



BROADCAST

THE BUSINESSWEEKLY

Morningside College
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NEWSPAPER

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OCTOBER 15, 1962

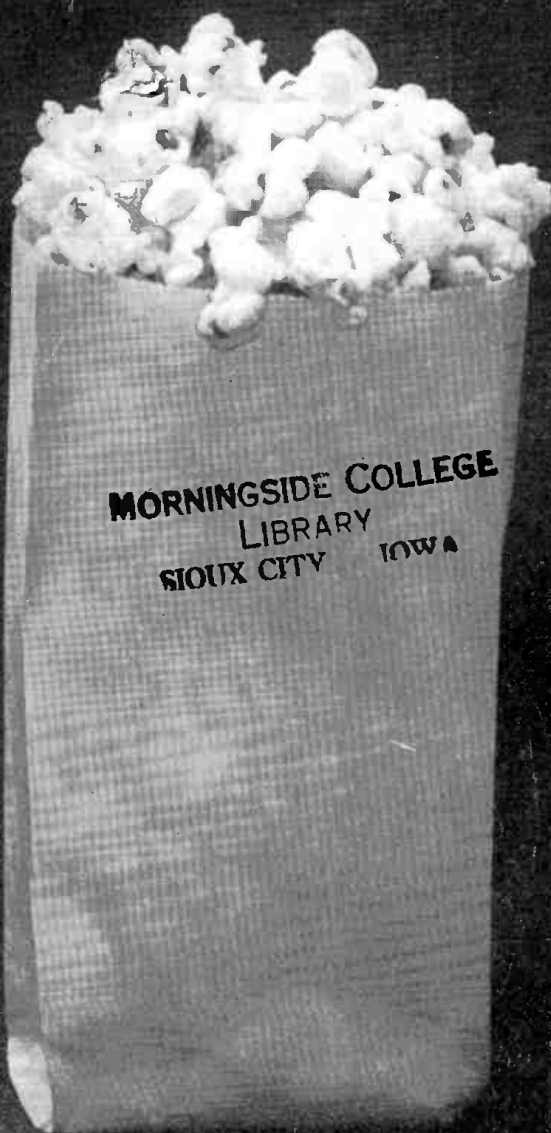
Cleairs want radio's 24-year-old power limit raised; will ask 500-750 kw 27

How to cope with the candidates: FCC gives answers to 87 problems 107

A special report: how the foreign tv market is booming 75

Current trends in government regulation draw dissent from Hyde 52

COMPLETE INDEX PAGE 7



We sell popcorn

and paint and applesauce and drugs and shoe polish and soap. The people who make these and many other products are sold on the selling ability of the YANKEE NETWORK. (The only network that covers 96% of New England). They rely on our power to move a mountain of their goods. We deliver! We can for you! □ □ □ □ □ □ □ □

THE YANKEE NETWORK—THE ONE BUY THAT COVERS ALL NEW ENGLAND

THE YANKEE NETWORK

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NATL. SALES DIV. ■ TIME & LIFE BLDG., ROCKEFELLER
CTR., N. Y., LO 4-8000/A DIVISION OF RKO GENERAL INC.

YANKEE MARKETS: Key Station: WNAC, Boston, Massachusetts.
CONNECTICUT: Bridgeport, Hartford, New London, Torrington, Waterbury. MAINE: Augusta, Bangor, Biddeford, Lewiston, Portland, Presque Isle. MASSACHUSETTS: Boston, Fall River, Fitchburg, Greenfield, Hyannis, Lowell, Northampton, Pittsfield, Springfield, Ware, Worcester. NEW HAMPSHIRE: Claremont, Concord, Hanover, Keene, Manchester. RHODE ISLAND: Providence, Westerly. VERMONT: Brattleboro, Rutland, Waterbury.



MEN AT WORK

IN THE JOHNSTOWN-ALTOONA MARKET

Here's an area where industry is making multi-million dollar investments in plants and equipment . . . where major utilities are expanding . . . where highway construction, and school building public works programs are at an all-time high. All these factors are pumping new vitality into payrolls and purchasing power.

