The bill's full congressional voyage would also have to wait until next year because the Senate unit considering the measure intends to wait for the next session of Congress before resuming a hearing on it.

In reacting to the House bill, Frederick W. Ford, president of the National Community Television Association, was careful to divide his comments into limited praise as well as criticism and gave an indication of the arguments the NCTA would make to revise it. The CATV aspect of the bill, Mr. Ford remarked, "has some serious flaws, although it does represent a step in the right direction." He also stressed the bill would curtail television competition and deny local interest, political and civic programs that could be originated by CATV.

Ambiguities Seen ■ He echoed the words of Harry M. Plotkin, attorney for Midwest Video and Black Hills Video companies, one of the first industry members to comment, when he

said it was "a complex and loosely drawn" bill "replete with ambiguities" for CATV. "... with a few appropriate amendments (it) could form the basis for the reception of more diversified programs and clearer pictures by the viewing public," Mr. Ford added. He also said the limits on program origination would prevent copyright owners from selling their works to CATV systems and would protect entertainment shows on broadcasting stations from competition by CATV-originated civic and political programs. "We are studying the implications of the bill in order to suggest amendments which would give adequate protection to the copyright owner and at the same time preserve the public's right to receive programming of its choice."

The legislation would exempt from copyright liability CATV's that do not operate beyond the area normally encompassed by the primary transmitter, which would be decided by the register of copyrights acting on other guidance—presumably the FCC's. That agency has described this area as the grade B contour. Also exempt would be secondary transmissions to private rooms in hotels and other public places and retransmission by passive carriers that do not alter the content of the material.

Full Liability ■ The bill, however, would impose full liability on a CATV system if it alters program content; originates programs other than weather, time, news, agricultural reports, religious services and proceedings of local government bodies; charges for a particular transmission; limits reception to certain members of the public; operates outside the primary broadcaster's normal area and has not registered its own identity in the Copyright Office; operates outside the primary transmitter's normal area and within an area adequately served by other primary transmitters, or operates in any area normally encompassed by one or more television stations other than the primary TV station, if the CATV has already received notice that one of them has already acquired exclusive right to transmit the copyright work in that area.

Liability for certain secondary transmissions would be limited to recovery of a reasonable license fee as fixed by a court. This would generally be true where the secondary transmitter is not operating in an adequately served area and has not received notice of an exclusive license. Where the court finds the infringing CATV has not accepted a reasonable offer, the levy would be triple the original offer and in no case less than \$250.

When the court finds the copyright owner failed to accept a reasonable fee, it may withhold the fee and award costs and attorney's fees to the CATV

operator.

By way of definition the bill states that an area is "adequately served" when it is normally served by stations that broadcast most of the programs of the three networks. The register of copyrights may further define this while taking in account any "pertinent definition in a federal statute or regulation," the bill adds.

In another issue of interest to broadcasting, the bill exempts certain uses of "ephemeral recordings." An organization that has the right to transmit a program may make a single record of that production if it is used solely for that organization's transmission within its own area and is destroyed after six months or kept only for archival purposes.

The complex 129-page bill also ranges into other broad areas, such as jukeboxes for the first time, in the first major revision of the copyright laws since 1909.

To distract rioters, TV to the rescue

Television, often accused of helping to incite riots, was given a chance to quiet one last week when KTVU(TV) Oakland-San Francisco carried an unscheduled telecast of a baseball game as a diversionary tactic on the request of high state and local officials. While there's no clear reading as yet on whether television as a crime preventative accomplished anything, there's no question that the baseball telecast represented an impressive example of how swiftly and effectively the medium can operate in the teeth of an emergency. Even baseball great Willie Mays was called in to lend an assist.

The story unfolded suddenly last Tuesday night (Sept. 27) when racial violence erupted in San Francisco's Hunters Point section, near Candlestick Park, home of the baseball Giants.

San Francisco newsmen win battle ribbons

San Francisco area radio and TV newsmen were out in force to cover the tumultuous developments as racial riots roared for most of last week in the stricken city. But besides observing and recording the happenings, on several occasions they turned out to be the prime target for mob violence.

At one point during the peak of the rioting a brick aimed at San Francisco Mayor John Shelley's head missed him and struck KGO-TV film cameraman Larry Mitchell in the groin. Mr. Mitchell was taken to the hospital for treatment and then sent home. At the same time, Lance Brisson, another KGO-TV cameraman and the son of actress Rosalind Russell and producer Fred Brisson, was knocked down and set upon by an angry crowd. He required five stitches under his left eye.

KGO-TV reporter Dick Carlson, son of actor Richard Carlson, was trapped in his news car for some four hours with two other cameramen, Peter Dema and Al Bullock. Milling crowds prevented them from leaving the scene. Through it all, Mr. Carlson was able to maintain telephone contact with the television

station from the car.

Earlier in the disturbance, Mr. Bullock's camera had been ripped from his hands by a group of rioters. He was struck in the face and his film strewn on the pavement.

The windows were shattered on one of KGO's news department station wagons and the doors caved in on another. In addition, an estimated \$900 worth of camera sound equipment was destroyed. One onlooker described the caved-in wagon as looking like "an empty box with a big bunch of wires hanging out."

KTVU(TV) cameraman Bernie Rauch had his 1962 Mercedes Benz car badly damaged. It was his personally owned vehicle but had a station sticker on the window. Somebody in the mob threw a match in the gas tank and the back end of the car was gutted by flames. Still, Mr. Rauch managed to film the scene and get the footage back to the station in time for the evening newscast.

None of the other stations in the market reported injuries or property damage but all film cameramen were cautioned by the police to keep their equipment out of sight as much as possible.

Rioting continued into the next day and hundreds of national guardsmen were called out to patrol the torn streets of the city. At 11 a.m. on Wednesday (Sept. 28), San Francisco Mayor John F. Shelley, apparently at the suggestion of California Governor Edmund (Pat) Brown, called San Francisco Giants' President Horace Stoneham and asked if the Giants-Braves baseball game from Atlanta, scheduled to be played that night could be televised as a way of helping to quell the riot.

Although the complete Giants season schedule of 19 telecasts already had been carried, Mr. Stoneham granted permission for the special broadcast if it could be physically accomplished on such short notice. He had club Vice President Chub Feeney, the man who negotiates the team's radio-TV contracts, call Frank G. King, vice president and general manager of KTVU(TV) Oakland-San Francisco, the station that carried the team's schedule this season. Told that it was a long shot, but asked to make every effort to carry the game out of Atlanta, Mr. King called Frank Gaither. Mr. Gaither, who is vice president for broadcasting for the Cox Broadcasting Stations, with headquarters in Atlanta. Cox owns KTVU.

Mr. Gaither, in turn, elicited the help of another Cox station, WSB-TV Atlanta, getting the station to move studio equipment and cameras out to the ball park for the TV pickup. WSB-TV carried 18 of the Braves games, but only those played on the road. The station was not prepared for play-by-play coverage that night.

Still, by 1 p.m., only two hours after Mayor Shelley initiated all the action, KTVU was able to go back to him and make a firm commitment to carry the

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game that night.

With coverage assured, Mayor Shelley issued a public statement calling the public's attention to the newly scheduled telecast and expressed the hope that residents of San Francisco would remain home and watch the game. KTVU, with little time to promote the telecast, called Willie Mays in Atlanta, and with the permission of club officials and team Manager Herman Franks, had him tape a 20-second announcement over the telephone. The famous ballplayer urged citizens to see the game and root for "your team . . . I know I'll be out there in center field trying my best. He made no mention of the riot.

The tape was distributed to all radio and television stations in the area and played until game time. Meanwhile, KTVU contacted the four sponsors of the 19 games already televised and informed them of the special broadcast. Standard Oil of California, Philip Morris, E. J. Gallo Winery and All-state Insurance all agreed to sponsor the program and pay any out-of-pocket costs, including line and pickup charges. The station defrayed its time charges. Play-by-play announcers Russ Hodges and Lon Simmons, already in Atlanta to describe the game for KSFO San Francisco and its 17-station radio network, waived any talent fees for their part in the televised program. (This was first cleared through the American Federation of Radio and Television Artists.) Similarly, the Giants waived any rights fees for the game.

KTVU Sports Director Budd Weiner called Jack Simon, a director for the Sports Network Inc., in New York. He flew to Atlanta and handled the telecast that night.

The game itself went on at 6 p.m. San Francisco time (8 p.m. Atlanta time (EST)). KTVU programed the ball game as it normally would. No explanations were given. The regular run of commercials were carried. The telecast ended about 9 p.m. By that time the violence had quieted.

Soccer league begins looking for TV angel

The quest for television money that proved so successful to baseball, football, basketball and countless other sports endeavours has been officially joined by soccer.

The newly organized North American Soccer League last week began kicking its ball to the three TV networks. In New York, officials from the league and its governing body, the U.S. Soccer Football Association, met to discuss 1967 and 1968 plans and ap-

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PPM-101 PRECISION PHASE MONITOR

108E PHASE MONITOR

107A FIELD INTENSITY MONITOR

SDM-520 SPECTRUM DISPLAY MONITOR

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Over the years, the Nems-Clarke tradename has been the symbol of accuracy, quality and reliability in the field of antenna and signal measurements. Nems-Clarke equipment is FCC approved, and has been universally accepted as the standard of excellence throughout the industry. For further information on Nems-Clarke equipment, call or write:

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pointed a TV committee to study coverage possibilities for its 1967 tour of international matches in this country and its 1968 schedule which opens in May.

Each NASL team is backed with \$500,000 paid by individual owners. In New York, Madison Square Garden is supporting a franchise, while in Los Angeles, it is millionaire Jack Kent Cooke, president of American Cablevision Co., and in San Francisco, George Fleharty, president of Shasta Telecasting Corp. (KJEO-TV Fresno).

Other cities in the league are Boston, Chicago, Cleveland, Dallas, Detroit, Houston, Washington, Vancouver, B. C., and Toronto. The league plans to schedule weekly Wednesday night and Sunday afternoon games. NASL officials said last week more teams may be added.

Another independent group without USSFA endorsement—National Professional Soccer League—is outlining a three-year schedule with backings totaling \$20 million. Its New York entry is backed by RKO General, a partner

with Madison Square Garden in broadcast syndication via Madison Square Garden-RKO General Sports Presentations. Other NPSL member cities are Baltimore, Pittsburgh, St. Louis, Philadelphia, Chicago, Minneapolis, Toronto, and Vancouver.

More stations report Spanish format success

Extensive Spanish-language programming by three stations not included in a special report on that type of format (BROADCASTING, Sept. 19) was cited last week by spokesmen for the outlets.

KNAL Victoria, Tex., currently presents 90 minutes of Spanish shows daily, Monday through Saturday, for a total of nine hours weekly, according to Irwin A. Spiegel, Avery Knodel Inc., New York, station representative.

KDCE Espanola-Santa Fe, N. M., is the only full-time Spanish station from Santa Fe north to the Colorado border, George Gonzales, general manager,

said. Audience, he added, is more than 70% Spanish-speaking.

Angel Lerma, president of Panorama Latino TV, programmer of KCOR-TV Los Angeles' Spanish offering, last week called attention to his firm's 10 years of Saturday and Sunday morning telecasts on the station. The programs, he said, had gained wide sponsor and audience loyalty.

Mr. Lerma further noted that International Panorama TV's new KXLA-TV (ch. 40) Fontana, Calif., would go on the air in early November with multilingual programming that would include Spanish. Mr. Lerma is also president of the latter company.

The directory of Spanish-language stations accompanying the Sept. 19 report listed WAPA-TV San Juan, P. R., as programming in English. The station reports it programs Spanish 100%. In addition, the listing should not have included KSJB Jamestown, N. D., KGGM-TV and KLOS, both Albuquerque, which are not programming in Spanish.

Former 7 Arts chairman sues firm for libel

A \$15 million libel suit against Seven Arts Productions Ltd., New York, was begun in Toronto last week in the Supreme Court of Ontario by the company's former board chairman, Louis A. Chesler.

Mr. Chesler, who resigned as Seven Arts chairman two years ago, claimed that statements made in a Seven Arts prospectus dated Sept. 8, 1965, were libelous in alleging that he acted dishonestly and that he violated U. S. securities laws.

Seven Arts attorneys stated that "the statements in question were added to the registration statement (filed in connection with the prospectus) based on information supplied to the company by the U. S. Securities and Exchange Commission after the original filing. The company denies any liability and considers the suit as having no merit."

Seven Arts is incorporated in Ontario but maintains its headquarters in New York.

Color TV legal series gets production OK

Broadcast Sales Inc., New York, said last week it had received a go-ahead from the American Bar Association and the National Law Center of The George Washington University to produce *Law of the Land*, a 52-week series of 260 five-minute shows taped in color that would feature noted lawyers discuss-

How another Kennedy used TV to win election

What if the candidate's name was Edward Moore instead of Edward M. Kennedy, his hard-hitting opponent asked in front of thousands of television viewers.

Visibly shaken and numbed by the assertion that without the Kennedy name his candidacy for the U. S. Senate seat from Massachusetts would be just a joke, Edward M. (Ted) Kennedy left the scene of his televised debate with Edward McCormack with the impression he had been bested. At first, members of both camps shared this impression. But soon viewer reaction showed Mr. Kennedy had emerged as a polite, sophisticated candidate who could withstand heated criticism and Mr. McCormack was seen as an over-aggressive attacker.

Thus, as his brother John F. Kennedy similarly had won immense and instant popularity during a televised debate with his opponent, so had Ted Kennedy succeeded in making his version of the TV debate the turning point in his successful 1962 Senate campaign.

This observation is contained in "Kennedy Campaigning," published by Beacon Press and written by Murray B. Levin, a professor of government at Boston University, who analyzes the "Kennedy style" of campaigning as practiced by the youngest son of the family. He said the 1962 campaign, Ted Kennedy's

first bid for public office, was the acid test of this style.

Before and after the unexpected success with the TV debate, Mr. Kennedy placed heavy emphasis on television, Professor Levin writes—so much so that he purchased more time on radio and TV than all the other candidates combined. He bought time on nine TV stations, including stations in New York and Rhode Island, most of it during prime time. Other facts revealed from Professor Levin's research show he bought time on 50 English-language radio stations and more than 20 foreign-language stations. He also had 139 minutes of documentary films and video tapes for showing on TV, again more than the other candidates combined. One of the programs was a morning show with his wife and mother aimed at reaching the housewives at home.

Although Professor Levin writes that the Kennedy campaign expense figures were somewhat vague, he estimates the victor spent about \$152,400 on TV and radio.

Professor Levin observes that the TV debates and Kennedy-style campaign in general are indicative of a new trend in politics. This trend, he feels, stresses more importance on the public image of candidates rather than the issues involved, leading to the emergence of the "actor-politician" or "celebrity-politician."

Bill White takes it home to read

TELEVISION.

The magazine that is read, in depth,
by decision-making money allocators
in advertising management.

Still in the catbird seat, says Red Barber

"I will be broadcasting baseball next year: I can promise you that." Red Barber, veteran baseball play-



Mr. Barber

by-play announcer offered that assurance last week after the announcement that the CBS-owned New York Yankees would not be renewing his contract. Mr. Barber, who made \$50,000 a year as the senior man on the Yankee announcing team and who had been with the Yankees for 13 years, said four major league teams, two in each league, had already inquired after his services for next season.

He made it clear that his prefer-

ence would be a play-by-play assignment for the New York Mets, but said he had received no indication from the Mets that they would offer him the job and didn't expect they would.

Michael Burke, who took over as president of the Yankees two weeks ago (BROADCASTING, Sept. 26), said the decision not to renew Mr. Barber's contract had been made earlier, but that he had reviewed it and executed it.

The Yankees will retain Phil Rizzuto, Jerry Coleman and Joe Garagiola as team broadcasters. Mr. Burke said there are no plans to add a fourth man to the announcing team to replace Mr. Barber.

Mr. Barber has completed 33 years as a play-by-play baseball announcer including long associations with the Brooklyn Dodgers and Cincinnati Reds.

ing legal problems and solutions.

The sales-distribution firm will produce the weekday package at George Washington University through BSI's subsidiary, Barrister Productions Inc. Some episodes are now prepared with Associate Justice of the U.S. Supreme Court Tom C. Clark and Sargent Shriver, director, Office of Economic Opportunity.

The board will review such topics as arrest and interrogation, negligence, false imprisonment, marriage and divorce, adoption, invasion of privacy and wills.

Sophia Loren and magic set for Wolper specials

Wolper Productions, Los Angeles, reported last week it has completed arrangements to produce three one-hour color specials. Two will spotlight actress Sophia Loren and the other will be a documentary on the first "Magic Olympiad" ever to be telecast.

One of the Loren programs will be a documentary treatment on the life and career of the actress, and the other will be a musical special filmed at her home near Rome. The magic show will be produced in Miami Beach during the convention of the International Brotherhood of Magicians July 1-4, 1967, according to M. J. (Bud) Rifkin, executive vice president of Wolper, and will include the "Olympiad," a competition among eight of the foremost magicians of the world. Wolper is a Metromedia company.

Program notes . . .

Holidays of all kinds ■ Woroner Productions, Miami, has released *The Americana Library and 13 Days*, a series of 25 half-hour radio programs for national patriotic holidays, some religious and some nonsectarian observances. The patriotic days include: Memorial Day, Independence Day and Washington's birthday. Included in the nonpatriotic observance category are shows for Christmas, Halloween, Easter, Hanukkah, Father's Day and Mother's Day.

TVCS to distribute ■ TV Cinema Sales Corp., Hollywood, film distribution company, has been appointed sales agent for the Gadabout Gaddis *Flying Fisherman* series and *The Terrific Adventures of the Terrible Ten* show. TVCS will handle sales in all states west of the Mississippi. The *Flying Fisherman* series consists of 52 half hours in color filmed on location at noted fishing spots throughout the country. The *Terrible Ten* series, described as a modern-day counterpart of the "Our Gang" comedies, consists of 198 seven-minute films produced in Australia.

NBC on air traffic ■ NBC News will study congestion and safety problems facing commercial aviation in a one-hour color documentary, *The Overcrowded Sky*, on NBC-TV, Nov. 7 (10-11 p.m. NYT). The special will feature films of a regularly scheduled nonstop flight from Paris to New York, and interviews with airline executives, gov-

ernment administrators, air crews and independent experts.

Jazz coverage ■ In conjunction with the Intercollegiate Jazz Festival to be held in Miami, next May, ABC Radio will carry a series of six regional competitions and the May 3-6 national finals. In addition, Pryed Productions is preparing a 90-minute special in color for possible network TV use.

Lion moves his den ■ Metro-Goldwyn-Mayer, New York, has moved its headquarter offices into its new building at 1350 Avenue of the Americas. New phone number: (212) 262-3131.

Colorful team ■ WJW-TV Cleveland, which has been telecasting Cleveland Indian baseball for six seasons, will carry the tribe's games for another three under a newly signed contract. The agreement also states that all home games will be telecast in color.

Dial actuality ■ The Air Force Systems Command has inaugurated a new service for broadcasters called DIAL N-E-W-S which consists of prerecorded actuality reports on Systems Command activities that can be used as inserts in newscasts. The reports are revised weekdays at 12 noon EDT. The DIAL N-E-W-S number is (301) 981-6397.

Free color ■ The weekly quarter-hour *British Calendar*, supplied free to local TV stations by British Information Services, 845 Third Avenue, New York, has gone to color one week a month, starting the first week of October. The first color *Calendar* is "A Visit with Harold Wilson," an informal interview of the British prime minister.

Ryan to continue sitting in music-license cases

Sylvester J. Ryan, who for years has presided over music-license cases in the U. S. Southern District Court in New York, has retired as chief judge of the court upon reaching his 70th birthday, but plans to continue sitting as a trial judge.

His office said he apparently had no intention to give up presiding over the music-license cases. These include, among others, a series of suits brought by stations and networks against the American Society of Composers, Authors and Publishers in efforts to arrive at "reasonable" fees for the use of ASCAP music on television and radio.

Seventy is the mandatory retirement age for chief judges. Judge Ryan, who has been on the district court bench since 1947 and chief judge for the past seven years, was honored by his fellow judges at a dinner the night be-

L.A. media group holds charity-drive kickoff

A check for \$97,500 was given to the United Crusade Fund last week as the initial 1966-67 contribution of the Radio, Television Recording Advertising Charities Inc. The presentation was made at the Hollywood Palladium where some 450 leaders and members of the joint entertainment-communications industries met to open the group's annual charity drive.

Thomas G. McCray, recently retired vice president and general manager of KNBC(TV) Los Angeles and president of RTRAC presented the check to Arthur M. Wood, head of operations for Sears, Roebuck & Co. on the West Coast and chairman of the 1966-67 United Crusade Fund drive. Mr. McCray gave out six other checks of lesser amounts to the Los Angeles Heart Association, United Cerebral Palsy Association, Crippled Children's Society, City of Hope, American Cancer Society and the YMCA.

The luncheon meeting was attended by representatives of ABC, CBS and NBC. The three networks paid for the affair.

The major speaker was John West, RCA staff vice president and campaign chairman. He told of the plans for the drive this year.

Funds collected by RTRAC are distributed directly and through United Crusade to some 268 charitable agencies. Many workers in the radio, television, recording and advertising industries contribute through a so-called golden rule plan that amounts to an automatic 1% deduction from their salaries.

Drumbeats . . .

Equipped ■ KHVH-TV Honolulu found itself with more pony than it bargained for when the "docile, health-inspected, Shetland pony, completely equipped," supplied by MCA for promoting its *Mr. Ed* series arrived in Hawaii smitten with a clear case of pregnancy. While MCA, the station says, worried about Mr. Ed's image, the promotion staff learned enough about gestation periods of Shetland ponies to determine that Mr. Ed's frisky, female friend was in no condition to travel back to the mainland, and the animal was donated to the Honolulu Children's Zoo. MCA is reported to be sending another pony, less "completely equipped," for the station's promotion activities.

Think big ■ Furthering its comedy

theme, ad agency Kane, Light, Gladney Inc. for Screen Gems' *The Monkees*, broke all mail-response coupon rules in offering a "10¢ picture" for 25¢ and

Send coupon and 25¢
for a 10¢ picture of
'The Monkees'



See 'The Monkees' premiere, Monday, Sept. 12 on NBC-TV

Actual ad—actual size

offering for the convenience of enthusiasts a coupon measuring 1/2 by 3/16 inches, billed as "the world's smallest." The mighty-microfilm coupon ad, which appeared in *TV Guide*, pulled 3,723 quarters, the agency reports, and 169 respondents even managed to painstakingly fill in the coupon well enough to be read.

Ad people observe WHAS-AM-TV campaign

Advertising agencies, station reps and national advertisers sent representatives to participate in and observe first-hand the 13th annual WHAS-AM-FM-TV Crusade for Children campaign of the Louisville, Ky., station.

WHAS-AM-FM-TV invited the industry representatives to participate in the fund-raising drive for handicapped children of Kentucky and Southern Indiana. Agencies represented at the WHAS 18-hour simulcast crusade included the Campbell-Ewald Co., Detroit; McCann-Erickson, Chicago and Atlanta; William Esty Co., New York; Dancer-Fitzgerald-Sample, New York; Tucker Wayne, Atlanta; Needham, Harper, Steers, Chicago; BBDO, New York; Burke, Dowling, Adams, Atlanta; Monroe F. Dreher Inc., New York, and McManus, John and Adams, Atlanta.

William F. Loader, WHAS-TV promotion director, reported a total of \$400,749 in cash and pledges as a result of the promotion.

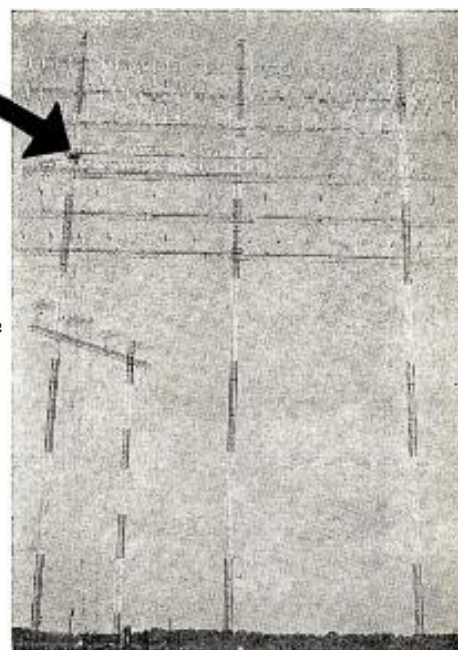
What Makes
ROHN CATV
Towers Different?

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

EXPERIENCE — ROHN engineers have more experience and are among the pioneers in tower construction and design.

DESIGN — ROHN towers are carefully and fully engineered to DO MORE THAN the job for which they are intended. They're proved by thousands of installations for every conceivable type job.

COMPLETENESS — The line is complete for every need. All accessories, lighting, and microwave reflectors are available from ONE reliable source. Entire job can be "turn-key" production if desired.



Shown above is a series of 4 special ROHN towers for a Jerrold-Taco CATV antenna installation. Towers engineered, manufactured and installed under complete ROHN supervision.

Write — Phone — Wire for Prompt Service

ROHN Manufacturing Co.

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Phone 309-637-8416

— TWX 309-697-1488

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

ABC's global sales tour opens in Hollywood

AUDIENCE ALSO HEARS SPACE COMMUNICATIONS PANEL

In the first of 32 such sales-whetting sessions to be shown around the world in the next two months, ABC International Television Inc. last week sought to stimulate West Coast advertising industry interest in global marketing.

Billed as an international symposium on "television and the space age," the sales presentation, held at the ABC Vine Street theater in Hollywood, was a two-hour pitch for the marketing opportunities that await the prudent advertiser who takes advantage of television's global potential. By the time ABC International spreads its message to the 32 cities on its worldwide whirlwind itinerary, the international sales representation organization will have spent more than \$100,000.

During the kickoff session in Hollywood, some 100 agency, advertiser, marketing and broadcasting representatives were shown a 25-minute film and color-slide presentation that emphasized television's global growth.

"Global television is no longer the new," they were told. "It is here. It is the known. It is now."

To accentuate the point, a film simulation of how ABC-TV will telecast the 1968 Olympics from Mexico City to the rest of the world was shown. This peek into the world of 1968 suggested that international television will have a considerable degree of flexibility in serving the commercial needs of individual nations and specific advertisers.

The audio-visual presentation was followed by a panel report on the current state and future prospects of space communications. Panelists included Robert E. Button, director of policy planning, Communications Satellite

Corp.; Dr. John W. Ludwig, assistant manager, communications satellite systems, space systems division, Hughes Aircraft; Ralph Carson, president, Carson/Roberts Inc., Los Angeles; Morey Johnson, marketing executive, General Milk Co., Carnation International Division, and Donald W. Coyle, president of ABC International.

Pacific Satellite Date ■ Mr. Button reported that the launching of a communications satellite over the Pacific is scheduled for Oct. 19. This vehicle hopefully will link the U. S. and Japan and have capability for live color television transmissions. It will be followed 30 days later by another communications satellite supplementing Early Bird over the Atlantic. The Comsat official indicated that as these launchings are achieved, and more use is made of the satellites, charges to television customers will decrease sharply.

Dr. Ludwig stressed that the technical hardware exists now to meet virtually any communications need in space. He said that there soon would be communications satellites weighing as much as 10,000 pounds, with the potential of handling more than 24 color channels plus telephonic and data transmission circuits.

The Hughes Aircraft scientist also predicted that the next generation of communications satellites will have a sufficient variety of antenna patterns to beam specific programs and commercials to a particular time zone in a country. He further explained that these satellites could be directional enough to transmit to one country in the morning and another country in the afternoon. The next generation of satel-

lites, too, will be able to provide at least six sound tracks on one picture, he said.

Dissent ■ Carnation's Morey Johnson was somewhat of a dissenter on the panel. The sky he painted for the people destined to pay the bills for the use of space TV—the advertisers—was hardly blue. For such truly international, widely accepted advertisers as Esso Oil or Ford Motor Co., he conceded, communications satellites could be "an outstanding tool." For others they are fraught with problems, at the mercy of local politics, vulnerable to nationalistic customs and tastes.

Don Coyle forecast an "electronic renaissance" in all phases of life, especially in "day-to-day human under-

Valenti to Europe

In his capacity as president of the Motion Picture Export Association of America Jack J. Valenti will leave shortly on a business trip to Europe for meetings with government officials, the heads of the TV networks there and with the TV managers of MPEAA member companies. He will be accompanied on the trip by Louis Nizer, general counsel, and William H. Fineshruber Jr., MPEAA vice president. Mr. Valenti also is president of the parent organization, Motion Picture Association of America. He attended a briefing session in New York last week with members of the MPEAA's special TV committee.

standing," as a result of global TV development. He said television's "ultimate destiny" will be as a force for "human betterment" and indicated that the medium's audience eventually will number more than 2 billion people.

Fielding a question from the audience after the general panel discussion had ended, John Ludwig confirmed that direct satellite-to-home transmissions are technically feasible, but expressed doubt that the political and economic problems involved would permit such a development in the near future, except possibly for reaching remote population outposts.

Mr. Coyle and Kevin Corrigan, manager of Worldvision network, presided over the meeting. These two men, together with Patrick A. Petrino, ABC International sales manager and Harvey

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Jacobs, manager of public relations, advertising and sales promotion, are scheduled to take the space-age TV presentation around the world. At least one of these four executives will be in attendance at each presentation of the symposium.

ABC International Television, founded in 1959 as a subsidiary of American Broadcasting Companies Inc., acts as purchasing and sales representative for foreign television stations known as the Worldvision group. Currently Worldvision encompasses 26 nations.

Broadcasters, admen on Radio Free Europe tour

Four broadcasters and two advertising executives are among 40 U. S. civic leaders, business people and communications executives who will inspect European facilities of Radio Free Europe during a two-week trip, starting today (Oct. 3). Broadcasters are Sidney D. Ansin, president of WCKT(TV) Miami Beach; Joseph P. Dougherty, executive vice president, TV, of Capital Cities

Broadcasting Corp., Providence, R.I., and Mrs. Dougherty; Jack Harris, president, KPRC Houston; William D. Shaw, vice president and general manager, KSFO San Francisco, and Mrs. Shaw. Among advertising executives: Ronald McCulloch, vice president, Foote, Cone & Belding, New York, and Robert Keim, president of The Advertising Council, New York.

Group will tour Berlin and meet officials, visit Iron Curtain on West German-Czechoslovak border, RFE headquarters in Munich, Germany, and its principal transmitter site in Lisbon.

FINANCIAL REPORTS

Wometco reports 15.2% per-share increase

Wometco Enterprises Inc., Miami-based diversified company with broadcast holdings, reported record earnings and revenues for the third quarter and nine months of 1966.

In the latest 12-week period, ended Sept. 10, Wometco posted a 15.2% increase in per-share earnings—43 cents a share, compared to 37 cents in 1965 based on net income of \$948,213, up from \$823,363 in the prior year's quarter. Revenues moved up 26.3%, to \$12,241,555 from \$9,689,592.

For nine months ended Sept. 10:

	1966	1965
Earned per share	\$1.26	\$1.11
Gross income	33,576,230	26,666,891
Net income before income taxes	4,962,925	4,388,560
Net income after income taxes	2,802,925	2,458,560

Seven Arts posts net, gross gains for '66

Substantial gains in net and gross income were reported by Seven Arts Productions Ltd., Toronto, for the fiscal year ended June 30.

Net earnings for fiscal 1966 rose by 109% over fiscal 1965. It was pointed out that excluded from the comparison with fiscal 1966 was a nonrecurring gain in 1965 of \$1,276,801, or 50 cents per common share, resulting from the sale of the company's interest in the Grand Bahama Development Co., Ltd. Gross income in the year ended June 30 rose 31% over the previous year.

For the year ended June 30:

ZOOM LENS

RENTALS

ZOLOMATICS

5675 MELROSE AV. HOLLYWOOD CALIFORNIA TEL. (213) 463-2187

	1966	1965
Net income per share	\$2.05	\$0.98
Gross income	33,919,502	25,921,532
Net income	5,201,741	2,485,651
Non-recurring net gain	—	1,276,801
Unamortized investment in film library for television distribution	38,952,122	35,555,976

8th annual net increase marked at Screen Gems

Record profits and sales for the fiscal year ended last June 26 were reported last week by Screen Gems Inc. A. Schneider, president, said this marks the eighth consecutive year the company has recorded an increase in profits.

For the year ended June 25, 1966, and June 26, 1965:

	1966	1965
Income per share	\$1.30	\$1.18
Net income	5,211,000	4,691,000
Gross income	87,387,000	66,966,000
Number of shares outstanding at end of period	4,022,063	3,966,250*

*Adjusted for 5-for-4 stock split in December 1965.

ASCAP gross soars; overhead cut to new low

The semiannual West Coast membership meeting of the American Society of Composers, Authors and Publishers, held last week, in Los Angeles was full of bullish news of growth and finances.

Some 700 ASCAP members were told that for the first eight months of this year ended Aug. 31, the performing rights society grossed \$31,823,426, some \$2.6 million more than was ever registered for a comparable period before. It also was revealed that salaries and expenses for the organization were reduced to a new low proportional level of 15.2% of the gross. For the same period last year, expenses and salaries amounted to 16.4% of total revenues.

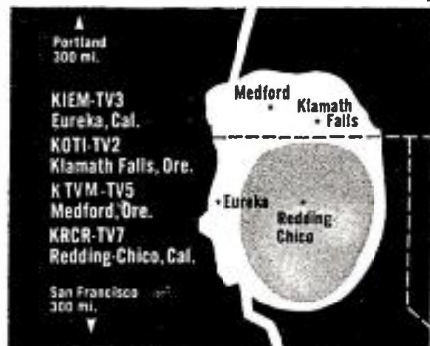
ASCAP President Stanley Adams reported that since the last West Coast membership meeting in February, 316 writers and 130 publishers joined the

organization. ASCAP now numbers 8,468 writers and 2,836 publishers among its total membership of 11,304. Mr. Adams also announced that a new five-year contract had been negotiated with Muzak. Additionally he delivered a report on pending copyright legislation, community antenna television and educational TV and discussed how these developments might affect ASCAP members.

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

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Mixer

David M. Mixer, VP and account supervisor for household products division of Colgate - Palmolive Co. at Ted Bates & Co., New York, elected senior VP and senior group head of division.

John R. O'Connor, assistant product manager for Miller Brewing Co., Milwaukee, appointed sales promotion manager of marketing division.

Joseph N. Curl, VP-daytime sales and sports sales, CBS-TV New York, named VP-West Coast sales, Hollywood. **Robert F. Stolfi**, manager, Pacific Coast sales, succeeds Mr. Curl in New York. **John A. deWaal**, account executive, network sales, New York, elected VP-Detroit sales.

David G. Watrous has resigned as president of Earle Ludgin & Co., Chicago, to open his own consulting firm.



Mr. Tolford

James Tolford, commercial service manager, Leo Burnett Co., Chicago, joins Knox Reeves Advertising, Minneapolis, as radio-TV operations manager. **Robert Gardner**, from Pillsbury, joins KRA as account executive.

New to KRA copywriting staff is **Lanny Udell**, from Carson Roberts, Los Angeles. **Christopher Dahl** joins KRA as media research analyst, moving from Campbell-Mithun.

Armand Belli has resigned as general sales manager of WCFL Chicago.



Mr. Schoenleb



Mr. Mintz

Alan S. Mintz, associate creative director, Needham, Harper & Steers, New York; **E. Christian Schoenleb** and **William C. Pullman**, account supervisors, respectively, on General Mills and Kraft accounts at NH



Mr. Pullman

&S, Chicago, all elected VP's.

William C. Aiston, VP and management supervisor, BBDO, Chicago, named regional manager. He succeeds **Forrest Owen Jr.**, who has become president of Clyne Maxon Inc., New York (see page 32).

Bill Anthony, account executive at WMCT(TV) Memphis, named sales manager of WMC there.



Mr. Ellis

Robert M. Ellis, VP at Kenyon & Eckhardt, New York, appointed account supervisor on Mercury auto account.

Sanford Roth, VP and associate creative director, West, Weir and Bartel, New York, joins Johnstone Inc., same city, as VP and creative director.

Bob Gips, director for FilmFair, Hollywood, elected VP.

Edmund Penney, writer-director-producer, joins Nides* Cini* Advertising, Los Angeles, as audio-visual consultant. Mr. Penney will also head Edmund Penney Productions, film production company, which will have headquarters at Nides* Cini.

Frank Wheeler, manager of The Katz Agency, San Francisco, joins KHVH-TV Honolulu, as local sales manager.

Thomas E. Kuhn, formerly with D'Arcy Advertising, Chicago, joins Allen, Anderson, Niefeld & Paley there as VP-account supervisor.

Gerald Golden, senior accountant, Peat, Marwick, Mitchell & Co., Kansas City, Mo., appointed business manager, KMBC-AM-FM-TV, same city.

Stephen Wells, copywriter with BBDO, Los Angeles, named group copy chief at The Bowes Co., that city.

William W. Campbell, account executive with CHOW Welland, Ont., named to a similar post at WKBW Buffalo, N. Y.

Wing Fong, art group director in Detroit and Chicago offices of N. W. Ayer & Son, appointed to Philadelphia office.

Jack Lowe joins Phil Berne Advertising Inc., Bethesda, Md., as account executive.

R. A. Wilson, with KPHO Phoenix, named account executive at KMTV(TV) Omaha, both Meredith stations.

John McGee, account director for Veg-All, Freshlike and La Choy foods at Campbell-Mithun, Chicago, named VP.

Larry L. Parker, director of radio-TV at William F. Geisz Advertising, St. Louis, appointed assistant product manager for Honeysuckle turkey products at Ralston Purina Co., that city.

Stanley H. Beals, with BBDO, Chicago, joins Needham, Harper & Steers there as account executive on Campbell Soup. **Donald R. Allen**, also previously with BBDO, joins NH&S as merchandising supervisor.

Henry V. Brennan, account executive with KOME Tulsa, Okla., appointed sales manager of KRBE(FM) Houston.

Richard Popin, with BBDO San Francisco, joins KRON-TV there as sales promotion director.

Warren Thomas named account executive at WSAI Cincinnati.

Jerry Heilman, with WFOx Milwaukee, joins WVT(TV) there as account executive.

Quentin L. Fox, VP and account executive for Gaynor & Ducas, Beverly Hills, Calif., joins Carson/Roberts/Inc., Los Angeles.



Mr. Zagrecki

Richard Zagrecki, supervisor of media research at Colgate-Palmolive Co., New York, appointed to newly created position of manager, media and sales research, Liggett & Myers Tobacco Co., New York.

Fletcher F. Oakes, marketing director, and **William J. Cain**, account supervisor, both in San Francisco office of Cunningham & Walsh, appointed VP's.

Gordon Bellamy promoted to creative supervisor at Dancer-Fitzgerald-Sample, San Francisco. **Buck Pennington**, TV commercial producer, raised to executive broadcast commercial producer, heading West Coast production staff and working out of D-F-S Los Angeles.

Jack B. Novack named account executive in New York office of Prestige Representation Organization.

John W. Angus Jr., **Gregory P. Fitzpatrick** and **Judson H. R. Morris Jr.**, account executives in New York office of Foote, Cone & Belding, elected VP's.

Mike Thatcher appointed sales manager of wxcl Peoria, Ill.

fore he stepped down from the top post. He said he "feels" 10 years younger than his age—an assessment that observers who have watched him in the music cases would agree with.

As chief judge, he was automatically succeeded on the basis of seniority by Judge Sidney Sugarman, 62.

Red Lion fairness case heard by 3-judge panel

A constitutional challenge to the FCC's fairness doctrine was argued last week before a three-judge panel of the U. S. Court of Appeals in Washington. There was no indication of the judges' attitude during the argument, although several raised questions concerning subsidiary issues.

The attack was made by Red Lion Broadcasting Co. and the Reverend John M. Norris. It involves a 1965 FCC order telling Red Lion, which is the licensee of WGCN-AM-FM Red Lion, Pa., that it is a licensee's obligation to present both sides of a controversial issue. The commission said it did not matter whether or not both programs are paid for, or only one of them. This is particularly true, the commission said, where a personal attack on an individual is made.

The case started during the 1964 political campaign. WGCN broadcast a paid program by Rev. Billy James Hargis in which Mr. Hargis attacked Fred J. Cook, author of "Radio Right: Hate Clubs of the Air," published in *The Nation* magazine.

Red Lion said it offered Mr. Cook the right to reply at the same rates it had charged Mr. Hargis. Mr. Cook objected.

Robert E. Manuel, attorney for Red Lion, contended that the FCC's fairness policy, based on Section 315 of the Communications Act, was an unlawful delegation of Congress' legislative function. He also argued that the commission's requirement that free time be given to someone who is personally attacked in a paid program was discriminatory and that the whole fairness policy is vague and unworkable.

FCC General Counsel Henry Geller defended the commission's action and maintained that the fairness policy of the FCC stems from congressional direction in Section 315.

The argument was heard by Circuit Judges Charles Fahy, Wilbur K. Miller and Edward A. Tamm.

Still pending is a lawsuit instituted by Red Lion against the FCC in the U. S. District Court in Washington. In this case, Red Lion also is seeking to overturn the fairness doctrine, again on constitutional grounds.

BROADCASTING, October 3, 1966

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Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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TV projection via laser shown

Zenith lab model screens 'black-and-red' pictures; future holds color system

A breakthrough in the primitive technology for using a laser beam to paint a television picture was demonstrated in Chicago last week by Zenith Radio Corp.

The new laser system when out of the laboratory at some unknown future date would be useful for large picture projection on a wall or other surface. It ultimately could be done in full color using two or three lasers, Zenith engineers predict, and the problems of convergence and registration would be "very simple" compared to present color TV because of the accuracy inherent in the new technique.

Zenith's breakthrough basically is its newly developed ability to control by ultrasonic sound waves the horizontal scan (15,750 times per second) and vertical scan (60 per second) of the laser beam necessary to produce a TV picture display. Up to now most experimenters have attempted this by mechanical means.

Sound Waves Modulate ■ In the Zenith development the electronic signal elements from the composite TV signal relating to video, sweep and other synchronizing controls are translated by ultrasonic devices into sound waves that in turn manipulate or deflect the laser beam and thereby permit a controlled scanning motion.

At the Zenith demonstration Thursday the picture was projected on a large motion-picture screen using a helium-neon laser as a light source. Since the laser emitted a red beam, the picture on the screen was black-and-red.

Both motion-picture film in a closed TV system and off-the-air TV station programs were shown. A single laser cannot provide a "white" light since white light is a combination of many colors rather than one, hence "black-and-white" laser-produced TV pictures are not expected. By the time a practical laser system evolves all TV will be in color anyway, it was noted.

Dr. Robert Adler, vice president and director of research of Zenith, emphasized that the system still is in a very early stage. More efficient lasers must

be developed before a practical system can be worked out, he said.

Helium-Neon Laser ■ The experimental laser display system demonstrated by Zenith uses a 50 milliwatt laser light source; an initial ultrasonic diffraction cell for intensity modulation; a second diffraction cell that acts as a horizontal deflector that provides a high degree of resolution, and a vertical deflector. They perform essentially the same functions as electron-beam control of a conventional picture tube and deflection yoke. In addition there are a number of optical components to shape and focus the beam on a screen.

"The principle of using ultrasonic waves to interact with a light beam is one that has been known for some 30 years," Dr. Adler said. "Previously it was thought that ultrasound could only be applied to intensity modulation or control of brightness."

TV signals for display by the system are provided by portions of a regular TV chassis and are processed before being fed into the intensity modulation (video), horizontal deflection and vertical deflection stages of the system.

New version of 24-hour disk recorder marketed

Inventor Robert (Buddy) Wagner has begun marketing a new version of his two-rpm Documentor, said to record and monitor up to 24 hours of audio material on a single, paper-thin nine-inch-diameter disk. The recorder has been sold to 60 radio stations in the U. S. and Canada, and to armed forces units in Puerto Rico, Europe and Japan, he reported.

Mr. Wagner said his new device is fully transistorized and equipped with microphone input. It is priced at \$1,965. The first model, formerly called the ITA Documentor under license to ITA Electronics, was introduced at the 1962 National Association of Broadcasters convention in Chicago (BROADCASTING, April 9, 1962).