IT'S TIME TO PUT WJAC-TV TO WORK FOR YOU!

In this Johnstown-Altoona Market, your best salesman is WJAC-TV--the station that reaches more of the people, more of the time. And, as you well know, the more calls you make, the more sales you garner.

*Get all the marketing facts from
Harrington, Righter and Parsons, Inc.*



Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations



the NEW

Spirit of St. Louis

Working with the League of Women Voters in August, KTVI brought together candidates seeking the office of County Supervisor. For one prime-time hour, viewers telephoned questions to the League at our studios. The candidates replied on camera. After the program, St. Louisans were better equipped to make an informed decision.

Follow-up: This month, before November elections, six more prime-time programs in the "Call the Candidate" series. Another reason why the Spirit of St. Louis is reflected on KTVI—and why that spirit is *New*.

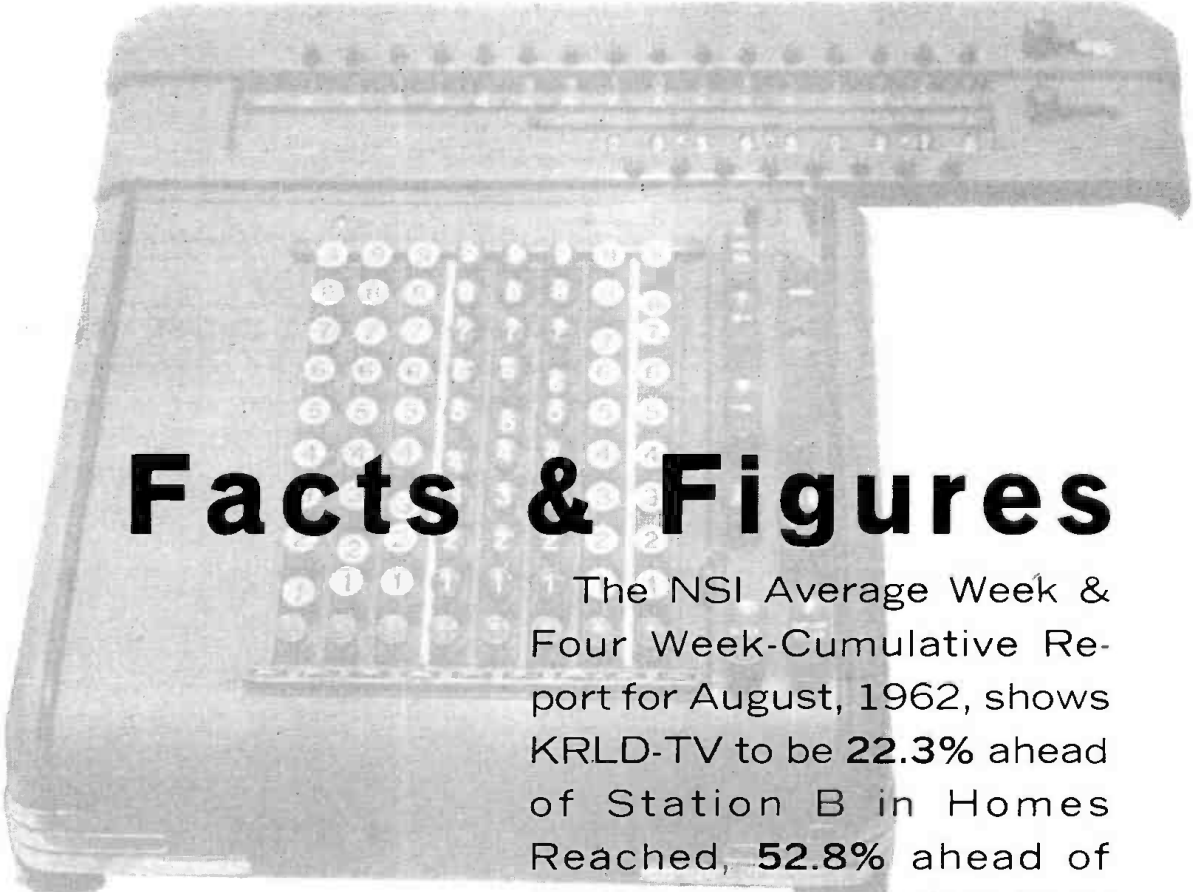


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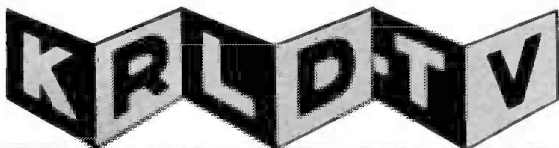
KTVI 2
television



Facts & Figures

The NSI Average Week & Four Week-Cumulative Report for August, 1962, shows KRLD-TV to be **22.3%** ahead of Station B in Homes Reached, **52.8%** ahead of Station C, and **119.6%** ahead of Station D.

Take advantage of Channel 4's domination — proven season after season, rating period after rating period. See your Advertising Time Sales representative.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

BROADCASTING, October 15, 1962

Best bet: Collins will stay

Now they're speculating about NAB President LeRoy Collins running for his old office of governor of Florida in 1964 but, at this stage, indications are he won't. In Oct. 9 *Tampa Tribune*, political writer Vernon Bradford said Mr. Collins "might make an unprecedented bid again for the job if there was enough pressure from friends." Gov. Collins repeatedly has said he isn't candidate and intends staying with NAB.

Gov. Collins now is winding up second year of his three-year contract as NAB president at \$75,000 per year, plus allowances. Prior to NAB's winter board meeting Jan. 13-18 at Camelback in Phoenix, top-level board committee will negotiate with him on extension of his contract beyond January 1964 in keeping with provision for year's advance notice. Even though all hasn't been serene, there's no doubt that Gov. Collins can get contract extension for asking. Board committee comprises Clair McCollough, Steinman Stations, joint board chairman; and chairmen and vice chairmen of radio and television boards: Willard Schroeder, WOOD Grand Rapids, Ben Strouse, WWDC-FM Washington for radio; William B. Quarton, WMT-TV Cedar Rapids, James D. Russell, KKTU Colorado Springs for television.