The new 125-pound device (36 x 21 x 23-5/8 inches) operates at speeds of two rpm and four rpm, with frequency responses of 100-3,000 cps and 100-6,000 cps, respectively. Its vinyl Micro-Disks are nonerasable, and condense 12 hours of sound on each side.

Mr. Wagner's firm, Wagnasonic Development Corp., Denville, N. J., is receiving bulk orders for the disks at 40 cents per disk. A three-year supply, he claims, can fit into one foot of shelf space, a one-year supply into four inches.

TV set prices go up slightly

But government sees little inflationary threat now, asks industry to hold line

President Johnson's anti-inflation campaign touched the television manufacturing industry last week—but lightly.

Meeting in Washington, marketing executives of 10 TV set makers plus representatives of the Electronic Industries Association heard pleas from government officials that they consider the public interest when making price increases. But they were also told that the few price increases announced over the past few weeks were hardly extreme enough to be significant.

In fact, in a way the industry was commended for its history of productivity and resulting price declines. Using 1957-59 as 100, all TV set prices, black and white as well as color, were at 82.2 (82.1 for color TV), according to the federal government's consumer price index in May of this year.

The price increases announced in the recent weeks were termed selective and not across the board, amounting from 2.2% to 3% according to Alexander B. Trowbridge, assistant secretary of commerce for domestic and international business.

During the past few weeks, prices of certain color receivers have been increased by RCA, Zenith, Philco, Admiral, Sylvania and Motorola. The increases have ranged from 1% to 3%. Other manufacturers have said they are studying the situation.

Mr. Trowbridge said after the meeting that the government had benefited more from the meeting because it gained more knowledge of the TV set manufacturers' problems. These principally were two, he said: a shortage of skilled labor and spiraling costs of copper, and other raw materials used in TV set components. These are similar to the "pressure points" facing other industries, Mr. Trowbridge commented, adding that meetings had already been held with such other industries as textiles, chemicals, shoes and furniture.

No Rollback Call ■ Mr. Trowbridge stressed that no promises were made to the makers and none extracted from them. He added that no agreements were reached, either.

He said that it was his feeling that

TV set manufacturers were hoping to offset rising production costs by greater productivity and expansion of facilities. He added that the government would try to help in some form to secure workers for the TV set industry, but that it was too early to determine exactly how this might be accomplished.

Also representing the government at the meeting, which lasted slightly over an hour at the Department of Commerce, were James S. Duesenberry, a member of the President's Council of Economic Advisers; Rodney Borhum, administrator, Business and Defense Services Administration, and F. D. Hockersmith, deputy administrator of BDSA.

Those present from industry:

D. L. Mills, and Carleton Smith, RCA; Charles N. Hoffman, Warwick; Ross Siragusa Jr., Admiral; W. M. Day, Westinghouse; John T. Morgan,sylvania; Edwin P. Vanderwicken, Motorola; George H. Fezell, Magnavox; Richard Christie, General Electric; Philip Wood and Ralph Spang, Zenith; Armin E. Allen, Philco, and James D. Secrest and Jack Wayman, EIA.

Land-mobile forces get help from Hill

The FCC last week received a sharp rebuke from several members of Congress who charged the commission with inaction in easing the congestion on frequencies assigned to land-mobile radio users.

Representative John D. Dingell (D-Mich.), chairman of the House Small Business Subcommittee on Regulatory Agencies, led the attack. The outburst by Representative Dingell was the latest in a series he began last May when the subcommittee heard witnesses who use two-way radio complaining about the expansion of overcrowding on their airwaves. Last week the congressman charged that crime prevention, traffic safety and small business are all being hampered by the FCC inaction.

In July FCC Chairman Rosel H. Hyde said the commission was establishing a committee to study testing to determine if sharing of frequencies would be feasible. At that time he said the problem was one of either reallocating space, which would displace existing services, or of getting more efficient use out of the existing channels. He, said, however, the problem could not be solved just by the commission making additional frequency space available.

However, last week Representative Dingell said the July report did not indicate the kind of all-out effort to

solve the problem to which the people of this country are entitled. He added that the commission has repeatedly said it was aware of the problem but has done "very little" to alleviate it. "How can we blame the people of this country for being dissatisfied when their government moves so ponderously?" he declared.

Also urging the commission to act were Representatives Silvio O. Conte (R-Mass.), James C. Corman (D-Calif.) and John C. Kluczinski (D-Ill.). Representative Conte said decades of delay have only increased the difficulty of doing something.

Test group tested at first meeting

A proposal that channel 6 in Los Angeles be used to test sharing with mobile land services was thrown into the very first meeting of the sharing test committee, established by the FCC last summer. The proposal, made by Richard T. Buesing, GE, representing the Electronic Industries Association, was tabled, as the eight-member committee got down to deciding what it was supposed to do and how.

The committee, meeting in Washington last Thursday (Sept. 29), first decided to establish a technical planning group to determine how to commence. This committee, meeting that same afternoon, decided to list all the information and data that would be needed for the test, and then to determine how much is already available.

The technical planning group plans to meet again Oct. 14.

During the morning's discussion, land-mobile service representatives acknowledged that their services faced their most critical needs in New York, Chicago and Los Angeles.

In response to the EIA Los Angeles proposal, broadcasting delegates emphasized that such a test would do nothing but prove, or disprove, that channel 6 in Los Angeles could be shared.

The EIA proposal contemplated establishing a land base station on Mt. Wilson, the site of that city's TV antenna farm, with receiving sites every five miles southward along the coast. Interference data would be gathered on adjacent channel 7 in Los Angeles (KABC-TV) and on co-channel 6 in Tijuana, Mexico (XETV[TV]).

Broadcasters also raised a question of international treaties—the Geneva convention which allocates these frequencies for television broadcasting only, and the treaty with Mexico arranging for the use of TV channels near the border between that country and the United



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States.

The sharing test committee was established by the FCC last July in its inquiry into the frequency space problems of the land mobile services. Because the information on the feasibility of mobile services sharing channels with TV was incomplete, the FCC called for field tests "involving actual operation of a typical land mobile system on a television channel." It restricted the test to VHF channels only, because VHF television, it said, was more stable. But, the commission said, tests on UHF channels might be permitted later. It also asked for information on television receiver characteristics as they would relate to sharing.

CTSTCLMRS ■ Members of the full committee—its official title is the jaw-breaking "Committee to Test Sharing of Television Channels by Land Mobile Radio Systems,"—are Ralph J. Renton, FCC chief engineer, chairman; Vincent T. Wasilewski, National Association of Broadcasters; Lester W. Lindow, Association of Maximum Service Telecasters; Chalmers Marquis, National Association of Educational Broadcasters; Waldo A. Shipman, Columbia Gas System Service Corp., for Joint Technical Advisory Committee; Carl T. Jones, Washington consulting engineer, for the Association of Federal Communications Consulting Engineers, Mr. Buesing; and H. H. McFeely, National Association of Manufacturers.

The technical planning group is chaired by Arnold Skrivseth, FCC, and includes George W. Bartlett, NAB; Howard Head, Washington consulting engineer, for AMST; Charles Prohaska, for NAEB; Mr. Buesing, for EIA; Mr. Barsis, for JTAC, and Mr. McFeely, for NAM.

Jules Deitz, FCC, is coordinator of the project.

CATV relay picture clouded by 2d plan

American Television Relay Inc.'s plans for a microwave system that would carry programs of Chicago television stations to communities in Kentucky and Alabama took on another dimension last week with FCC acceptance of a new group of American Relay microwave applications.

The new applications provide for a 12-hop system to relay the programs of KPLR-TV St. Louis to the same four CATV systems in Glasgow, Ky., and the Decatur-Huntsville, Ala., market that American Relay plans to serve with signals of WGN-TV and WFLD(TV), both Chicago.

Four television stations—three UHF's in the northern Alabama market and one VHF in Bowling Green, Ky.—have already filed oppositions to the first group of applications. WHNT-TV (ch. 19), WAAY-TV (ch. 31) and WMSL-TV (ch. 23), all Decatur-Huntsville, and WLTW(TV) (ch. 13) Bowling Green say such a system, capable of serving CATV's along its considerable length, would threaten the viability of UHF's in a number of markets. The UHF's also said the system would violate commission policy by "leap frogging" signals of the Chicago stations great distances into Alabama (BROADCASTING, Sept. 26).

Glasgow is some 375 miles from Chicago and the Alabama communities some 600 miles. St. Louis is somewhat closer to the areas that would be served—240 miles from Glasgow and about 335 airline miles from the northern Alabama communities.

The four protesting UHF's also

say that the system, by expanding the service of the CATV's with which they compete, would hurt their ability to maintain their present standards of service. WLTW said its survival is at stake.

The CATV company to be served by both systems in Glasgow and Decatur is American Cable TV Inc., which is related to American Television through CATV entrepreneur Bruce Merrill. He is 85% owner of the microwave system and a principal in the CATV system. The two Huntsville systems, TV Distribution System and Video Cable Systems Inc., are unrelated.

Besides raising economic-injury and commission policy questions, the UHF's contend the applications for the Chicago network should be dismissed on the ground that American Relay has not demonstrated the financial ability to build the system. The plans call for an outlay of \$800,000. Applications for the St. Louis-based system estimate that its cost would be \$205,055.

Technical topics . . .

Upgrade ■ WRLP(TV) Greenfield, Mass.-Keene, N.H.-Brattleboro, Vt., is taking advantage of a mishap to better its signal. The station was knocked off the air in August by a low-flying private plane that hit its tower. A new antenna and 620-foot tower are going up and transmitter adjustments are also being made. William L. Putnam, president of Springfield Television Broadcasting Corp., licensee of WRLP, said the changes should result in tripling effective radiated power. The station will continue as a satellite of WWLP(TV) Springfield, Mass.

School opens ■ A school offering instruction in video-tape recording and closed-circuit television methodology has been opened by Ampex Corp. at its consumer and educational products division in Elk Grove Village, Ill. Called the Ampex Video Institute, the new school will train both users of Ampex equipment and dealer sales and service personnel. Enrollment by other interested persons is also invited.

Buys VTR ■ The University of Nebraska's noncommercial educational TV station, KUON-TV Lincoln, took delivery of a mobile television van built and equipped by Ampex Corp. under a \$184,000 contract. The van contains an Ampex VR-1100 Videotape recorder and three Marconi Mark V monochrome cameras, along with an Ampex PR-10 audio recorder. The station will use the mobile studio for on-location production throughout the state. It's capable of beaming a TV signal by microwave transmission to the seven educational TV stations in the university's network.

FM, color TV, home radios set sales up

Distributor sales of black-and-white TV sets declined 2.7% for the first seven months of the year over the comparable period in 1965, while color television sales were 99.1% ahead of the same period last year. Total TV-set sales for the January-July period were up 18.5%.

FM sales were particularly good with a 42% increase over last year. Auto radio sales, however, were down 12.7% for the January-July period. Total home radio sales were up 10.3%.

Sales figures, as reported by the Electronic Industries Association:

Period	TELEVISION		
	Total	Monochrome	Color
Jan.-July 1966	6,050,016	3,935,766	2,114,250
Jan.-July 1965	5,107,491	4,045,842	1,061,649
Period	RADIO		
	Total	Monochrome	Color
Jan.-July 1966	6,919,688	1,893,564	5,023,063
Jan.-July 1965	6,272,819	1,333,916	5,755,569

New MMR names 7

Major Market Radio Inc., New York, new radio representative firm, announced following appointments:

Jack Sloan, of AM Radio Sales, and **Gordon Gray Jr.** of The Katz Agency join New York sales staff. **Ron Gilbert** of AM Radio sales named head of MMR's Detroit office. **Everett Marsh** of WLS Chicago, and **John Dragomier**, formerly in MMR's Detroit office, join Chicago sales staff. **Dick Mahoney**, from Campbell-Ewald, Los Angeles, joins MMR's office there. **Pat Hodges**, sales executive at KSFO, San Francisco joins San Francisco sales staff.

MMR president Wilmot Losee also announced planned opening of Atlanta office, staff increase in Detroit, and plans for MMR sales executives to visit all their represented stations in Golden West Broadcasters and Storer Broadcasting Co. groups.

Larry O. Cole, in sales for WBAP-TV Fort Worth-Dallas, named sales manager of station's Fort Worth office. **Arthur Grimm**, with WBAP-AM-FM-TV, appointed sales manager for WBAP-TV's Dallas office.



Mr. Pickering

Charles M. Pickering, with Westinghouse stations in Boston, Cleveland and Philadelphia, appointed TV sales manager of WKGB Inc., applicant to purchase WXHR-AM-FM-TV Cambridge-Boston.

Raymond G. Mendelsohn, regional sales manager of WAKR Akron, Ohio, appointed general sales manager of Regional Reps Corp., Cleveland. **Dennis A. Leonard**, account executive, promoted to general manager of RRC's Penn State Reps division, Pittsburgh.

Everett L. (Tod) Moore Jr., president of Unicom Inc., CATV subsidiary of The Katz Agency, New York, rejoins parent company in newly created corporate executive position to undertake special assignments in radio. **Franklin R. Valentine**, executive VP, Unicom, succeeds Mr. Moore as president.

Marilynn Welan, controller for Scott/Rifkin/Rappaport, Los Angeles, appointed operations manager for Chuck Blore Creative Services (radio comm-

ercials). She replaces **Joyce Shahin**, promoted to production coordinator and director of public relations.

Andrew J. Quinn, assistant production manager of Doremus & Co., New York, named manager of production department.



Mr. Wadington

Robert W. Wadington elected president and board member of McLain Advertising Inc., Kalamazoo, Mich. He joined McLain in 1956 and has been VP and general manager for three years. Also elected to board was **Percy H. Russell**, Washington attorney with Kirkland, Ellis, Hodson, Chaffetz & Masters. **James S. Gilmore Jr.**, president Gilmore Broadcasting Corp., remains chairman of McLain.

THE MEDIA

Herbert Brotz, manager, business affairs, NBC Radio, appointed director, business affairs. **Michael Laurence**, director, promotion and client services, named director, marketing and creative services. **Ludwig W. Simmel** continues as manager, sales services and station clearances, with additional responsibility for coordinating functions of sales and traffic department.



Mr. McCurdy

Eugene McCurdy, general sales manager of WFIL Philadelphia, named general manager of WRCP-AM-FM there.

William R. Raihall, WTIG Massillon, Ohio, commercial manager, named general manager.

Norm Hankoff, account executive with KGMS and KCRA, both Sacramento, Calif., named general manager of KTHO-AM-FM Tahoe Valley, Calif.

Eddie Clarke, from Storz Broadcasting and Metromedia, named general manager of WTTT Tiffin, Ohio.

C. Howard McDonald, program manager for KURL-AM-FM Billings, Mont., named station manager of noncommercial WCTS-FM Minneapolis.

Ronald Laufer, senior research analyst at WABC-TV New York, named research director of WXYZ-TV Detroit.

Tom Galloway, commercial manager of KVOL Lafayette, La., appointed station manager. He is succeeded by **Barry Thompson**, sales representative.

Victoria Zeve named to research marketing division, WFGA-TV Jacksonville, Fla.



Mr. Street

Samuel S. Street Jr., director of marketing, Viking Industries Inc., named director of membership services, National Community Television Association, Washington. He previously had been advertising public relations executive with Ameco Inc., Phoenix, and Telesystems Corp., Glenside, Pa.

Joseph A. Sheridan, with WSWO-TV Springfield, Ohio, appointed general manager.

Ken Hart named president and general manager of WYND Sarasota, Fla.

George H. Duncan, account executive, WNEW-FM New York, appointed general manager.

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Lou Mahacek Jr., account executive with KOWH and KETV(TV), both Omaha, named general manager of KISD Sioux Falls, S. D., new station of Starr Broadcasting group which also owns KOWH-AM-FM.

Paul C. Brines, Communicana Group, Elkhart, Ind., elected to board of directors of Community Broadcasters Association, replacing late **Gene Trace**, WBBW Youngstown, Ohio.

Charles D. Fritz, WXYZ Detroit, elected president of Michigan Association of Broadcasters. Others elected: **Clarence Rhodes**, Panax Corp., East Lansing, VP; **Raymond Plank**, WKLA Ludington, sec-treasurer.

PROGRAMING

Robert L. Rieron, assistant VP and program operations manager of WBTV (TV) Charlotte, N. C., appointed program director of WJBK-TV Detroit.

Frederick C. Houghton, member of studio legal staff, appointed director of MGM Studio TV business affairs.

Ted Doyle appointed program director and **Fred Cusick** sports coordinator of TV operation of WKBG Inc., applicant to buy WXHR-AM-FM-TV Cambridge-Boston.



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Wanted by FBI

The Federal Bureau of Investigation has issued a wanted notice for **Theodore Joseph Agnew**, 45, who has worked as radio announcer throughout the Southwest, and **Frances Lorine Agnew**, 45. A federal warrant, issued last January at Tucson, Ariz., charges the Agnews with causing fraudulent checks to be transported in



Theodore Agnew



Frances Agnew

interstate commerce, according to the FBI. Theodore Agnew is described as 5 feet 11 inches; 190 pounds, brown graying hair, hazel eyes, pock-marked face and with precise speech. Frances Agnew is listed as 5 feet, 7 inches; 148-155 pounds, black hair (dyed red or blonde), brown eyes and dark complexion. FBI asks that any information on the Agnews be furnished to nearest office of the bureau.

Robert M. Johnson, cartoonist and illustrator with *Pittsburgh Press*, named staff artist at WIIC-TV there.

Christopher Lukas, producer of cultural and public affairs programs, WNDT(TV) Newark, N. J.-New York, appointed director of cultural programs.

Gil Cowley, with WDCA-TV Washington, appointed art director.

W. Argyle Nelson Sr., VP of production and studio operations and member of board of directors of Desilu Productions Inc., Hollywood, retires. He will remain as consultant until Jan. 31, 1967.

NEWS



Mr. Ely

Burl Ely, broadcast executive for eastern states at AP, named special assistant to **Robert Eunson**, assistant general manager in charge of AP broadcast division. Mr. Ely will handle special projects including production of handbook for broadcasters. **Jerry Trapp**, broadcast

executive in New York office, succeeds Mr. Ely.

Robert Trout, veteran CBS newsmen and currently European correspondent for WCBS-TV New York, appointed roving European correspondent for five CBS-TV owned stations: WCBS-TV, WBBM-TV Chicago, KMOX-TV St. Louis, KNXT(TV) Los Angeles and WCAU-TV Philadelphia.

Clifford Evans, television and newspaper journalist, named director of Washington News Bureau for RKO General Broadcasting, reporting to **George Brown**, director of news.



Mr. Evans

Don Picken, with KOIN-TV Portland, Ore., joins news staff of KRON-TV San Francisco.

Lee Polk, producer at WNDT(TV) Newark, N. J.-New York, named executive producer of news and public affairs.

Bob Feriss, special investigative reporter for WVOX New Rochelle, N. Y., appointed director of news and special events.

Jim Boyd, formerly with KYNT Yankton, S. D., and WOC-AM-FM-TV Davenport, Iowa, joins news staff of KVTY (TV) Sioux City, Iowa.

Daniel R. Hackel, news director, WEWS(TV) Cleveland, joins ABC News, Washington, as correspondent.

Til Ferdenzi, New York sportswriter, has joined NBC-TV sports department in New York as writer. His first assignment is *American Football League Report* that started (Oct. 1).

EQUIPMENT & ENGINEERING

Joseph B. Rice Jr., VP and general manager of Electrodata Division of Burroughs Corp., appointed VP, operations, for Houston Fearless Corp., Los Angeles.

Leo M. Story, manager of General Electric's closed-circuit TV sales and market development in Visual Communications Products Department, Syracuse, N. Y., named marketing manager for closed-circuit TV.

Charles J. Chatterton, in charge of production for all divisions of Browning Laboratories, Laconia, N. H., communications equipment firm, named executive vice president.

Howard W. Tone, technical director of National Educational Television, named director of engineering and dis-

tribution at NET's technical and distribution center, Ann Arbor, Mich. **Marvin W. Rahm**, video-tape operations supervisor, named assistant director of engineering.

John Sheldon, director of sales for Aerovox's Hi-Q division, named to newly created post of corporate director of marketing for New Bedford, Mass.-based electronics firm.

FANFARE

Martin A. Grove, press representative, WABC New York, appointed trade press editor, ABC, to direct all publicity for network's business activities. He succeeds **George F. Hoover**, named director of press information department in July.

Joel A. Glass, assistant director of public information and advertising, WCBS New York, named senior press representative at WCBS-TV.

Louise Reynolds, from Gaynor & Ducas, Beverly Hills, joins noncommercial KCET(TV) Los Angeles as assistant public relations director.

James L. Heller, with Zenith Radio Corp. in engineering capacities since 1942, promoted to manager of quality assurance department. He succeeds **William C. Hagey** who has resigned.

ALLIED FIELDS

Abbott C. Roseman, acting chief of FCC's newly formed International and Satellite Communications Division since

Paley named

William S. Paley, chairman of CBS Inc., elected board chairman of Resources for the Future Inc. Mr. Paley succeeds **Reuben G. Gustavson**, retiring. Mr. Paley served as the chairman of President's Materials Policy Commission in 1951-52, and since 1952 has been a member of RFF's board. RFF was established in that year with a grant from the Ford Foundation. Its purpose is to advance the development, conservation and use of natural resources through research and education.

last March, appointed chief. Appointment is subject to approval by Civil Service Commission.

INTERNATIONAL

George Cromwell, CHSJ Saint John, N. B., elected president of Atlantic Association of Broadcasters, succeeding **Willard A. Bishop**, CKEN Kentville, N. S. Other officers elected: **Morris Nathanson**, CJCJ Sydney, N. S., first VP; **Orville Pulsifer**, CHNS Halifax, N. S., second VP; and **Bob Lockhart**, CFBC Saint John, N. B., secretary-treasurer.

Maynard D. Peterkin, general pur-

chasing agent for Canadian Broadcasting Corp., Ottawa, appointed director of purchasing and stores, succeeding **Cyril E. Stiles**, who retires.

Don North, free-lance reporter for NBC, CBS, Time-Life and British Broadcasting Corp., joins ABC News, New York, as staff correspondent.

DEATHS

William F. Quinn, 41, production manager at NBC News, New York, died Sept. 21 at Memorial hospital, that city. Most recent of many specials he worked on was Aug. 25 *American White Paper: Organized Crime in the United States* on NBC-TV. His widow, Joan, and 10 children survive.

Bernard F. Gimbel, 81, retired board chairman of Gimbel Brothers department stores, died Sept. 29 in his apartment in New York. Mr. Gimbel retired in 1961. He was with store chain beginning in 1907 and was its president, 1927-1953, becoming board chairman and executive officer. Gimbel stores in the early years of broadcasting owned WIP Philadelphia, WCAE Pittsburgh, WTMJ Milwaukee and WGBS (now WINS) New York, all of which were sold. A first cousin, **Benedict Gimbel Jr.**, purchased WIP in 1958, becoming president, board chairman and principal stockholder (WIP Broadcasting Co.). He sold WIP in 1960 to Metromedia and has continued with the station as Metromedia VP.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 22 through Sept. 28 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

ACTIONS BY FCC

Orlando Fla.—Omicron TV Corp. Granted CP for new UHF on channel 35 (596-602 mc); ERP 277 kw vis., 55.4 kw aur. Ant. height above average terrain 220 feet, above ground 230 feet. P.O. address: Barnfield Rd., Rowayton, Conn. Estimated construction cost \$381,000; first-year operating cost \$250,000; revenue \$336,000. Studio and trans. locations both Orlando. Geographic coordinates 28° 32' 24" north lat., 81° 22' 45" west long. Type

trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer Jules Cohen and Associates, both Washington. Principals: Sunstand Inc.

(20.68%), Elise E. Allen, Albert G. Hartigan, Frank N. Merklein (each 10.34%) and others. Sunstand Inc. is owned by James B. Dinneen, John R. Gaines, A. Christie

	<p>EDWIN TORNBURG & COMPANY, INC.</p>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>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</p>

Fernandez, Jean G. Dinneen, Joan B. Gaines and Barbara G. Fernandez (each 16.67%). Messrs. Hartigan and Merklein, and Mrs. Allen each have 10.34% of Alpha TV Corp., applicant for ch. 66 Atlanta; Gamma TV Corp., applicant for ch. 24 Memphis; Delta TV Corp., CP for channel 33 Norfolk, Va.; Kappa TV Corp., CP for channel 61 Hartford, Conn.; Beta TV Corp., CP for channel 76 Buffalo, N. Y. Mr. Hartigan is VP and has 5% interest in Six Nations TV Corp., applicant for new TV in Syracuse, N.Y. Mr. Merklein is manager of production operation for Time-Life Broadcast Inc. Mr. Dinneen is pediatrician and has real estate interests. Mr. Gaines owns horse breeding farm. All stockholders in Sunstand have interest in Lee Center Inc., real estate investment firm, Action Sept. 13.

Longview, Tex.—Radio Longview Inc. Granted CP for new UHF on channel 16 (482-488 mc); vis. 5 kw aur. Ant. height above average terrain 319.62 ft., above ground 322 ft. P.O. address: Box 1866, Longview 75603. Estimated construction cost \$148,448; first-year operating cost \$36,000; revenue \$76,320. Studio and trans. location both Longview. Geographic coordinates 32° 26' 58" north lat., 94° 43' 38" west long. Type trans. RCA TTU-2A, type ant. G.E. TY-83A. Legal Counsel McKenna & Wilkinson, Washington; consulting engineer Guy E. Hutcheson, Arlington, Tex. Principals: H. A. Bridge Jr. (45%), E. W. Mahone Jr. (25%), Mildred J. Mahone (25%) and H. A. Bridge Sr. (5%). Radio Longview is licensee of KLUE Longview. Principals own same percentages of KMHT Marshall, Tex. Action Sept. 22.

APPLICATIONS

***Florence, S. C.—South Carolina Educational Television Commission**, UHF channel 33 (584-590 mc); ERP 543.6 kw vis., 108.7 kw aur. Ant. height above average terrain 788 ft.; above ground 792 ft. P.O. address: c/o Charles S. Morris, 2712 Millwood Ave., Columbia, S. C. 29205. Estimated construction cost \$447,310; first-year operating cost \$187,990. Studio and trans. both to be located in Florence. Geographic coordinates 34° 18' 45" north lat., 79° 44' 38" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30-J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Robert D. Lambert Jr., Columbia, S. C. To be supported by state funds. To be administered by ETV Commission. Ann. Sept. 23.

***Brookings, S. D.—South Dakota State University**, VHF channel 8 (180-186 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 793 ft., above ground 825 ft. P.O. address: c/o Leslie L. Bork, TV Dept., SDSU, Brookings 57006. Estimated construction cost \$432,945; first-year operating cost \$87,500. Studio to be located on university campus; trans. to be located northwest of Brookings. Geographic coordinates 44° 23' 36" north lat., 96° 49' 29" west long. Type trans. RCA TT-35 CH(LA); type ant. RCA TF-12AH. Legal counsel Dow, Lohnes & Albertson, consulting engineer A. D. Ring & Associates, both Washington. To be supported by state appropriations. To be administered by board of regents. Ann. Sept. 23.

Existing TV stations

ACTIONS

***KVIE(TV) Sacramento, Calif.—**Granted waiver of rule sec 73.682 to "scramble" signals of ETV during transmission of certain medical educational broadcasts not deemed suitable for public viewing, as experimental project and only for period Feb. 3 to June 30 and Sept. 15 to Nov. 30, 1967; conditions. Action Sept. 28.

■ By letters, commission waived sec. 73.651 of rules and granted requests by Greater Toledo Educational Television Foundation, Toledo, Ohio; University of New Hampshire, Durham, N. H., and Delta College, University Center, Mich., to broadcast music to accompany slides, films or other visual images during breaks in in-school programming schedules during broadcast day for period of one year. Action Sept. 21.

■ By memorandum opinion and order, commission denied petition by National Association of Educational Broadcasters for reconsideration of June 3 action denying petition by Oregon State Board of Education to reserve channel 8 for noncommercial educational use in Medford, Ore., to which that channel was reassigned from Brookings in Doc. 16158. Commissioner Wadsworth dissented; Commissioner Johnson not participating. Action Sept. 21.

■ By memorandum opinion and order, commission denied petition by Redwood Empire Educational Television Inc. for reconsideration of commission denial on May 11 of Redwood proposal to reserve TV channel 13 in Eureka, Calif., for noncommercial educational use. Commission's previous order pointed out that other channels, both VHF and UHF, could be assigned in that area for educational use. Commissioner Wadsworth dissented; Commissioner Johnson not participating. Action Sept. 21.

NEW CALL LETTERS ASSIGNED

***Norwich, Conn.—Connecticut Educational TV Corp.** Assigned WEDN(TV).

New AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission (1) denied petition by WWIZ Inc. for reconsideration of May 18 action granting petition by Lorain Community Broadcasting Co. for waiver of procedural rules, accepting for filing its application for new AM to operate on 1300 kc, 500 w, D, in Lorain, Ohio, and designating date on which application would be considered ready for processing, and (2) returned application of Sanford A. Schafitz for new station on those facilities and dismissed as moot his petition for interim authority. Action Sept. 21.

■ By order, commission returned as incomplete application by George E. Oleson for new AM on 1380 kc, 500 w, D, in Lorain. Action Sept. 21.

■ By order, commission accepted for filing similar applications by Allied Broadcasting Inc. and Midwest Broadcasting Co., and designated them for consolidated hearing with application of Lorain Community Broadcasting; dismissed opposing petition

by The Times Herald Co., Port Huron, Mich., and Storer Broadcasting Co., Toledo, Ohio. Commissioner Bartley dissented. Action Sept. 21.

■ By letter, commission granted request by Arthur S. Steloff for waiver of sec. 1.569 of rules and accepted for filing his application for new AM to operate on 1170 kc, 1 kw, in Toms River, N. J. Action Sept. 21.

APPLICATIONS

Jacksonville, Ala.—J. Millard Lecroy, James M. Davis, Will V. Robertson and Thomas J. Robertson db/as Jacksonville Broadcasting Co. 1140 kc, 1 kw, DA-D, D. P.O. address: c/o James M. Davis, Box 387, Centre, Ala. 35950. Estimated construction cost \$12,900; first-year operating cost \$25,000; revenue \$40,000. Messrs. Leroy and Davis (each 40.815%) and Messrs. Robertson (each 9.185%). Mr. Lecroy is owner of farm. Will Robertson is owner of Robertson Construction Co. Thomas Robertson is teacher at Jacksonville State College in Jacksonville. Mr. Davis is salesman with WEIS Centre. Ala. Ann. Sept. 22.

Prattville, Ala.—Voice of Prattville, Inc. 1550 kc, 500 w D. P.O. address: 57 Adams Ave., Montgomery, Ala. 36104. Estimated construction cost \$16,400; first-year operating cost \$36,000; revenue \$50,000. Principals: Jack L. Capeil, Fontaine M. Howard (21.5% each), Walter J. Knabe (14.5%), Edward E. Cobbs, Rufus M. King, Herman H. Hamilton Jr. (each 9.8%), Robert S. Richard (8%) and John B. Scott Jr. (5.7%). Principals are all attorneys. Ann. Sept. 9.

Milford, Del.—Broadcaster Inc. 930 kc, 500 w D. P.O. address: c/o Thomas H. Draper, Box 324, Milford 19963. Estimated construction cost \$90,675; first-year operating cost \$78,000; revenue \$45,000. Principals: Thomas H. Draper, Edwin L. Fisher and Raymond W. Master (each 33 1/3%). Mr. Draper is with Frantzreb, Pray and Shaver Inc., educational planning and fund raising company. Mr. Fisher is owner of furniture and home appliance stores. Mr. Master is owner of lumber and supply company. Ann. Sept. 26.

Wayne, Neb.—Melville L. Gleason and Tommy L. Gleason db/as Gleason Brothers. 1590 kc, 500 w D. P.O. address: c/o Melville L. Gleason, Box 531, York, Neb. 68467. Estimated construction cost \$23,070; first-year operating cost \$42,500; revenue \$48,000. Messrs. Gleason are each part owners of Prairie States Broadcasting Co., licensee of KAWL and applicant for new FM, both in York, Neb. Ann. Sept. 22.

South Zanesville, Ohio—Muskingum Broadcasting Co. 940 kc, 1 kw, DA-D, D. P.O. address: c/o John P. Carr, WDNE, Elkins, W. Va. 26241. Estimated construction cost \$68,345; first-year operating cost \$72,000; revenue \$96,000. Principals: Marja Broadcasting Corp., Capitol Broadcasting Corp. (each 40%) and Quadran Co. (10%). Marja Broadcasting is licensee of WDNE Elkins, W. Va., and is wholly owned by John P. Carr and his wife. Capitol Broadcasting Corp. is licensee of WVAF Charleston, W. Va., and is owned 80% by E. M. Johnson. Marja Broadcasting and Capitol Broadcasting are each 50% owners of Broadcast Enterprises Inc., licensee of WMMN Fairmont, W. Va. Quadran Co. is holding company owned by James H. Stubbins and John C. Ringhisen. Ann. Sept. 22.

Crossville, Tenn.—Millard V. Oakley tr/as Millard V. Oakley Broadcasting Co. 1520 kc, 250 w D. P.O. address: Box 98, Livingston, Tenn. 38570. Estimated construction cost \$10,000; first-year operating cost \$26,000; revenue \$36,000. Mr. Oakley is lawyer and has interest in loan company. Ann. Sept. 22.

River Fall, Wis.—River Falls Radio Co. 1550 kc, 1 kw D. P.O. address: o/o John F. Murray, 118 South Main St., River Falls 54022. Estimated construction cost \$27,595; first-year operating cost \$46,500; revenue \$65,000. Principals: Delher Productions Inc. (50%), John Rauchnot, Richard N. Fox, Earl Marnach, Clifford J. Hilden, Clarence Filkins, John Murray and Thomas A. Giere (7% each). Delher Productions is owned by Frank J. Herges and James J. Delmont, and is TV production company. Mr. Rauchnot is owner of hotel and restaurant. Mr. Fox is owner of hardware store. Mr. Marnach is beer distributor. Mr. Hilden is owner of real estate company. Mr. Filkins is owner of oil company. Mr. Murray is lawyer. Mr. Giere is owner of automobile company. Mr. Herges has interest in new TV at Rochester, Minn. Ann. Sept. 22.

Shell Lake, Wis.—Charles R. Lutz and Erwin Gladdenbegk. 940 kc, 1 kw D. P.O. address: Box 188, Shell Lake 54871. Estimated construction cost \$18,834; first-year operating cost \$23,641; revenue \$36,000. Messrs. Lutz and Gladdenbegk are each

Broadcasting

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50% owners. Mr. Lutz is owner of drive-in restaurant and sporting goods store. Mr. Gladdenbegk is owner of Arrowhead Cable TV Service and has interest in WERL Eagle River, Wis. Ann. Sept. 27.

Existing AM stations

ACTIONS

■ By letter, commission granted request by WKKO Radio Inc. for waiver of sec. 1.569 of rules and accepted for filing its application to increase hours of WKKO Cocoa, Fla., from D. to U., DA-N, continued operation on 860 kc, 1 kw. Commissioner Cox abstained from voting. Action Sept. 28.

■ By letter, commission granted request by Western Broadcasting Co. for waiver of sec. 1.569 of rules and accepted for filing its application to change location of KKEY from Vancouver, Wash., to Portland, Ore., and increase power from 1 kw to 5 kw, DA, continued operation on 1150 kc, D. Action Sept. 21.

■ By order, commission granted petition by Latin Broadcasting Corp. to extent of waiving 73.37 and 1.569 of rules and accepted its application to change facilities of WOA Miami, from 1220 kc, 250 w, D, to 1190 kc, 10 kw, DA-D, but denied its request for waiver of sec. 1.571 to permit consideration of application out of proper turn. Commissioner Johnson abstained from voting. Action Sept. 21.

■ By memorandum opinion and order, commission (1) approved agreement where-by Sturgis Radio Co. will pay Black Hills Corp. \$300 as part of latter's expenses in seeking new daytime AM to operate on 800 kc, 1 kw, in Rapid City, S. D., in return for its withdrawal; (2) dismissed Black Hills' application; and (3) accepted for filing Sturgis' application to change facilities of KBHB Sturgis, from 1280 kc, 1 kw, D, to 810 kc, 5 kw, D. Action Sept. 21.

■ By memorandum opinion and order, commission (1) denied petition by KXA Inc. for reconsideration of commission's action of May 19, 1965, dismissing its petition for waiver of rules and returning tendered application to increase power of KXA Seattle, on clear channel 770 kc, limited to WABC, from 1 kw to 10 kw, DA; and (2) returned application. Commissioner Lee abstained from voting; Commissioner Johnson not participating. Action Sept. 21.

■ By memorandum opinion and order, commission denied request by Stokes Gresham Jr. for reinstatement or other relief of his application for AM on the clear channel 1030 kc, 1 kw, in Elwood, Ind., which was dismissed by commission on June 22, 1964. Commissioner Lee abstained from voting; Commissioner Johnson not participating. Action Sept. 21.

NEW CALL LETTERS ASSIGNED

Eatonton, Ga.—Eatonton Broadcasting Co. Assigned WXPQ.
Lancaster, Ky.—Lancaster Broadcasters. Assigned WIXI.

APPLICATIONS

WECP Carthage, Miss.—CP to change frequency from 1480 kc to 1080 kc; decrease power from 500 w to 250 w; make changes in ant. system; install new trans. Ann. Sept. 27.

WNA Charlottesville, Va.—Mod. of CP, which authorized change in frequency; increase power; change ant.-trans. location; install DA-N; install new trans. and delete remote control, to make changes in MEOV's and change type trans. Ann. Sept. 27.

KYAL McKinney, Tex.—CP to increase power from 1 kw to 5 kw; install DA-D; change ant.-trans. location to State hwy. 121, 12 miles sw of McKinney, Tex.; delete remote control; install new trans. Ann. Sept. 22.

New FM stations

ACTIONS BY FCC

New Orleans—WNOE Inc. Granted CP for new FM on 101.1 mc, channel 266, 55.625 kw. Ant. height above average terrain 175 ft. P.O. address: c/o James A. Noe Jr., 529 Bienville St., New Orleans 70130. Estimated construction cost \$33,500; first-year operating cost \$36,000, revenue \$36,000. Principals: James A. Noe (99%), James A. Noe Jr. (less than 1%) and Anna Sweeney Noe (less than 1%). WNOE Inc. is licensee of WNOE New Orleans. The stockholders of WNOE Inc. are also stockholders of Noe Enterprises Inc., licensee of KNOE-AM-TV Monroe, La. Action Sept. 28.

■ By order, commission denied request by North Central Iowa Broadcasting Co. for waiver of sec. 73.207(a) of mileage separation requirements and returned its application for new FM to operate on channel 291, 106.1 mc, ERP 100 kw, ant. height 145 ft., in Mason City, Iowa, Action Sept. 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 29

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,069	17	77	77	395
FM	1,508	34	255	255	217
TV-VHF	474	20	23	23	193 ^a
TV-UHF	93	30	102	102

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 29

	VHF	UHF	Total
Commercial	518 ^a	226	744
Noncommercial ^b	70	82	152

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ^a	1,498	559 ^a
CP's on air (new stations)	22	23	53 ^a
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

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, two AM's operate on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

APPLICATIONS

San Clemente, Calif.—El Camino Broadcasting Corp. 107.9 mc, channel 300, 28.66 kw. Ant. height above average terrain 430 ft. P.O. address: c/o Frank Domenichini, 542 North El Camino Real, San Clemente 92672. Estimated construction cost \$37,327; first-year operating cost \$54,375; revenue \$35,100. Principals: Frank Domenichini, Kirk Munroe and David Mathews (each 33⅓%). Mr. Munroe is with Henry Cristal Co., radio station representatives. Mr. Mathews is with Fuller and Smith and Ross Inc., advertising agency. Mr. Domenichini is attorney. Ann. Sept. 22.

Winter Park, Fla.—Norfolk Broadcasting Corp. 105.9 mc, channel 290, 25 kw. Ant. height above average terrain 180 ft. P.O. address: c/o Louis H. Peterson, 252 West Brambleton Ave., Norfolk, Va. Estimated construction cost \$50,713; first-year operating cost \$15,000; revenue \$25,000. Other information not available. Ann. Sept. 22.

Moline, Ill.—Mid America Broadcasting Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o G. LaVerne Flambo, 1319 Fifth Ave., Moline 61265. Estimated construction cost \$31,308; first-year operating cost \$25,000; revenue \$20,000. Mid America Broadcasting is licensee of WQUA Moline, Ann. Sept. 26.

Fort Wayne, Ind.—The Gospel Broadcasting Co. of Fort Wayne. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Paul R. Hollinger, Boehm Rd., Willow Street, Pa. Estimated construction cost \$47,811; first-year operating cost \$24,000; revenue \$30,000. Principals: Paul R. Hollinger (40%), Ron D. Kilmer (15%), Marian J. Herr, Ray L. Kauffman, Charles H. Stamm (10% each), Russel L. O'Toole, Paul I. Sell, Richard G. Ghaster (3.33% each) and Henry Yoder (5%). Messrs. Hollinger, Kilmer, Kauffman and Marian J. Herr are all employees of WDAC-FM Lancaster, Pa. Ann. Sept. 22.

Monroe, Mich.—Monroe Broadcasting Co. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 299 ft. P.O. address: c/o John W. Koehn, 916 Lincoln Ave., Adrian, Mich. 49221. Estimated construction cost \$23,472; first-year operating cost \$21,000; revenue \$23,000. Principals: John W. Koehn (86%), Lynn G. Meyers (33%) and Paul E. Braunlich (1%). Mr. Koehn is professor at Adrian College, Adrian, Mich. and 73.7% owner of WLEN(FM) Adrian. Lynn Meyers is vice president of Monroe State Savings Bank, Monroe. Mr. Braunlich is attorney. Ann. Sept. 28.

Eau Claire, Wis.—WBIZ Inc. 100.7 mc, channel 284, 100 kw. Ant. height above average terrain 496 ft. P.O. address: 609 Cameron St., Eau Claire 54701. Estimated construction cost \$33,472; first-year operating cost \$11,500; revenue \$13,500. WBIZ Inc. is licensee of WBIZ Eau Claire. Ann. Sept. 22.

Eau Claire, Wis.—WBIZ Inc. 100.7 mc, channel 284, 100 kw. Ant. height above average terrain 496 ft. P.O. address: 609 Cameron St., Eau Claire 54701. Estimated construction cost \$33,472; first-year operating cost \$11,500; revenue \$13,500. WBIZ Inc. is licensee of WBIZ Eau Claire. Ann. Sept. 22.

Existing FM stations

ACTIONS BY FCC

■ By order, commission (1) re-granted developmental co-channel FM broadcast booster authorization to Pacific FM Inc. to test improving reception of its KPEN(FM) San Francisco, in certain shadow areas such as Concord and Walnut Creek, which lie in valley; conditions, and (2) denied informal objection by Stereophonic Broadcasters Inc., Walnut Creek. June 15 grant of this application was, on July 15, set aside because public notice procedures had not been met. Action Sept. 28.

■ Commission waived sec. 1.534(b) of rules and accepted and granted application of Northern Television Inc. to change ant.-trans. and studio locations, and to increase ant. height of KNIK-FM Anchorage. Replaces expired permit. Action Sept. 28.

NEW CALL LETTERS ASSIGNED

WPJC-FM Scottsboro, Ala.—Dr. Ralph M. Sheppard. Assigned WCNA-FM.
WIRC-FM Hickory, N. C.—Foothills Broadcasting Inc. Assigned WXRC(FM).
KFAV-FM Fayetteville, Ark.—H. Weldon Stamps. Assigned KFAV(FM).

*Conway, Ark.—Arkansas State Teachers College. Assigned KASC(FM).

APPLICATIONS

KWBU(FM) Waco, Tex.—CP to change frequency from 89.9 mcs, ch. 210 to 97.5 mc

ch. 248. Ann. Sept. 23.

WBKV-FM West Bend, Wis.—CP to increase TPO to 10 kw; increase horizontal ERP to 50 kw; and decrease vertical ERP to 10.85 kw. Ann. Sept. 22.

Ownership changes

ACTIONS BY FCC

KRIZ Phoenix—Granted transfer of control of licensee corporation, Shamrock Broadcasting Inc., from Reno Ferrero and Minnie Ferrero, J. Hise, Helen K. Fleutsch, Frank Flynn, Jeanette Flynn and John J. Wheeler to Mr. Wheeler (15.85% before, 87.85% after). Mr. Wheeler is general counsel with Sears, Roebuck and Co. Consideration \$33,156. Action Sept. 28.

KXOA-AM-FM Sacramento, Calif.—Granted transfer of control of Producers Inc., parent corporation of licensee corporation Cal-Val Radio Inc., from The Polaris Corp. to Natco Communications Inc., owned by Natco Corp., which is 25% owned by J. B. Fuqua. Natco Communications and Polaris have merged for financial reasons. Natco Communications and Fuqua Industries, principal stockholder of Natco, control WROZ Evansville, Ind.; WTAC Flint, Mich.; WJBF-TV Augusta, Ga., and KTVE-TV El Dorado, Ark. No consideration. Action Sept. 23.

KREZ-TV Durango, Colo.—Granted assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc., owned by James R. & William D. Williams, Lawrence H. Kye, Dr. J. Harry Dornhegen (together 80%), Rex Howell (8.5%) principal stockholder in Western Slope Broadcasting, Carl I. Anderson (3.9%), Robert J. McMahan, Roy H. Adamson (each 2.5%), and Ruth Kendrick and Marlene J. Hoskin (each .8%), Mr. Howell's daughters. Messrs. Williams are real estate developers. Mr. Kye is attorney. Mr. Dornhegen is physician. Consideration \$2,092,000 plus \$500,000 consultant and noncompete agreement with Mr. Howell and assumption of \$75,000 liabilities. Action Sept. 21.

KREX-AM-FM-TV Grand Junction Colo.—Granted assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc. See above KREZ-TV Durango, Colo.

KREY-TV Montrose, Colo.—Granted assignment of license from Western Slope Broadcasting Co. to XYZ Television Inc. See above KREZ-TV Durango, Colo.

WWBC Cocoa, Fla.—Granted assignment of license from Blue Crystal Broadcasting Corp. to Astro Enterprises Inc., owned by Arthur Fox, Mercer L. King, William J. Diamantas, John Kalimnios (each 12%) and DeWayne McCauley (10%). Principals have no broadcast interests. Consideration \$135,000. Action Sept. 26.

WGLC-AM-FM Mendota, Ill.—Granted assignment of license from Jeanne V. Morgan tr/as Vanco Broadcasting Co. to Mendota Broadcasting Corp., owned by Hugh Hill, Frank J. Reynolds (each 33.05%), Richard Goldberg (17.35%) and Harris, Burnam & Silets (18.66%). Mr. Hill is reporter with WBKB-TV Chicago. Mr. Reynolds is news correspondent with ABC Washington. Mr. Goldberg is news director with WBKB-TV Chicago. Harris, Burnam & Silets is Chicago law firm. Consideration \$95,000. Action Sept. 23.

WTVW(TV) Evansville, Ind. — Granted transfer of control of Producers Inc., parent corporation of licensee Evansville Television Inc., from The Polaris Corp. to Natco Communications Inc. See above KXOA-AM-FM Sacramento, Calif.

WJQS Jackson, Miss.—Granted 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. Action Sept. 22.

WTFN Franklin, N. H.—Granted transfer of control of permittee corporation, Franklin Broadcasting Corp., from Eugene W. Clark (51% before, none after) to New England Broadcasting Co. (none before, 51% after). New England Broadcasting is wholly owned by C. Edward Rowe, and is licensee of WGAW Gardner and WSRO Marlboro, both Massachusetts. Consideration \$10,200. Action Sept. 22.

WSLT Ocean City-Somers Point, N. J.—Granted transfer of control of licensee corporation, Salt-Tea Radio Inc., from E. Theodore Mallick and Allau Corp. to Abraham

Shore. Mr. Shore is 99% owner of CPA and management consultant firm. Consideration \$1. Action Sept. 28.

WREM Remsen, N. Y.—Granted assignment of license and construction permit from Town and Country Broadcasting Co., principally owned by Edwin L. Slusarczyk, to P. H. Inc., owned by Joseph Uzdavinas and A. Richard Cohen (both 25%) and Allen F. Bonapart, Edward W. Susterlich, Donald Majka, E. Porter Felt, Carmen Dondario, Russel Baldwin Jr., William S'Dola and Richard V. Henry (each 6 1/4%). Messrs. Baldwin and Bonapart are officers and employees of WUFM(FM) Utica, N. Y. Mr. Susterlich is employed by General Electric Co., Utica, N. Y. None of other principals have broadcast interests. Consideration \$20,000. Action Sept. 23.

KTHI-TV Fargo, N. D.—Granted transfer of control of Producers Inc. (80% owner of licensee corporation Pembina Broadcasting Co.) from The Polaris Corp. to Natco Communications Corp. See KXOA-AM-FM Sacramento, Calif.

KVIN Vinita, Okla.—Granted assignment of license from Gene Humphries tr/as Vinita Broadcasting Co. to Vinita Broadcasting Inc., owned by Gene Humphries (98%) and others. No consideration. Action Sept. 23.

WVTR White River Junction, Vt.—Granted transfer of control of licensee corporation, Green Mountain Radio Inc., from Frederick M. Daley Jr. (99.7% before, none after) to R. M. Radio Inc., principally owned by Rex Marshall. Mr. Marshall is radio-TV commercial announcer. Consideration \$130,000. Action Sept. 21.

WKVK Virginia Beach—Granted assignment of license from Atlantic Communications Corp. to Sea Broadcasting Corp., owned by Beach Motel Corp., Beach Publishing Corp., Beachland Inc. (each 30%) and James P. Coates Enterprises Inc. (10%). Sidney D. Kellam, president of Sea Broadcasting and principal stockholder of Beach Motel Corp., Beach Publishing Corp. and Beachland Inc., is stockholder in WAVY-AM-TV Norfolk, Va. If transfer is approved, he will sell his interests. Consideration \$160,000. Action Sept. 28.

APPLICATIONS

WWHC-FM Hartford City, Ind. Seeks acquisition of negative control of licensee corporation, Three J. Radio Corp., by James B. Maddox and John R. Maddox (33 1/3% each before, 50% each after) through purchase of stock from Ron V. Russell (33 1/3% before, none after). Consideration \$4,100. Ann. Sept. 22.

WIOK Normal, Ill.—Seeks transfer of control of licensee corporation, McLean County Broadcasting Co., from Robert W. Sudbrink and Margareta Sudbrink (100% together before, none after) to Illinois Broadcasting Co. (none before, 100% after). Illinois Broadcasting is owned by 39 stockholders of which F. W. Schaub owns 9.8%, Donald H. Lindsay 8% and F. M. Lindsay Jr. 6.3%. Messrs. Schaub and Lindsay are all associated with Lindsay-Schaub Newspapers Inc. Illinois Broadcasting is licensee of WSOY-AM-FM Decatur, and WVLN and WESI(FM) Olney, both Illinois. Consideration \$60,000. Ann. Sept. 26.

KNGL Paradise, Calif.—Seeks assignment of license from Arthur L. Bray to Butte Broadcasting Co., owned by Carl J. and Edwin J. Auel, William P. and Evelyn L. Ledbetter, and Scott I. and Beverly M. Smith (each 16 2/3%). Mr. Auel is station manager of KEBR Sacramento, Calif. Mrs. Auel is housewife. Mr. Ledbetter is announcer-engineer with KNGL. Mrs. Ledbetter is housewife. Mr. Smith is owner of Bawes Sealfast Distributor, distributor automotive products. Sacramento, Calif. Mr. Smith is also vice president of Family Stations Inc., licensee of KEAR San Francisco, KEBR Sacramento, KECR El Cajon, all California; WFME Newark, N. J., and applicant for new AM in Cheyenne, Wyo. Consideration \$50,000. Ann. Sept. 22.

KVOB Bastrop, La.—Seeks assignment of license from F. Bart Rainey Jr., Odessa R. Rainey, A. C. Ritchie Sr. and Bethel G. Ritchie db/as Rainey-Ritchie-Radio to Odessa R. and F. Bart Rainey db/as Rainey Radio. Consideration \$6,000 for 50% interest. Ann. Sept. 26.

WMPH Joplin, Mo.—Seeks assignment of license from Radio Joplin Inc. to Joplin Broadcasting Inc., owned by David Frasen Jr., Mrs. Carol Frasen and David Frasen Sr. (each 33 1/3%). David Frasen Jr. is salesman with WMBH. Mrs. Frasen is housewife. David Frasen Sr. is owner of Frasen Manufacturing Co. and has interests in gas and oil and real estate. Consideration \$95,000.

Ann. Sept. 27.

WNJU-TV Linden, N. J.—Seeks relinquishment of de jure control of licensee corporation, New Jersey Television Broadcasting Corp., by Edwin Cooperstein, Mrs. Vera Braverman et al (original stockholders) through issuance of stock to Henry P. Becton. Mr. Becton is presently stockholder in New Jersey Television Broadcasting. Consideration \$50,000. Ann. Sept. 22.

WTIG Massillon, Ohio—Seeks assignment of license from Massillon Broadcasting Co. to Scott Broadcasting Co. of Ohio, owned by Herbert Scott (100%). Mr. Scott is licensee of WPAZ Pottstown, WKST New Castle, both Pennsylvania; WJWL Georgetown, Del.; and WTTM-AM-FM Trenton, N. J., and has applications pending for new AM in Ellwood City, Pa. and new FM in Georgetown, Del. Consideration \$284,000. Ann. Sept. 26.

KSDR Watertown, S. D.—Seeks assignment of license from Richard J. Kopp to Berry-Iverson Co., owned by Alfred G. Berry (59%), Ronn L. Iverson (39%), Ruth Anne Iverson and Chloe M. Berry (1% each). Mr. Berry owns farm in North Dakota, and presently has no broadcast interests. Mr. Iverson owns farm in Minnesota. Consideration \$75,270. Ann. Sept. 26.

WDTI Newport News, Va.—Seeks acquisition of negative control of licensee corporation, Big T Corp., by each, Alvin Epstein and Milton Q. Ford (33 1/3% each before, 50% each after) through purchase of stock from Barry Winton (33 1/3% before, none after). Consideration \$18,250. Ann. Sept. 27.

WFOX Milwaukee—Seeks acquisition of positive control of licensee corporation, Fox Broadcasting Corp., by Eugene W. Murphy, (50% before, 53% after) through purchase of stock from Herbert H. Lee (48% before, 45% after). Consideration \$7,800. Ann. Sept. 22.

Hearing cases

FINAL ACTIONS

■ By order, commission denied application by Rust Broadcasting Co., Rochester, N. Y., intervenor, for review of June 21 decision of review board which granted application of Flathead Valley Broadcasters to change operation of KOFI Kallispell, Mont., from 930 kc, 5 kw, D, to 1180 kc, 10 kw, DA-N, U, and denied application of Garden City Broadcasting, to change operation of KYSS Missoula, Mont., from 910 kc, 1 kw, D, to 1180 kc 50 kw-LS, 25 kw-N, DA-N. Action Sept. 28.

■ By memorandum opinion and order, review board dismissed petition by WFTL Broadcasting Co. for reconsideration of Aug. 8 action by review board denying its petition for stay of effective date of initial decision and requesting review of record pending Court of Appeals' decision on its petition for review of commission orders denying WFTL's intervention in proceeding on application of Boca Broadcasters Inc. for new FM in Pompano Beach, Fla. Action Sept. 26.

■ Review board dismissed without prejudice motion by Bellevue Broadcasters to enlarge issues in proceeding on its application to change facilities of KFKF Bellevue, Wash., and Northwest Broadcasters Inc., for renewal of license of KBVU Bellevue. Action Sept. 28.

■ By memorandum opinion and order in proceeding on applications of American Colonial Broadcasting Corp., Caguas Radio Corp., and Borinquen Broadcasting Co. for new FM's in Caguas, P. R. review board denied petition by Borinquen to enlarge issues as to American and Caguas. Member Berkemeyer abstained from voting; Member Slone dissented with statement. Action Sept. 22.

■ Members Kessler, Pincock and Slone on Sept. 21 adopted decision (1) granting application of Farragut Television Corp. for new TV to operate on channel 47 in Columbus, Ohio, and (2) denying application of Peoples Broadcasting Corp. for like station in same city. Initial decision of March 15 looked toward granting Peoples application and denying Farragut.

■ By memorandum opinion and order in proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's to operate on 1510 kc in Kutztown and Annville-Cleona, both Pennsylvania, respectively, commission denied petition by Miller to set aside June 22 grant of A-C application and reopen proceeding on financial and trafficking issues concerning principals in A-C application. By separate memorandum opinion and order, commission denied petition by Miller for FCC to request court of appeals to remand his pending case for reconsideration.

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tion and by commission of review board's June 25, 1965 decision denying Miller's application and of commission's June 22, 1966 denial to review that action. Action Sept. 21.

DESIGNATED FOR HEARING

Marvin H. Osborne, Jackson, Miss.—Designated for hearing application for new TV to operate on channel 40. Action Sept. 28.

Community Communicators of Ohio Inc. and David Joseph Kittel, Wilmington, Ohio—Designated for consolidated hearing applications for new FM's to operate on channel 272, 102.3 mc, ERP 3 kw.—Community with ant. height of 292 ft., and Kittel with ant. height of 300 ft. Action Sept. 28.

■ Commission designated for hearing application for assignment of licenses of KTRG-TV Honolulu, from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., owned by Richard Eaton. Chairman Hyde dissented; Commissioner Johnson concurred with statement. Action Sept. 28.

■ By memorandum opinion and order, commission designated for consolidated hearing applications for new AM's of Luis Prado Martorell to operate on 1030 kc, 10 kw, D, in Loliza, P. R., and Augustine L. Vavallaro Jr. for same facilities with DA-1, U, in Bayamon. Commissioner Johnson not participating. Action Sept. 28.

■ By memorandum opinion and order, commission designated for consolidated hearing applications for new AM's to operate on 1540 kc with 500 w of Audubon Broadcasting Corp. and Holmes Broadcasting Inc., both Westwego, La., and West Jefferson Broadcasting Inc., Gretna, La., and (2) dismissed Audubon's request for temporary authority to operate using facilities and equipment of former KABE at Westwego, whose license was cancelled and call letters deleted on June 6. George A. Mayoral who has option to purchase 43% interest in Audubon, was made party to proceeding, with special issues relating to him. Action Sept. 21.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on AM applications of The Edgefield-Saluda Radio Co., Johnston, and WQJZ Inc., Saint George, both South Carolina, in Doc. 16340-1, (1) review board granted in part petition by WJES to enlarge issues; (2) remanded proceeding to examiner for reopening of record, further hearing, and preparation of supplemental initial decision on enlarged issues with respect to unattended operation, reduction in hours of operation, reduction in staff, and/or substantial changes in programming, and reporting of significant changes in operation of WQJZ. Member Kessler concurred in result only. Action Sept. 28.

■ By memorandum opinion and order in proceeding on applications of RKO General Inc. for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc. for new TV to operate on channel 9 in Norwalk, Calif. Review board denied petition by KHJ-TV to clarify or, in alternative, to enlarge issues. Member Slone dissented with statement. Action Sept. 23.

■ By memorandum opinion and order, review board denied motion by Family Broadcasting Inc., La Grange, Wyo., to enlarge issues as to Harriscope Inc., Casper, in proceeding on their AM applications. Action Sept. 23.

■ By memorandum opinion and order in proceeding on AM applications of Sawnee Broadcasting Co., Cumming, and Hall County Broadcasting Co., Gainesville, both Georgia, in Doc. 16301, 16312, review board (1) granted further petition by WSNE to enlarge issues; (2) reopened record; and (3) enlarged issues as to financial qualifications of WLBA. Member Slone not participating. Action Sept. 22.

Routine roundup

ACTIONS ON MOTIONS

By Chief, Office of Opinions and Review

■ In proceeding on applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc. for new AM's at Oshkosh, Wis., granted petition by The Fox River Co. and extended time to file opposition to petition for reconsideration of designation order to Sept. 29. Action Sept. 22.

By Chief Hearing Examiner
James D. Cunningham

■ Denied joint petition by applicants in proceeding on Porter County Broadcasting Corp. and Northwestern Indiana Radio Co., both Valparaiso, Ind., for new FM's, for postponement of procedural dates and hearing scheduled Oct. 11, Action Sept. 22.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Adirondack Television Corp. and Northeast TV Cablevision Corp. for new TV's on channel 23 at Albany, N. Y., granted petition by Northeast for leave to amend to update financial plans. Action Sept. 23.

■ Granted request of KSIG Broadcasting Co. for further prehearing conference in proceeding on application of Rice Capital Broadcasting Co., Crowley, La., for AM CP, and scheduled further prehearing conference for Sept. 26; also continued hearing from Oct. 6 to date to be set at prehearing conference, and afforded KSIG and Broadcast Bureau ten days from Sept. 22 to respond to Rice Capital petition to amend. Action Sept. 21.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Ocean Broadcasting Corp. and Normandy Broadcasting Corp. for new FM's on channel 240A in Glens Falls, N. Y., granted Ocean petition to amend to specify channel 298A, accepted amendment, removed amended application from hearing and returned it to processing line; retained Normandy application in hearing and scheduled hearing on Oct. 4. Action Sept. 22.

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., and Quality Radio Inc., Superior, for CP, granted applicants' petition and continued certain scheduled procedural dates; hearing date remains Nov. 10. Action Sept. 22.

■ Granted petition by Broadcast Bureau and extended *nunc pro tunc* from Sept. 20 to Oct. 7 time to file proposed findings and from Oct. 4 to Oct. 25 for replies in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J. Action Sept. 22.

By Hearing Examiner David I. Kraushaar

■ In proceeding on application of Allen C. Bigham Jr. for renewal of license of KCTY, Salinas, Calif., granted KCTY's petition and accepted late filed publication of hearing notice, provided that it publish further notice in *Salinas Californian*, and by broadcast over KCTY, on two successive days during period ending not later than 30 days of date of release, to effect that hearing will be held in Salinas on Jan. 17, 1967, and not in Washington, unless otherwise ordered; and directed petitioner to certify compliance with terms of order not later than close of business, Nov. 4. Action Sept. 26.

■ In proceeding on applications of Atlantic Broadcasting Co., and Bethesda-Chevy Chase Broadcasters Inc., Bethesda, Md., granted petition by latter for leave to amend its application to incorporate certain financial data. Action Sept. 26.

By Hearing Examiner Jay A. Kyle

■ Recessed until Nov. 7 evidentiary hearing in order to permit taking of depositions in New York in proceeding on AM applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, all New Jersey. Action Sept. 23.

■ Pursuant to evidentiary hearing on Sept. 21, ordered that hearing is recessed until Oct. 7, and further exchange of exhibits to be accomplished Sept. 29 and notification of witnesses for cross-examination for Oct. 5, in proceeding on application of Wilkes County Radio for new AM in Wilkesboro, N. C. Action Sept. 21.

By Hearing Examiner Forest L. McClenning

■ In proceeding on application of Black Hawk Broadcasting Co., Waterloo, Iowa, for CP, granted request of Black Hawk and extended to Sept. 30 date for exchange of exhibits. Action Sept. 21.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicago and Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, granted petition by latter for leave to amend to show resignation of David J. McNamara from its executive board and from governing board of WCFL. Action Sept. 26.

■ In proceeding on petition of Midwest Television Inc., San Diego, for relief against extensions of service of CATV systems into San Diego area, granted request of parties and scheduled further prehearing conference for Sept. 30. Action Sept. 26.

■ In proceeding on revocation of license of WEKY Richmond, Ky., granted request

by parties and extended from Sept. 27 to Oct. 25 date for exchange of exhibit material and list of witnesses; date for commencement of hearing to remain Nov. 1, in Richmond. Action Sept. 23.

■ Granted motion by Connecticut Television Inc. and continued procedural dates governing hearing pending further order in proceeding on application of Connecticut Radio Foundation Inc. for assignments of CP of WTVU(TV) New Haven, Conn., to Connecticut Television Inc. Action Sept. 21.

■ Granted petition by San Diego Telecasters Inc., San Diego, for leave to intervene 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 Sept. 20.

■ Pursuant to agreements reached at prehearing conference of Sept. 19 scheduled further prehearing conference for Sept. 30 in proceeding on applications of Trend Radio Inc., and James Broadcasting Co., for new TV's to operate on channel 26 in Jamestown, N. Y. Action Sept. 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by BBPS Broadcasting Corp. and continued prehearing conference from Oct. 3 to Oct. 7 in proceeding on its application and those of Thomas C. DeLanzo and Scott Broadcasting Co. of Pennsylvania Inc., for new FM's in Ellwood City, Pa. Action Sept. 22.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of September 26

KBMT(TV) Beaumont, Tex.—Granted CP to install precise frequency control system.

KSLA-TV Shreveport, La.—Granted CP to install precise frequency control system.

WNDR(TV) Newark, N. J.—Granted mod. of CP to change type trans.; condition.

WISH-TV Indianapolis—Granted license covering installation of auxiliary trans. at main trans.-ant. location; conditions.

***WOED(TV) Pittsburgh**—Granted mod. of license to reduce aur. ERP to 63.1 kw.

KOOL Phoenix—Granted license covering changes in nighttime ant.-trans. location, installation of new trans., specification of type trans.

WHCQ Spartanburg, S. C.—Granted license covering use of former main trans. at main trans. location for auxiliary purposes only.

KDLK-FM Del Rio, Tex.—Granted license covering FM station with specification of type trans.

WORM-FM Savannah, Tenn.—Granted license covering FM station.

Granted renewal of licenses for main stations and co-permitting auxiliaries as follows: **KIOX** Bay City, Tex.; **WCMR** Elkhart, Ind.; **WFBG** Altoona, Pa.

Granted extensions of completion dates for following stations: **WHIY-FM** Mount Dora, Fla., to Feb. 15, 1967; **KMND-FM** Mesa, Ariz., to Feb. 1, 1967; **WNUS-FM** Chicago, to Nov. 30; **WPAB-FM** Ponce, P. R., to March 22, 1967; **WDEB(FM)** Jamestown, Tenn., to Dec. 1; **KRDO-FM** Colorado Springs, to April 1, 1967; **KJET-FM** Beaumont, Tex., to June 2, 1967; **WISZ(FM)** Glen Burnie, Md., to Dec. 7; **KRPM(FM)** San Jose, Calif., to Feb. 12, 1967; **WBOW-FM** Terre Haute, Ind., to April 1, 1967; **WEST-FM** Easton, Pa., to March 30, 1967; **KWHG(FM)** Lincoln, Neb., to March 10, 1967; **WMMB-FM** Melbourne, Fla., to Nov. 1; **WFMS(FM)** Indianapolis, to Nov. 15; **WMJR(FM)** Fort Lauderdale, Fla., to March 20, 1967; **WCHO-FM** Washington Court House, Ohio, to March 22, 1967; **WRLW(FM)** Mackinaw City, Mich., to April 2, 1967.

Actions of September 23

KTHO Tahoe Valley, Calif.—Waived sec. 73.30(a) of rules and granted mod. of license to change main studio location to Crescent V shopping center, Stateline, Calif.; Tahoe Valley station identification to be continued; remote control permitted.

WREM Remsen, N. Y.—Granted renewal of license with following condition: That assignment of license and construction permit, also granted this day, be consummated by parties and further, that station be returned to air within sixty (60) days of this grant.

KEYZ Williston, N. D.—Granted CP to install new trans. at main trans. location to be operated as alternate main trans.

WDYX Buford, Ga.—Granted CP to install new trans. at main trans. location for auxiliary purposes only; remote control permitted.

WWSD Monticello, Fla.—Granted mod. of CP to change ant.-trans. and studio location

(Continued on page 87)

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- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer. . . . Top salary. Box H-247, BROADCASTING.

Large group operator looking for management candidates. Dynamic sales manager to become manager, in prime markets. Genuine opportunity with real future. Send complete resume, recent photo, proof of performance and references. Box J-260, BROADCASTING.

Station manager for Ohio daytimer needed at once. Must accept responsibility for full operation. Salary plus percent of profits offered. Box J-294, BROADCASTING.

Sales manager, upper-midwest medium market. Salary, commission, override, \$650 guarantee at start. Box K-49, BROADCASTING.

Manager or sales manager. . . . Plenty of experience . . . looking for that last position. He'll accept sales manager slot . . . build sales department . . . then take over as manager for life. . . . Pulse #1 . . . rated one of Nation's top 45 stations by two national magazines. . . . Strong on sales, ideas, ability . . . excellent western family living. . . . Compensation open. . . . Tell all: Dan Libeg, KSNM, Pocatello, Idaho.

Manager needed for one of America's best small town radio stations. Station has tremendous local acceptance. On the air twenty years. New four year co-education liberal arts college, in town. All applicants apply by mail, President, KSVP, Box 38, Artesia, New Mexico 88210.

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to: Post Office Drawer 1151, Shreveport, Louisiana.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Salesman. Must know business. Be able to sell. Good habits. Capable of moving up to management. Excellent Ohio medium-small market. Box J-86, BROADCASTING.

Do you love to sell local accounts. Join a growing midwest organization in a major market. Liberal draw, 20% commission. Management potential, proven track record. Write details. Box K-19, BROADCASTING.

Ambitious, creative salesman looking for a good future? Progressive #1 station in new england market has immediate opening. Give complete details. Box K-35, BROADCASTING.

Take charge—sales manager medium market in beautiful Southern California growth area. Salary, commission, override, stock option, multiple group. Send resume and salary requirements. All applicants carefully screened. Box K-45, BROADCASTING.

Sales manager needed for classical music station in Houston. Clean, professional operation with excellent facilities. Hooper rated. Need hard worker with sales and promotion ideas. R. G. Schmidt, KLEF, Lamar Tower, Houston, 77006. 713-NA 2-5533.

Young fulltime salesman for top rated FM station. Sales experience helpful. Must be willing to work long hours, walk a lot and follow instructions. Salary, expense account plus commission. Call or write WBMI, Station A, Meriden, Connecticut.

Sales—(cont'd)

Knoxville, Tennessee, WIVK-AM-FM needs two good announcer-salesmen, who like modern country music, to complete staff. (WIVK-AM will increase power to 50,000 watts by January 1st.) If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 10207.

Salesman: Earn more with idea packed top 40 with A-1 selling announcers in one of fastest growing markets in USA. Send resume: Bruce Underwood, WKUL, Cullman, Alabama—An Airmedia Station.

FM Salesman. . . . Professional FM radio salesman needed immediately. Salary plus liberal commission, excellent fringe benefits with Susquehanna Broadcasting Company. Write selling letter, including resume and recent photo to: Jack Herr, WSBA-FM, York, Pennsylvania 17405.

Salesman. . . . If you're aggressive, would like to become a part of small but growing station with opportunity to invest. Call 1-206-733-6685. Joe Tyrrell.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Announcer—immediately—desired to start at minimum \$100. More if ability warrants. Within 125 miles of N.Y.C. Box J-211, BROADCASTING.

Three headed monster wanted: Need solid man who has (1) First phone. (2) Good production ability. (3) Good announcing voice. Pay is \$525 to start. Wild fringe benefits such as free coffee, rest rooms, etc. Send tape showing production efforts, voice and biographical notes. First winning entry gets the job. Box J-242, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-253, BROADCASTING.

Small-market western New York station needs experienced MOR morning-man with newscasting ability. Reply with resume, Box J-262, BROADCASTING.

Good music station in Arizona requires announcers with first class license. No maintenance. Highest salary. Box J-264, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average on news and commercials. Run tight board. Must have car. All replies confidential. Send tape, resume to Box J-281, BROADCASTING.

Ohio daytimer needs announcer/newsman with 3rd ticket at once. Box J-296, BROADCASTING or call Nungesser, 614-335-0941 after 7 p.m.

Midwest group now scouting for boss jocks and noseey newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

Experienced first class ticket for progressive station in the southwest. Box K-22, BROADCASTING.

Virginia daytime small market station needs announcer with third phone endorsed for broadcast. Box K-33, BROADCASTING.

Lost another man to N. Y. Prestige N. Y. area AM/FM needs smooth midday M.O.R.; rush tape, all info first reply. Box K-47, BROADCASTING.

Announcers—(cont'd)

Middle-of-the-road, top forty or Country-Western experienced announcer with preferably strong voice. Location in mild climate. Box K-54, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top quality middle-of-road good music. Must be good commercial man. We have top news and will train you in news if you have the voice. Opening in top time segment. If meet requirements will start minimum \$125.00 week. Send picture, tape and resume to Box K-58, BROADCASTING.

Midnight to 6 top 40 dj. University city in midwest medium-large market. Above average salary for above average talent. Box K-70, BROADCASTING.

Afternoon drivetime, top 40, chance to do some TV if desired. Hops, money, retirement plan, life and health insurance. . . . In exchange for stable, professional, qualified air personality. Great Lakes. Box K-72, BROADCASTING.

#1 station in southeast wants experienced, mature-voiced afternoon drive time jock. Send resume, tape, and photo to Box K-73, BROADCASTING.

Mid-day opening at contemporary station in quarter million plus midwest market. Send tape, & photo for full details on this opportunity. Box K-74, BROADCASTING.

Aggressive #1 contemporary southwest station seeks two first phone jocks. We have an outstanding organization. . . . Great working conditions . . . future. College town. Want professionals, creative, sharp. Rush resume, tape, references to KBIM, Roswell, New Mexico.

Immediate opening for experienced announcer. Also need announcer-salesman. Both must have third class license. Both good permanent jobs. Prefer someone from this area. KFFA, Helena, Arkansas.

One of country's top rated better music stations needs professional announcer with first phone. Pay well above AFTRA scale. Send tape & resume to Wally Nelsko, KIXI-AM-FM, 3rd & University, Seattle, Washington.

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.

Experienced announcer for progressive MOR station. Strong on production. Salary open, depending on experience. Send tape, resume, KODY, North Platte, Nebraska.

Permanent position for an experienced announcer and production man. Must be able to write and produce production spots. Ability to type is essential as your job will be half copy and production and half air work. Ideal city, mild climate, adjacent to Kings Country and Sequoia National Parks; good schools and junior college. We want draft-exempt man with proven record of stability. Send air check, production spots and references. Unless your character and job record will bear investigation, please do not apply. KONG-AM & FM, Visalia, California.

Five thousand watt fulltime better experienced announcer. Sales experience helpful but not necessary. Contact KWEW, Hobbs, New Mexico.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

Immediate opening for announcer with good commercial voice and third phone programming C&W WBIL, Leesburg, Florida.

Announcers—(cont'd)

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C.

1st phone announcer. WCRM's newly remodeled daytime station, all new equipment, in the best living area in the world. Call or write George Devenney, WCRM, Clare, Wis. 386-9907.

Immediate opening for 3rd phone announcer modern, active community—Indiana city of 30,000—station strong on local news and community activities. Must have experience. Contemporary music policy. This is a Findlay Publishing Co., station with full company benefits. Send tape, resume and photo now to: Program Director, Radio Station, WCSI, 501½ Washington St., Columbus, Indiana 47201.

Announcer-newsman, 1st phone immediately. MOR, community involved station serving rapidly growing northern Virginia suburbs or Washington, D. C. WEEL, 3909 Oak St., Fairfax, Virginia. Phone (703) 273-4000.

Eastern shore of Virginia station needs announcer with 3rd ticket. Middle of the road music. Excellent environment. Good opportunity for starting in radio. Experience not necessary. Send photo and resume to Brooks Russell, WESR, Tasley, Va.

Where are all the good radio announcers—We need mature, experienced announcer for adult format. Excellent opportunity in fast growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFTX, Huntsville, Alabama 35804.

Announcing & sales. 3rd class. \$70.00-\$80.00. Send resume—WFKO, Box C, Kokomo, Indiana.

Announcer wanted by smart, established Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparking, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of upbeat group. Write WKAN, Kankakee, Illinois, details of experience, references.

Immediate opening. Straight staff board announcer. 3rd endorsed required. Some experience preferred. Network station. WLDB, Atlantic City, New Jersey.

Help Wanted—Announcer, third. Immediate opening. WLDS-AM-FM, Jacksonville, Illinois.

WPAZ, Pottstown, Penna., Montgomery County's most powerful station expands. Needed immediately: male or female, top notch announcer to learn sales—to become assistant sales manager. Salary, Commission. Car Expenses. Profit Sharing. Rush tape and particulars. "A Great Scott Station."

Wanted—Announcer-Salesman combination. WSYB, Rutland, Vermont.

Program director also work air shift, assume programming responsibility. Also experienced girl traffic, copy, announcing. WTRA, Latrobe, Penna.

Top salary for ability. 100 miles from N.Y.C. Permanence and advancement. WVOS, Liberty, N. Y.

Top 40 swingin station needs two swingin jocks. Rush tape and resume to WWOW, Conneaut, Ohio.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Opening for first class night-time announcer with 1st phone license. CBS affiliate Phoenix, Arizona. Send resume and tape to Duane Brady, 511 W. Adams, Phoenix, Arizona 85003.

Midwest single market chain needs announcers (radiomen) for middle road music, newscasts, remotes, and chance to move into play-by-play. Start \$90.00. Tape and resume returned. Personal interview required. New studios, and equipment. Must be mature. P. O. Box 342, Elwood, Indiana. 317-552-5043.

Announcers—(cont'd)

Alaska. Opportunity for good announcer/copywriter or good all-around broadcaster. Ours is a growing organization in a state where young people are offered a real chance at a good future. \$650 monthly starting. More if qualified. I will not move you and will not accept collect calls. If you're willing to work crazy hours in an exciting country get in touch immediately. Warren W. Wiley, South Eastern Alaska Broadcasters, Inc., P. O. Box 209, Juneau, Alaska 99801. Air Mail please. Time is important.

Grow with us! New small market midwest station needs announcers with 3rd, endorsed; strong on news coverage, earn extra through sales, varied format. Good opportunity for young man with ambition. Send tapes, resume to Radio, Box 1, Bowling Green, Missouri.

New MOR daytimer, liberty, Missouri, needs live wire with third. Send resume, tape, salary needs to Bill Martin, 2115, Eagleview, Colorado Springs, Colorado.

Montana—NBC station needs first phone announcer. Excellent opportunity to advance. Call collect 406-265-7841.

Technical

First class licensed engineer with experience for work in a Los Angeles radio station. Box J-154, BROADCASTING.

1st phone with maintenance experience preferred for dominant regional AM-FM in Massachusetts near Cape Cod. All applicants considered. Call 617-993-1787 or Write Box J-258, BROADCASTING.

Ohio major market radio station needs immediately engineer with first class ticket. Box J-276, BROADCASTING or call (419) 248-4655.

Chief engineer with announcing experience. Box K-53, BROADCASTING.

Chief engineer for southwestern station. Box K-55, BROADCASTING.

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.

Chief engineer for WAMS, Wilmington, Delaware. 1st phone & background in studio and transmitter maintenance necessary. Present chief being promoted within company. Contact: Mr. Mungo, 414 French St., 302-654-8881, ext. 208.

Engineer first phone as assistant chief 5 kw AM, 1 kw FM. Send resume: Radio Station WCHV, Rosehill Drive, Charlottesville, Virginia At: Art Brown, Ph. 703-295-5121.

First class engineer for 5 kw AM-FM station. Must be sharp on control board operation. WDRG, P. O. Box 1360, Hartford, Connecticut 06112.

Chief engineer, suburban Chicago, Evanston, Ill. AM, 6-tower dir., 5-kw. FM, 180-kw, erp, 2 multiplex sub-channels. Salary to reflect experience and ability. Send resume to WEAW, 2425 Main Street, Evanston, Illinois 60202.

First class engineer for maintenance, no announcing. Work under chief. Growth company. Good opportunity. Contact Arnold Lerner, WLLH, Lowell, Mass. 617-458-8486.

Immediate opening for 1st class licensed engineer. Announcing ability helpful. Emphasis on maintenance. Experience essential. Write: Irv Laing, WQTE, P.O. Box 306, Monroe, Michigan. No collect calls.

Need qualified first phone engineer for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

First ticket to announce night shift and maintain audio equipment. Chiefs pay to handle maintenance, proof and directional. WWFP Palatka, Fla.

Wanted: Young engineer with learning potential. Strictly maintenance. East. Telephone 215-696-3690.

Technical—(Cont'd)

Engineer—First phone as assistant Chief. 5 kw AM to work transmitter midnight shift. Experience not necessary. Call Collect Jack Fischler, 607-785-3351.

First phone, some announcing, new MOR daytimer, Liberty, Missouri. Resume, tape, salary needs to Bill Martin, 2115, Eagleview, Colorado Springs, Colorado.

NEWS

News director for local news operation. \$540.00 per month to start. KBRZ, Freeport, Texas.

KILT Needs top newsman for forty hour week. Must be fast, accurate, colorful and authoritative. Send short tape and complete resume to Brad Messer, News Director, 500 Lovett Blvd., Houston. No phone calls, please.

Need mature, responsible radio newsman. Must be experienced and articulate on-the-spot reporter. Send brief resume and short tape to Program Department, KTSM Radio, El Paso, Texas.

Newsman announcer to cover local news, write copy & work short airshift. Send tape, resume, WASA, Havre de Grace, Maryland.

Newsman—Opening for young news tiger equally adept gathering writing and performing news. Journalism grad. preferred. Some television if qualified. WSAV Radio and Television, Savannah.

Wanted: Night news editor for quality station update New York. Excellent working conditions fringe benefits. Journalism school and or experience. Need alert newshawk "digger." "No rip and read." Salary commensurate with experience. Write or call P.O. Box 950, Utica, N. Y. Ac 315-736-9313.

Production—Programming. Others

Station in top 15 market has immediate opening for production director with first ticket. Send tape, resume and references. Box K-17, BROADCASTING.

Attention: South Florida traffic and continuity directors. New Miami good music radio station hiring immediately. Good salary fringe benefits and profit sharing. Send resume to WRIZ, 1699 Coral Way, Miami, Fla.

Program director. . . . Jack-of-all-trades . . . must know copy, production and be willing to work hard for an honest future. No prima donnas. Good salary, benefits, excellent working conditions. A chance to grow if you have the ability. Require picture, brief resume and samples of work. P. O. Box 244, Charleston, S. C.

RADIO

Situations Wanted—Management

General Manager: 16 years radio—9 years successful management. 40 years of age, family. Successfully managing dominant station large southwestern market. Top salesman, program savvy, staff leader. Desire change. Not interested below top 100 markets size. Pro with ability and integrity. Box J-261, BROADCASTING.

Situations Wanted—Announcers

Want college or professional play-by-play. Six years experience: TV; college graduate with family. Box J-205, BROADCASTING.

Somebody please give me a break into broadcasting. I am Negro dj-news-caster beginner. Third class ticket. Willing to relocate anywhere. Send tape on request. Box J-252, BROADCASTING.

Christian broadcasters: Experienced announcer, broadcast school grad. Single, 3rd/4th, dedicated to Christian service. Broad knowledge of all music. Box K-2, BROADCASTING.

Show biz personality with many years experience in Radio & TV. Turned DJ/announcer. Does excellent newscast. Broadcast school grad. Dependable, married, draft exempt, 28. Will relocate to build good future. Box K-3, BROADCASTING.

Announcers—(cont'd)

For \$125 a week, I'll hang my first phone license on your wall and do middle of the road morning show in a smooth, friendly manner. Fifteen years experience all phases, including program director. Tight cueing; authoritative news delivery. Box K-4, BROADCASTING.

Would like announcing position in a rock format. Have 3 years experience. Do voice impersonations and have a 1st phone. Box K-9, BROADCASTING.

Disc jockey-announcer. Newscaster dj. Dependable, authoritative, experienced, congenial, conscientious. Willing to travel. Box K-11, BROADCASTING.

Announcer with good voice and mature delivery for major market in northeastern quarter. 7 years experience in music, classics through jazz and public affairs. No rockers or early morning. Enjoys working own board. Excellent work record and references. 31 year old veteran. Box K-12, BROADCASTING.

9 years experience, creative humor, great production, program director experience, family, currently employed. Box K-13, BROADCASTING.

Northeast area: DJ-announcer, authoritative newscaster, reliable, personable, non-floater. Box K-21, BROADCASTING.

First phone morning deejay. Relaxed delivery. Interested in learning sales your way. Box K-23, BROADCASTING.

Female broadcaster, 3rd phone, desires air work or behind the scene job, Washington, D. C. area, Box K-24, BROADCASTING.

1st phone, draft exempt, married, 4 years experience. Top 40 or MOR. Desire New England, consider all. Box K-28, BROADCASTING.

Eight months experience, some college, third, draft deferred. Box K-36, BROADCASTING.

DJ-announcer. Experienced AM-TV. Want secure job and good salary in professional station. Veteran. Box K-39, BROADCASTING.

11 years experience, all formats, Brown Institute grad., 37, 3rd, single, veteran. available immediately. Box K-40, BROADCASTING.

Top 40 screamer looking for a substantial station and the right break. Not the best voice but a strong, lively personality. Hard working, college. Small market experience. Box K-42, BROADCASTING.

Night time "Wild Child!" Definitely what's happenin' baby! Box K-48, BROADCASTING.

Looking for first break as top 40 personality. 20 years old. Broadcasting school. Third phone, endorsed. Limited experience. Will work hard. Can learn quickly. Tight board. References, tape, photo. Box K-50, BROADCASTING.

DJ-announcer, female, Negro beginner. Any locality. Available immediately. Box K-51, BROADCASTING.

Midwest—Good DJ, production, PD looking for right move. Experienced—1st phone. Phone 608-256-0384 or Box K-56, BROADCASTING.

DJ First phone, experienced, Top Forty format. Will relocate. Box K-57, BROADCASTING.

Young dj-announcer. Married, 3rd phone. Swinger or middle of road. Will travel. Box K-59, BROADCASTING.

Magnetic girl announcer—Broadcast endorsement. 212-877-5335 or Box K-60, BROADCASTING.

Money and talent . . . I've got the talent (Top 40). Box K-61, BROADCASTING.

First phone personality with five years medium market experience. Capable chief engineer, professional top 40. Married, will settle in medium market for fulltime. Box K-65, BROADCASTING.

"Cousin Brucie" style . . . Groovie, Fab., Gear . . . Available! Box K-67, BROADCASTING.

Announcers—(cont'd)

Announcer—3rd phone, some experience. Middle of road and top 40. Young, ambitious man draft exempt. Willing to work extremely hard. Box K-71, BROADCASTING.

Young, rock dj. One year experience. No news, fast format. Production minded. Start \$90. Tape & details. John Clark, Box 3770, Grand Central Station, New York, N. Y. 10017.

1st phone—dj looking for immediate opening. 5 years experience. Prefer top 40. Will consider maintenance. Call 616-538-5777.

Announcer-Engineer — Commercial pilot. Would like to combine all in permanent position. Box 72, Fenwick, W. Va. 26202.

Broadcast school graduate. Ambitious, third class endorsement. Will relocate. Call or write: Joe Sherman, 242 Orange St., Waterbury, Conn. 203-753-6666.

Beginner—Have first phone—Looking for experience—Non drinker, dependable. Will work nights. Can furnish references. Box 3537, Savannah, Ga., 912-232-8726.

Have talent—Will travel. DJ-Announcer, 3rd, endorsed, acting experience, broadcasting school graduate. Draft deferred. Paul Barry, 220-09 73rd Ave., Bayside, New York.

Technical

First phone personality with five years medium market experience. Capable chief engineer, professional top 40. Married, will settle in medium market for fulltime. Box K-86, BROADCASTING.

First phone, AM-FM-TV. Downie, 105 S. 21st Street, Philadelphia, Penna. 19103.

Production—Programming. Others

Spark Plug—Looking for live wire operation. Programming and announcing. Box K-15, BROADCASTING.

Need someone to program your C&W station? Country pro seeks top opportunity. Box K-30, BROADCASTING.

Copywriter/announcer, Quality copy. Deep voice best suited to commercials, news, finer music. Box K-38, BROADCASTING.

12 authors read this month, Kin, Chardin, White, Fuller, Tuchman, Worth, Brazini, Le-Carre, Sorrenson, Portisch, Milne & Dr. Spock. Articulate, pleasantly opinionated commentator, sensitive observer-reporter with empathy toward the human & creative. Zest for healthy controversy with purposeful end. At home in any conversational format, journalistic assignment, documentary project. 31, degree, family. Ex. references, civic & professional. Broad, substantial experience. Box K-46, BROADCASTING.

Big ratings—mean big dollars. Are you prepared for the next Pulse/Hooper survey period? Sound needs brightening up? Production sounds ragged? Can't afford a high-priced production man? Let Theme Productions' young, capable, staff—with modern ideas—be your production man. Send for free demonstration tape—indicate present type of programming. Theme Productions, Inc., 13305 Dexter Avenue, Detroit, Michigan 48238. Phone (313) 933-4643. "The Sound of Things to Come."

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.

TV local/regional account executive needed by leading southeastern CBS affiliate on top 50 marketlist. An excellent opportunity for a small market man to move up, or for someone interested in making the big move into television. Protected account list and good compensation plan. Send complete resume, or call Bruce Georgi, Sales Manager, WFMY-TV, Greensboro, N. C.

Announcers

TV-Radio announcer. TV weather and upbeat MOR radio shift. Other TV also available. Regional mid-Atlantic station. Send tape, picture, resume and salary requirements. Position now open. Box J-189, BROADCASTING.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Engineer with 1st class license for permanent position at TV transmitter using RCA TT50AH. Previous transmitter experience desirable but not essential. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa. Send resume to Box J-268, BROADCASTING.

Maintenance engineer. Fine opportunity for first rate man familiar with installation and maintenance. Good starting salary and advancement as merited. Color experience advantageous. One of mid-Florida's best markets and living areas. All replies confidential. Box J-293, BROADCASTING.

If you have years of TV transmitter experience and would like to earn good money and live in south Florida's first resort, send your application and salary requirements to Box K-1, BROADCASTING.

University of Hawaii ETV currently has openings for TV Broadcast engineers. Applicants must have TV experience and hold a current first class telephone license. Submit resume to H. Cronin, KHET, University of Hawaii, 1776 University Ave., Honolulu, Hawaii.

Immediate opening—TV broadcast engineer—will work all phases. 1st phone necessary—experience not mandatory. Excellent area to live. A growing color station. Contact Vaun J. McArthur KMVT, Twin Falls, Idaho., with full resume.

Immediate opening for experienced transmitter engineer. RCA TT25BL transmitter full power on Channel 5. Rocky Mountain region. Call collect Ken Renfrow, KOAA-TV, Pueblo, Colo. 303-544-5782.

University chief with first and experience. Maintain VTR, Kine, CCTV, FM, \$8,380. Dr. Kenneth Harwood. KUSC, Los Angeles 90007.

Transmitter technician for high power midwest UHF group station. Full color, clean, high quality operation. Contact Jerry Merritt, WICS-TV, 2680 East Cook St., Springfield, Ill. 217-528-0465.

Chief engineer for new television station. Modern solid state plant in operation six (6) months. Group operation. Opportunity for further advancement. Excellent salary. Contact: Myron Jones, WJET-TV, Erie, Pennsylvania.

Studio engineer, experienced, first phone. VTR, operations, maintenance. Color equipped ETV operation; Position open. January 1987. Apply Chief Engineer, WMVS/WMTV, 1015 North 5th St., Milwaukee, Wisconsin.

Studio engineer with first phone—Permanent position. Contact Chief engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

WTOC-AM-FM-TV Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief Engineer, WTOC, P. O. Box 858, Savannah, Georgia 31402.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in part-time university studies may be arranged. Starting salary commensurate with experience and ability. Liberal benefit program. Send resume to R.K. Kirch, Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

News director for group station in upper midwest. We are seeking a man who can take charge of an expanding news department as well as having the ability to gather, write and deliver an early evening newscast. The man we hire will run his own news and public affairs department and report directly to the general manager. Perhaps you are now a number two man ready for the move up. Excellent living conditions. All benefits. Send resume, photo and tape if available to Box K-5, BROADCASTING.

A News Director is the key man in a television stations local image. An opportunity for the right news director will soon open at the prestige station in a three-station market. Write to Box K-18, BROADCASTING.

Midwestern news oriented station has opening for on-camera newsman. You must be recognized as a competent, professional on-camera newsman as the market is highly competitive. Station is part of an aggressive, expanding group. Top salary is available. Send resume to Box K-31, BROADCASTING.

Immediate openings for photographers and newswriter-reporters. Aggressive college graduates under age twenty-eight required to help prepare top rated hour long color news shows. Excellent starting pay and opportunity for advancement. Send confidential resume to Employment Manager, WLW-TV, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

Production—Programing, Others

Weather man and commercial staff announcer—Major market location. Wide range of company benefits. Send resume, in confidence to Box K-68, BROADCASTING. Please include a snapshot and video tape if available.

Opening for Staff Artist with television experience. Send resume and samples to Marge Injasouljan, KOOL-TV, 511 W. Adams, Phoenix, Arizona. 85003.

TELEVISION

Situations Wanted

Management

General Manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion in small and large markets. Television—13 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, quality, prestige station or group anywhere. Box K-7, BROADCASTING.

General manager opening? General sales manager, thoroughly experienced in all phases television. Excellent salesman, capable administrator, good programing, production, engineering sense. 41, family, degree, long tenure same employer. Seek position involving total responsibility for running entire television station. Box K-32, BROADCASTING.

Young experienced radio general manager with some television experience seeks employment in television promotion, production or public relations. Excellent background and references, \$12,000 minimum. Box K-44, BROADCASTING.

Business manager-controller—Sixteen years experience in AM-FM-TV station in major eastern market. Currently holding responsible position in heavy industry. Desire to return to Broadcasting. Capable—responsible—aggressive. Box K-63, BROADCASTING.

Announcers

Although young, have television experience as creative director, producer, personality performer and writer. Box K-29, BROADCASTING.

Technical

Consulting engineer seeks permanent position as working chief. Box J-159, BROADCASTING.

Chief engineer presently employed—18 years experience, construction and operation. Experience includes transmitter color proof, studio color film/video tape. Desires permanent relocation with stable organization in south or southwest. For interview write Box K-10, BROADCASTING.

Chief engineer or assistant; Experience: Installation, trouble shootin', construction and Microwave equipment. College engineering. Box K-64, BROADCASTING.

NEWS

News director . . . Mature, top-rated newsman. Experienced all phases electronic journalism. Want stable progressive management. \$12,000 minimum. Box K-41, BROADCASTING.

Experienced broadcaster-reporter. Solid all around background. Employed. Box K-43, BROADCASTING.

Production—Programing, Others

My background is different! Thoroughly professional producer with a background of imaginative programing coupled with successful image as a top on-air personality just returned to United States from position with major station abroad. Experience also includes that as PR manager for NBC outlet. Anxious to join the "right" station as I seek added responsibility, scope, and creative opportunities. TV-radio diploma, 32 married, university graduate, excellent personal background. Box K-37, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted immediately—1 kw or 500 watt Gates xmtr, not over 5-7 years old. Contact: MEDIAmerica, 9414 Crosby Rd, Silver Spring, Maryland 20910.

Wanted—FM antenna tuned 92.1 mc also harmonic filter. WDWL Vineland, N. J. 609-691-7550.

Need 30 ft. telescoping antenna mast, pneumatic or hydraulic. Andrew type 3302 or similar. Hammett & Edison, P.O. Box 88, International Airport, San Francisco, California 94128.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helax, 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 picklock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYE-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Used broadcast and CCTV equipment. Monitors, Cameras etc. Free listing. General Television Network, 901 Livernois Avenue, Ferndale, Michigan 40220.

Transmitter, Gates kilowatt, increased power makes immediately available. Well maintained. Box J-250, BROADCASTING.

Tower and antenna installation—Reasonable prices, experienced crews. Swager Tower Corp., Fremont, Indiana.

For sale: RCA type 5C, 5 kilowatt transmitter. Water cooled. \$1,000 FOB Farmington, Connecticut. For details, contact Greg Fortune, Radio Park, WRCH, Farmington, Conn.

For Sale: Studio transmitter link system, (Philco). 2 TLR-6 Transmitters with audio, 2 TLR-4 receivers with audio. Best offer or questions to Box K-25, BROADCASTING.

Devalued, excess and used equipment components list available. Box K-27, BROADCASTING.

FOR SALE—Equipment

Continued

Federal Telephone & Radio Corp. type 191-A, one KW FM transmitter with tubes & spares operable on 98.3 mcs, with instruction manuals, wired for remote control, make offer. One General Radio Co. type 1181-A AM frequency deviation meter; one General Radio Co. type 1931-A AM amplitude-modulation meter, both GR Co. meters need working over. Used on 1100 kcs, make offer. WHLI, Box 219, Hempstead, N. Y. 11550.

For sale—RCA type 5DX broadcast transmitter replaced by 50 kw, has had excellent maint. F.O.B. Milwaukee, Wis. Call or write J. G. Doyle, 4331 N. Wildwood Ave., Milwaukee, Wis. 53211. Phone 414-964-0468. Best offer.

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.

Check our listings for your equipment requirements. . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

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.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Available: Trademark "TELEBRIEFS". Box J-48, BROADCASTING.

"Sponsorettes," 50 successful sales ideas per week for hard to sell accounts—\$1.00 weekly—50¢ for sample week or write for free information—Nationwide Stations, Inc. P. O. Box 2121, Toledo, Ohio.

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, sports casting, 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.

INSTRUCTIONS—(Cont'd)

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 Broadcasters. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 10—Nov. 14—Jan. 2—Feb. 6. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

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 Jan. 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.

Train for a career in professional broadcasting in exciting music city. Courses in announcing and station management. Financing plan, job guaranteed. . . . Tennessee Institute of Broadcasting, 1811-A Division Street, Nashville, Tenn. 256-7622.

Help Wanted—Management

ATTENTION!

If you have been successful in Broadcasting and if you want more remuneration than the industry can offer please send full particulars as to age, background to:

Post Office Drawer 1151
Shreveport, Louisiana

Help Wanted—Sales

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—(Cont'd)

**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.

**REGIONAL SALES MANAGERS
\$25-35,000—YEARLY**

AA-1 rated, 18 year old Nat'l Promotional Advertising Firm has openings for Regional Sales Managers. Must have car. Travel Tri-State area. Duties consist of hiring, training and supervising sales groups selling special low priced Radio Contract to local merchants. Company Executive will assist during training period. \$300.00 per week draw to start. Furnish resume and 3 references.

John Burroughs, President,
Universal Publicizers, Inc.,
919 N. Michigan Avenue,
Chicago, Illinois 60611.

**Radio or TV Sales-Manager
or Salesmen . . .**

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 60 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call area code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood, & Vine Streets, Hollywood, Calif.

WANTED

Successful small market radio salesman or salesmanager for well-paying position with full time station near New York.

Box K-6, Broadcasting.

Announcers

Midwest

Negro programed station has unusual opportunity for top-flight dj. Must be swinger, with fresh/different programing ideas and complete knowledge of R&B format. If you are this and also desire part of operational management, send complete story, with tape and picture to:

Box K-14, Broadcasting.

Announcers—(Cont'd)

Need an Agent?

Announcers and newsmen for all formats move up faster with our service. Send tape and resume today.

No Placement Fee

Nationwide Broadcast Personnel Consultants
645 N. Michigan Ave.
Chicago, Illinois

RADIO

**Situations Wanted
Management**

ATTENTION!

38 year old executive with 20 year major market Radio & TV experience. Currently employed as Vice President in charge of sales for major Corporation. Background includes: Station manager of high rated New York station, director of marketing, announcer and Sales Exec. Contact:

Box K-52, Broadcasting.

ADMINISTRATIVE-MANAGEMENT

Attrac, personable gal, expd in broadcast administration. Good organizer, supervisor, co-ordinator. Personnel exp. Public contact. Hard worker; asset to any company. Write Box BPC 1850, 125 W. 41 St., N.Y. or call (212) LE 2-8412.

WANTED

opportunity to manage small or medium market radio station in Kansas, Oklahoma or Texas. Experienced broadcaster, presently in network management position in east wants to return to home area. Family man, knows small market radio. Top references.

Box K-26, Broadcasting.

HIGH LEVEL EXECUTIVE

with excellent background in creating, programming, producing and directing both in radio and TV for the nation's No. 1 network. Is your company looking for someone young enough to still give the job everything he has; mature enough to have fistful of top credits; bright enough to adapt to any circumstance?

I'm after a good job with lots of responsibility . . . and a salary to match. Best references.

Box K-34, Broadcasting.

Production—Programing, Others

Mature Announcer

Wishes to supplement income by recording commercials and formats on a regular weekly basis for established quality radio station with adult appeal. Mail sample copy for audition tape and rates. Complete Box K-62, Broadcasting.

NEED HELP?

Place Your AD in

Broadcasting

where it receives nationwide display.

**SALESMEN'S
PLACEMENT
CENTER**

CAN YOU REALLY SELL?

Immediate Openings for young TV and Radio Time Salesmen on the Way Up!!! Our Station Clients Will Offer Up to \$35,000 per year.
O. K. TIGER! SELL ME!!!

CALL RON CURTIS AT AREA CODE 312-337-7075 NOW!

Nationwide Broadcast Personnel Consultants

645 North Michigan Avenue
Chicago, Ill.

Area code 312 337-7075

Ron Curtis—President



Technical—(Cont'd)

TECHNICIANS

Experienced technicians wanted by major network for testing new equipment. Must be thoroughly familiar with basic circuits and all types of audio and color video equipment.

Steady position, excellent salary and fringe benefits for those qualified.

Send detailed resume including salary requirements to:

Box B1830, 125 W. 41 St., NYC 10036

Top Salaries

Chief engineers plus Transmitter and Studio Supervisors are urgently needed by our station clients. Immediate openings—between \$7,800 and \$24,000.

Call Ron Curtis—312-337-7939
**NATIONWIDE BROADCAST
PERSONNEL CONSULTANTS**
No Placement Charge.

Production—Programing, Others

PROMOTION-PUBLICITY

We have an opening in Columbus, Ohio for a college graduate, under age twenty-six, with top writing skills and long range management potential. Position covers publicity, advertising, public relations and on-air promotion. Degree in journalism or broadcasting preferred. Good starting salary commensurate with education and experience. Send confidential resume covering education, professional experience, age and current income to Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer (M/F).

TELEVISION—Situations Wanted

\$1,867,000 worth of Executive Talent

You can choose a young man on the way up or a well seasoned (pro).

Maybe even the Broadcaster who sat next to you at the last N.A.B. Board of Directors meeting or a familiar face in **BROADCASTING Magazine.**

Call Ron Curtis—President

Area Code 312 337-7075

Nationwide Broadcast Personnel Consultants

645 North Michigan Avenue
Chicago, Ill.

Complete TV & Radio Recruiting Service



PLACEMENTS

A courteous confidential service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

THE AMPS AGENCY

BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★

All Media Placement Service

3974 Wilshire Blvd. Los Angeles, Calif.
Telephone DU 8-3116

**Radio or TV Sales-Manager
or Salesmen . . .**

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Patti Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 60 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other Countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call Area Code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood & Vine Streets, Hollywood, Calif.

Help Wanted—Technical

**EXPERIENCED
TECHNICIANS**

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas:

**Color Video Control
Maintenance
VTR Operation**

If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact Don Collins, Chief Engineer, Videotape Center, 101 West 67th St., New York, N.Y. 10023 (212) TR 3-5800

An Equal Opportunity Employer

BUSINESS OPPORTUNITY

NEWS-PRESS Service

seeks capital for unique operation with high potential. Principals only.

Box K-20, Broadcasting.

We'll give you a \$7,000 raise.

And you won't have to change jobs, leave town, or sell your home.

Here's the catch.

In your spare time, when you're not working at the radio or television station, you qualify and enroll prospective applicants for Columbia School of Broadcasting's audio-visual home study course. The fully recorded announcing course is taught by network calibre announcers and students are guided individually through tape exchanged critiques.

Simply air mail your inquiry and we'll send complete information on how you might become our representative in your area.



To: Wm. C. Zorich, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd. San Francisco, Calif. 94118

Approved by the Department of Education, State of California/not affiliated with CBS, Inc.



FOR SALE—Equipment

Quality
TRANSMITTERS

- AM Deluxe
- AM Dual Reliable
- FM Deluxe

CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609)-456-1716

TV TRANSMITTER

Hi-Band Hi-Power
75% DISCOUNT

G.E.—TT6E-5kw Air Cooled and/or
G.E.—TF4A-20 kw Amplifier

Complete with consoles, monitors, controls, filters, dummy loads, breakers, spare parts.

EXCELLENT CONDITION

Director of Engineering, WTTW,
5400 North St. Louis Avenue
Chicago, Illinois 60625

FOR SALE—Stations

**MAJOR MARKET
FM FULL TIMER
EXCELLENT GROWTH AREA
ATTRACTIVE TERMS
Box J-284, Broadcasting.**

\$2,000,000

West Coast AM/FM with substantial growth potential. 29% down. Principals only.

Box J-273, Broadcasting.

* PACIFIC NORTHWEST *
* DAYTIMER NETTING *
* \$25,000 YEARLY *
* REAL ESTATE INCLUDED *
* ASKING \$250,000 WITH TERMS. *
* Box K-69, Broadcasting. *

FOR SALE

Small single market 5KW daytimer deep south. \$65,000.00
29% down—Balance 5 years.

Box K-8, Broadcasting.

Ga.	small	profitable	\$ 67M	terms
M.W.	medium	UHF-TV	350M	cash
N.C.	medium	daytime	135M	29%
M.W.	metro	AM-FM	1.3MM	cash
N.E.	suburb	daytime	500M	terms

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 80)

to U. S. highway 19, south of city limits, Monticello, Fla., conditions.

WJPS Evansville, Ind.—Granted mod. of license to permit remote control operation; conditions.

Granted following extensions of completion date: WWSO Monticello, Fla., to March 8, 1967; WREM Remsen, N. Y., to Jan. 2, 1967.

KTHO-FM Tahoe Valley, Calif.—Waived sec. 73.210 of rules and granted CP to change studio location and remote control point to Stateline, Calif.; change ant.-trans. location, and increase ant. height to 50 ft.

Guy Christian Flagstaff, Ariz.—Granted mod. of CP to change type ant. make changes in ant. system; decrease ERP to 50 kw, and ant. height to 159 ft.

KSRN(FM) Reno, Nev.—Granted mod. of CP to change type trans.; type ant., and make changes in ant. system; condition.

WFDR-FM Manchester, Ga.—Waived sec. 73.210 of rules and granted mod. of CP to permit main studio to be located at site 2.6 miles north of Manchester; change type trans. and install ant.

WMMR(FM) Philadelphia—Granted mod. of CP to change type ant.

KROB-FM Robstown, Tex.—Granted mod. of CP to change type trans. and type ant. and decrease ERP to 36 kw; ant. height 185 ft.; condition.

WHBI(FM) Newark, N. J.—Granted CP to install aux. trans. at main ant.-trans. location; ERP 3 kw.

WKJF(FM) Pittsburgh—Granted CP to make changes in transmission line, condition.

Actions of September 22

Remote control operation permitted WSOK Savannah, Ga.

Granted change of remote control authority for following stations: WDRN(FM) and WNLK both Norwalk, Conn., while using nondirectional ant.

WAMR Venice, Fla.—Granted CP to change ant.-trans. location; remote control permitted.

WWOS(FM) Orlando, Fla.—Granted mod. of CP to change ant.-trans. and studio location; ant. height 350 ft.; condition.

WGAN-FM Portland, Me.—Granted mod. of CP to change type trans., install dual polarized ant.; ERP 100 kw; ant. height 1,470 ft.; condition.

Granted renewal of licenses for following

FOR SALE—Stations

Continued

FM: Top ten market.
EAST: Full-time, doing \$300,000. \$75,000 cash flow. Own land and building. \$500,000

FLORIDA: Day-time. Excellent frequency and coverage. \$275,000—Terms. FM available

TOP TWENTY MARKET: Will do \$700,000 this year. Depreciable assets \$300,000. Asking \$1.5 million.

EAST: Over one million in coverage area AM and FM. \$140,000 fixed assets. Asking \$550,000.

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265.3430

STATION MANAGERS:

If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail:

Mr. V. R. Good, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

main stations and co-pending auxiliaries: KMSL Ukiah, Calif.; WABC-TV New York.

Actions of September 21

WDCA-TV Washington—Granted CP to change ERP to 724 kw vis. 7.4 kw aur.; change type trans.; condition.

WJAC Johnstown, Pa.—Granted mod. of license to operate trans. by remote control; conditions.

KZFM(FM) Corpus Christi, Tex.—Granted CP to install new ant., make changes in ant. system; ERP 41 kw, ant. height 320 ft.; remote control permitted.

KXXI(FM) Alamogordo, N. M.—Granted CP to change ant.-trans. location; ERP 460 w.; ant. height minus 390 ft.; remote control permitted.

Granted renewal of licenses for following stations and co-pending auxiliaries: WBPZ-FM Lock Haven, Pa.; WPAZ Pottstown, Pa.

WDUN Gainesville, Ga.—Granted mod. of SCA to delete program relay service and provide background music service on sub-carrier frequency 67 kc.

Granted SCA on subcarrier frequency of 67 kc as follows: WZMF(FM) Menominee Falls, Wis.; KGVM-FM Idaho Falls; KLBK-FM Lubbock, Tex.; KVVJ-FM Highland Park-Dallas, Tex.; WWOE(FM) Boca Raton, Fla.; KPFF(FM) Los Angeles.

Granted change of remote control authority for KTLN Denver.

Remote control operation permitted KDEN-FM Denver.

Action of September 20

KFMU(FM) Los Angeles—Granted mod. of license to operate main and aux. trans. by remote control.

Action of September 9

WIBC Indianapolis—Set aside action of Sept. 1, covering changed facilities, and returned application to pending status awaiting submission of acceptable partial proofs-of-performance. Program test authority reinstated and extended pending reissuance of license.

Fines

FORFEITURE ORDER

By memorandum opinion and order, commission ordered KIKI Ltd., licensee of KIKI Honolulu, to forfeit \$1,000 for radio operator and logging violations. This was amount stated in commission's July 27 notice of apparent liability. Chairman Hyde voted to reduce amount of forfeiture. Action Sept. 28.

By memorandum opinion and order, commission ordered XX Broadcasting Corp., licensee of KXXL Bozeman, Mont., to forfeit \$200 for failure to make yearly equipment performance measurements in viola-

tion of sec. 73.47(a) of rules. This is amount specified in Aug. 1 notice of apparent liability. Commissioner Johnson abstained from voting. Action Sept. 21.

NOTICE OF FORFEITURE

Notified Electronic Enterprises Inc., licensee of WRJS San Juan, P. R., that it has incurred apparent forfeiture liability of \$150 for various violations of rules including failure to provide data concerning equipment performance measurements. Station has 30 days to pay or contest forfeiture. Action Sept. 26.

Rulemakings

DENIED

By memorandum opinion and order, commission denied as unwarranted, petition by South Central Broadcasters Inc., Waynesville, Mo., for rulemaking to add FM channel 221A to that city's present channel 249A. Chairman Hyde dissented. Action Sept. 28.

By memorandum opinion and order, commission denied petition by Charles W. Dowdy, Gulfport, Miss., for rulemaking to assign FM channel 248 to that city by making other necessary changes in assignment table. Action Sept. 21.

TERMINATED

By report and order, commission retained present FM channel assignments at San Bernardino, Calif., and terminated proceeding in Doc. 16740 in which it had proposed to delete channel 236 from that city to eliminate short spacings with co-channel stations in Ventura and San Diego. In view of size and importance of San Bernardino, need for second competitive FM service there, and lack of showing that assignment can be used elsewhere at standard spacings, commission felt that channel 236 should be retained in that city. Action Sept. 21.

PROPOSED

Commission invited comments by Oct. 5 to proposed rulemaking looking toward assigning channel 51 to Staunton, Va., for noncommercial educational use. Advisory council on educational television of Commonwealth of Virginia and Shenandoah Valley Educational Television Corp. jointly requested TV assignment for educational use in Shenandoah Valley area, large part of which lies in "radio quiet zone" established to protect radio astronomy observations at Naval Radio Research and National Radio Astronomy observatories at Sugar Grove and Green Bank, both West Virginia, respectively. Observatories have concurred in assignment of channel 51 at Staunton for use at specified site and with radiation

restricted in their direction. Action Sept. 21.

AMENDED

By seventh report and order, commission amended its TV table of assignments at Palm Springs, Calif., by adding UHF channels 36 and 42 and deleting its present sole assignment, channel 27. Commissioner Johnson not participating.

Remaining proposals affecting Gastonia and Monroe, both North Carolina, which were also subject of Feb. 9 further notice of proposed rulemaking will, be disposed of by subsequent action. Action Sept. 21.

PETITIONS FOR RULEMAKINGS FILED

New Jersey Television Broadcasting Corp., Philadelphia—Request institution of rule making proceeding so as to assign channel 23 to Camden, N. J., and delete it from Philadelphia. Received Sept. 19.

Charles R. Banks, Elwood, Ind.—Requests amendment of rules so as to assign channel 232 to Rushville, Ind. Received Sept. 19.

WCBT Roanoke Rapids, N. C.—Request FM channel allocations be changed so as to give Roanoke Rapids channel 273C instead of present 272A, and give Goldsboro, N. C., channel 245C instead of present 272A and 245C. Received Sept. 13.

CATV REQUESTS FOR WAIVERS

Multi-Channel Cable Co., Circleville, Ohio, requests waiver to carry MPATV, channel 72 and MPATI, channel 76, both Lafayette, Ind.; WOUB-TV Athens, WKFE(TV), WHIO-TV, WLWD(TV), all Dayton, WKRC(TV), WLWT(TV), both Cincinnati, all Ohio; WSAZ-TV, WHTN-TV, both Huntington, and WCHS-TV Charleston, both West Virginia. Franfort TV Cable Co., Frankfort, Ind., requests waiver to carry WGN-TV, WTTW(TV) and WFLD(TV), all Chicago.

NEW CALL LETTERS REQUESTED

Melbourne, Fla.—Custom Electronics Inc. Requests WPCT(TV).

KBAY-TV San Francisco—D. H. Overmyer Communications Co. Requests KEMO-TV.

Rosenberg, Tex.—Fort Bend Broadcasting Inc. Requests WFRD-FM.

KSET-FM El Paso, Tex.—Rio Grande Broadcasting Inc. Requests KPAK(FM).

Prestonsburg, Ky.—Stephens Industries Inc. Requests WPRT-FM.

Salt Lake City—Holladay Broadcasting Co. Requests KRSP-FM.

Salt Lake City—Holladay Broadcasting Co. Requests KRSP.

*WNPS New Orleans—Greater New Orleans Educational TV Foundation. Requests WRLN.

KXLR North Little Rock, Ark.—Little Rock Great Empire Broadcasting Inc. Requests KUCN.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 28. 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.

Trenton, Fla.—Bobby Little has applied for a franchise. The proposed charges will be \$5 for installation and \$5 monthly.

Momence, Ill.—Momence Radio and Appliance Center (D. A. Vaillancourt, owner) has been granted a nonexclusive franchise.

Kansas City, Kan.—Milaine Corp. (Leonard H. Strauss, president) has been granted a 20-year nonexclusive franchise. The firm proposes a monthly charge of \$5.95. Kansas Telecab Inc. was the other applicant.

Calcasieu county, La.—KOAK-CATV has been granted a nonexclusive franchise. The firm (KAOK Lake Charles) agreed to pay 4% of its annual gross receipts to the city. Louisiana Cable TV Inc. withdrew its application for the franchise.

Bath, Me.—Bartell Media Corp., and the New England Telephone and Telegraph Co., have jointly been granted a franchise. The system will carry 12 channels, weather-information, 24-hour news, FM and stereo. Construction will begin in a few months in Waterville, Fairfield, Winslow, Rockland,

Camden and Rockport, all Maine.

Warren, Mass.—Pioneer Valley Cablevision Co. will take over the franchise from Central Cablevision Corp. of Ware, Mass. The system will be in operation within the next six months with an installation fee of \$19.95 and a monthly charge of \$4.95.

East Brunswick, N. J.—Middlesex Cable Vision Inc. has been granted a franchise. The firm will provide 12 channels, from New York, Philadelphia, Wilmington, Del., and Harrisburg, Pa.

Amity, N. Y.—Alleghany Video Inc. has been granted a franchise.

Belmont, N. Y.—Alleghany Video Inc. has been granted a franchise.

Cornwall, N. Y.—Better TV of Orange County Inc., Monroe, N. Y., and Hightower Telesystems are seeking franchises.

Nyack, N. Y.—Rockland Cable Vision Inc. has applied for a franchise.

Peekskill, N. Y.—Continental CATV Corp. is seeking a franchise. The firm will pay 3% of its gross revenue to the town, and will charge a \$4.95 installation fee.

Plymouth, N. C.—Peninsular Broadcasting Co., Norfolk, Va., has been granted a franchise. The firm will pay the city 6% of its annual gross receipts. Monthly charge will be \$5.

Fort Shawnee, Ohio—Reynolds Cable Television Inc. has been granted a 25-year franchise.

Weatherford, Okla.—Oklahoma Cable Systems Inc., El Reno, Okla., has been granted a franchise. The firm proposes a 10-channel system. UHF, educational television and a weather-information channel. The city will be paid 2% of the firm's

annual gross receipts. Installation fee will be \$10 with a monthly service charge of \$6.

Edinboro, Pa.—Co-Ax Cable TV, Cambridge Springs, Pa., has been granted a franchise. The firm will install a 9-channel system and FM. Installation fee will be \$19.95 with a \$4.95 monthly service charge. During inaugural period the company will only charge \$14.95 for installation.

Glen Gardner, Pa.—Washington Cable Co. has been granted a franchise. The firm will provide a 12-channel system. It will charge \$10 for installation and \$5 monthly.

Industry, Pa.—Centre Video Television Cable Co., State College, Pa. (CATV multiple owner; James Palmer, president), has applied for a franchise. The company will charge a \$4.50 residential monthly fee and a \$5.35 commercial monthly fee.

McKeesport, Pa.—Centre Video Corp., State College, Pa. (CATV multiple owner; James Palmer, president), has been granted a franchise. Installation will cost \$5 with a \$4.50 monthly fee. The town will receive 3% of the firm's revenue.

Norwood, Pa.—Philadelphia Community Antenna Co. has been granted a franchise. The company will provide an 18-channel system. Installation will be \$7.50; monthly rate will run from \$3.95 to \$4.95.

Valley View Terrace, South Scranton, Pa.—Industrial Electronics Inc. (Robert J. Conway, owner) has been awarded a franchise. Monthly fee will be \$1.50 for three years, \$1 for two years and 50 cents after five years.

Seattle—Seattle Cablevision Inc. has applied for a franchise.

DAN Goodman is only 45 but his association with broadcast syndication spans more than 30 years.

Mr. Goodman, currently vice president of syndication for Screen Gems Inc., wasn't running afoul of child labor laws back in the mid-1930's when he was introduced to the industry. His father, the late Harry S. Goodman, a pioneer radio program syndicator, used young Dan as an actor on a five-minute show he produced. ("I was once cast as a newsboy," he recalled).

As a second-generation syndicator, the SG vice president added television to the Goodman coat-of-arms. His father, who died four years ago, concentrated overwhelmingly on radio.

Piggy Bank Start ■ "My father stumbled into the field," Mr. Goodman related. "He manufactured different kinds of novelties for banks, which they gave to depositors. A big item was piggy-banks. With the depression and the closing down of financial institutions throughout the country, he had an enormous inventory of these banks.

"He decided to offer them to insurance companies and agencies to give away to their customers. He produced five-minute radio shows for these insurance firms, promoting the piggy banks. From this start in 1932, my father branched out into the program syndication business."

Dan Goodman had aspired to a career in the advertising agency field when he returned from naval service after World War II. But his father convinced him that "there was plenty of money to be made in radio as a salesman."

After seven years of selling transcribed radio properties throughout the country, the younger Goodman decided that although he enjoyed the association with his father he wanted to spread his wings into TV. He operated his own syndication-production firm for one year, was a salesman for Walt Framer Productions for another and moved to Screen Gems early in 1956 as a New York salesman.

"It was a wise decision," Mr. Goodman commented. "Screen Gems has been a growth company and I have grown with it. I've never wanted to do anything but sell."

Trademark ■ Mr. Goodman is a man who exudes enthusiasm. His trademark is a hearty and booming laugh.

His generally cheerful disposition becomes ecstatic when he discusses the future of the syndication industry. Mr. Goodman contends that the UHF station holds the key to an upsurge in the sales of feature films, cartoons and half-hour and one-hour programs.

"We are beginning to see this upswing right now at a time when UHF is just starting to spread," Mr. Goodman pointed out. "Our domestic syndication has increased about 100% over

Dedication to syndication runs in family

the past two years and this is with the advent of some U's in major markets. When other big cities add stations and as medium-sized markets become serviced with UHF, there'll be a bonanza for the film syndicator."

He derided the notion that UHF outlets cannot afford to pay reasonable prices for syndicated and feature films. He insisted that major-market U's now are paying the same or more than was commanded from VHF stations in the same cities.

Also Buys Films ■ Though Mr. Goodman's primary function has been supervision of the sales activities of SG's syndication division, his responsibilities have been widened to include the acquisition of feature films from both foreign and domestic sources.

"For the past two years we have been busy buying features in England, other parts of Europe and the U. S. and

WEEK'S PROFILE



Daniel Richard Goodman—vice president of syndication, Screen Gems Inc., New York; b. Chicago, April 25, 1921; Tome School, Port Deposit, Md.; BS in business administration (advertising), Northwestern University 1943; U. S. Navy, 1946-53; organized and headed Daniel R. salesman, Harry S. Goodman Productions, 1949-53; organized and headed Daniel R. Goodman Productions, 1953-55; sales director Walt Framer Productions, 1955-56; New York salesman, Screen Gems, 1956-1960; promoted to eastern sales manager, 1960; sales manager, 1965 and vice president for syndication, Screen Gems, 1966; m. Carol Adler, 1949; children: Barbara, 16; Robert, 13; Kenneth, 8; hobbies: golf, photography.

I guess we have acquired about 100 features which have cost us several millions of dollars," Mr. Goodman observed. "We have to replenish our supply constantly. The number of features that is available to us from Columbia Pictures, our parent company, simply cannot fill the demand from networks and TV stations."

Mr. Goodman challenges an oft-repeated assertion that eventually the feature film well will dry up:

"Just from the major motion-picture studios we keep getting anywhere from 200 to 250 films a year, plus other top attractions from abroad. This number alone could keep current network feature film slots alive, with provisions for re-runs for at least a portion of the movies. And there is still a backlog, a dwindling one, I admit, but it's there."

Trend ■ Mr. Goodman indicated that a growing trend will be the sale of major features to networks and their subsequent release to syndication. The era of first-run exposure of well-known movies is at an end, he suggested.

"It's purely a matter of economics," Mr. Goodman explained. "Only a few years ago, before CBS-TV's move into the feature-film area, movies were bringing in an average of about \$250,000 each. With the ratings movies are getting, the average price has jumped up to well over \$500,000 for two runs or less. It makes sense then that syndication will get these films after their network run. And I must say that they will still be valuable properties for stations since there's always a large untapped audience for re-run features."

With syndication activities at Screen Gems progressing at a peak pace, Mr. Goodman singled out *The Flintstones*, *Dennis The Menace* and the *NFL Game of the Week* as the company's "hottest properties" this fall. He noted that *Flintstones* has 166 half-hour episodes in color and the half-hour NFL highlight programs are running in more than 100 markets.

After more than a decade with Screen Gems, Mr. Goodman is delighted that he is a key executive of a company that accents growth through diversification. He observed that SG is involved in TV-radio stations, a record company, an audience research organization, a TV-film commercials firm as well as continuing with its basic enterprise of producing and distributing programs.

"There's no telling where our diversification moves will take us," Mr. Goodman remarked. "We are looking into the educational publishing field but this doesn't rule out any acquisition in the broad field of communications."

"We've come a long way from 1956 when I was happy to sell *Celebrity Playhouse* in Philadelphia to alternate-week sponsors—Ronzoni Macaroni and Slenderella."

The movie machine

THE fantastic prices being paid these days by television networks for motion pictures that may not be played on the air for years are a sure sign that movies will continue to be a standard form of television programming for the foreseeable future. Hence broadcasters must take more than a casual interest in the new motion-picture code.

Whether the new movie code will be a help or hindrance to broadcasters in their selection of feature films remains to be seen. To some extent it may prove helpful. Certainly a motion picture that eventually comes to television after having been stamped "for mature audiences" by the code officials of the Motion Picture Association of America is one that any broadcaster will want to preview before he buys it for presentation on the air.

But in the new artistic freedom that is apparently granted by the movie makers' new code, there are implied for television problems that may not be tagged with the "for mature audiences" label. The film that may be suitable for showing in a theater may not be suitable for showing in the living room. Television broadcasting cannot select its audience as the theater exhibitor can.

With the new movie code, as with the old one, the individual broadcaster must exercise judgment in the choosing of motion pictures. CBS-TV's decision two weeks ago to postpone the showing of "Psycho," a film with some fictional similarities to the real-world death of Charles Percy's daughter, was an example of private broadcasters exercising sensible restraint. In the day-to-day operation of any television network or station there will always be many decisions that the broadcaster must make for himself, no matter what may be written in a code.

Double blocking

COPYRIGHT law is complex, and the version of it reported out last week by the House Judiciary Committee is no exception. Before final appraisals of the proposed new copyright bill can be brought firmly to hand, the bill must be studied by experts.

Still some general observations seem justified, especially on the bill's application to community antenna television systems. The Judiciary Committee appears to have borrowed the basic attitude toward CATV that has shaped the FCC's policy of CATV regulation.

The House bill would exempt from copyright liability those CATV systems that carry no signals beyond the originating stations' normal coverage area. But CATV's would be liable for copyright payment if they altered program content, if they charged for particular transmissions (a form of pay TV), if they transported distant signals to areas adequately served by broadcast signals, if they moved programs from distant sources into areas where a local station has notified them that it has acquired exclusive rights to broadcast the copyrighted programs that the CATV's are bringing in, and if they originated programs of their own (except weather, time, straight news and agricultural reports, religious services and local proceedings of government bodies).

To a considerable extent, the House bill would provide economic emphasis, in the form of copyright exemption or liability, to the FCC's own CATV rules. The FCC has placed little restriction on CATV's that operate in the original form of the service, merely filling holes in television broadcasters' coverage areas or extending signals to areas beyond the reach of normal off-the-air reception. The House bill provides copyright shelter for the same kind of

traditional CATV. The FCC's rules get tighter as CATV's attempt to grow beyond the function for which they were first created, and the House bill would add emphasis to those FCC restrictions by exposing the CATV venturers to liability for copyright payments.

Would the double effect of FCC rules and the proposed copyright bill add up to excessive economic protection for broadcasters? If so, would it lead to economic regulation of broadcasting as a protected enterprise? These are questions that ought to be considered before broadcasters rush to support the proposed copyright legislation. There's time because the proposed legislation has no prospect of enactment at this session.

The great game of politics

THEY'RE getting with it early in this off-election year. And in modern politics, to be with it means to be with the news media—notably television and radio.

The signs are plentiful. Since the Democrats are in, the GOP is out to make hay. The House Republican Task Force on Congressional Reform has criticized discrimination against radio newsmen and is bucking for revision of congressional rules to give "television and radio . . . the same full access to congressional activity enjoyed by the print media."

Although the Republicans have no titular head, Citizen Richard Nixon has hit the hustings once again in behalf of party candidates everywhere. Last week he affably told a televised news conference that he wanted to be friendly with the press, radio and TV. Then, apparently alluding to the Great Debates of 1960, he came through with: "And you know what TV did to me!"

This was in contrast to Mr. Nixon's bitter farewell to public life four years ago when he was defeated for the California governorship by Edmund G. (Pat) Brown. He then assailed the press for the way it reported his campaign but had high praise for TV and radio.

Whoever wins, we hope that Republicans and Democrats alike will remember after the elections next month that broadcasting is modern journalism and it should get all of those privileges of access in Congress and elsewhere.



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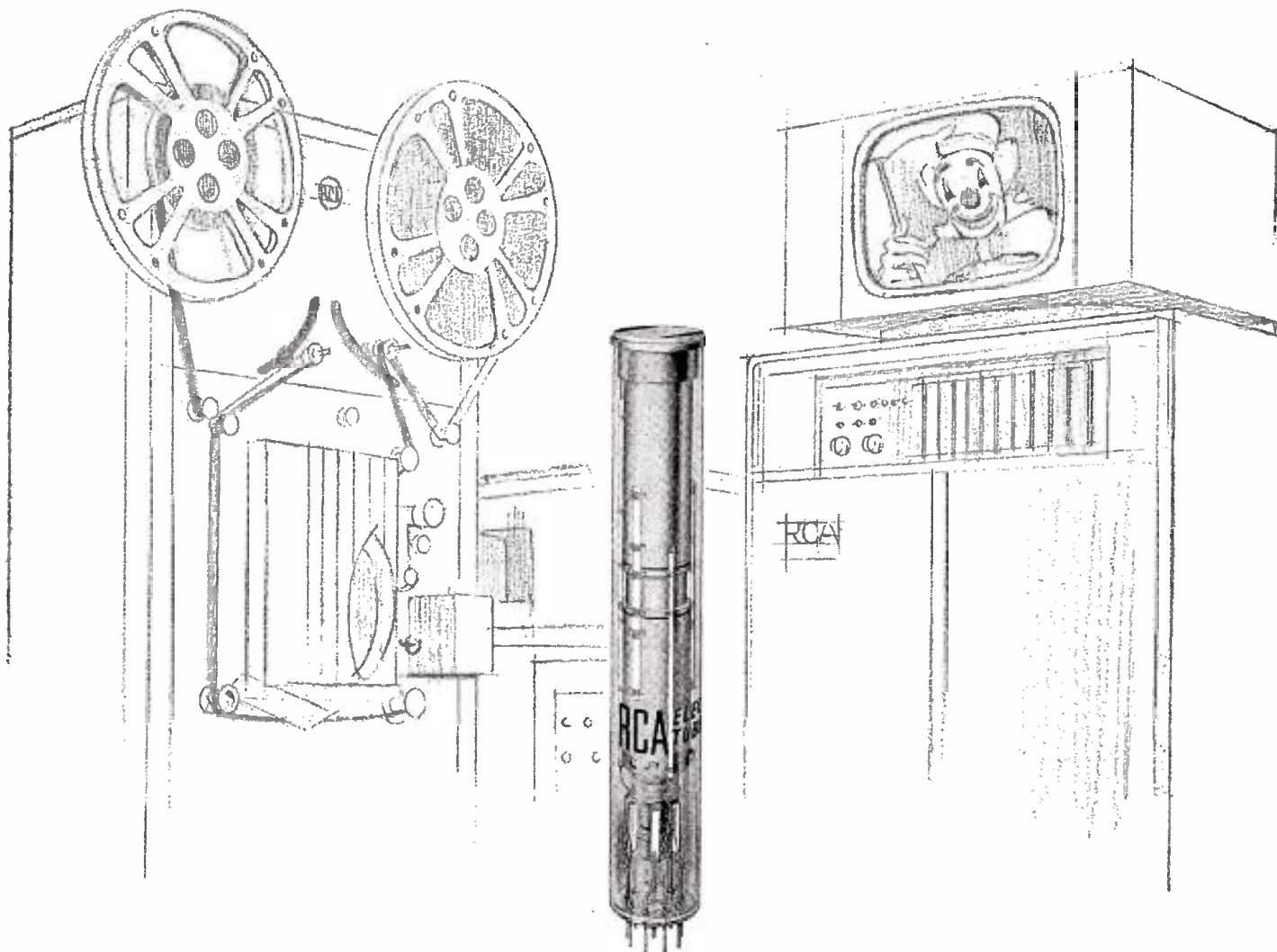
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