Spinning their wheels?

Clear channel stations which plan to file applications for higher power (see page 27) will be wasting their time and money, says one highly placed FCC official. Official said applications would be unacceptable for two reasons: (1) freeze currently in force against applications for major changes in facilities of existing am stations (which FCC last week refused to reconsider, see page 46); (2) they would entail lifting of limit on powers in excess of 50 kw—House resolution urging higher powers notwithstanding. Some clear channel outlets have discussed application proposal with FCC and were advised not to file, official said.

FCC held special meeting last Thursday on clear channels and instructed staff to draft document proposing denial of petitions for reconsideration of breakdown of 13 clears. Also discussed were conflicting Senate and House resolutions on maximum permissible powers. While applications for new stations to duplicate clears would be allowed during freeze, FCC intends to hold them in

CLOSED CIRCUIT®

suspense until year's grace sought in House resolution has expired in July 1963. FCC is bothered by language of proposed order denying reconsideration and seeks to find way "out of the congressional dilemma." Thus far approval in principle only has been given.

Battle for 14, 15?

Mobile communications group leading forces seeking uhf chs. 14 and 15 from tv may not realize it but broadcast engineers familiar with their operations are all set to rebut their contentions, i.e., 450-470 mc band, now allocated for mobile users, is not being fully used; number of circuits can be doubled if channel splitting were authorized, and some areas assigned to railroads, fire safety services, etc. are sparsely occupied and could be transferred to heavy users like taxicabs or industry systems.

Busy Telstar

Though eventual tv use of space satellites is expected to be primarily for big events, a la last week's opening of Ecumenical Council, AT&T's Telstar has been averaging tv usage about once every two days. AT&T records show it was used for transatlantic black-and-white tv 37 times between July 10 launching and Sept. 28; for color tv five times and for radio six. Usage ranged from four or five minutes to well over half-hour per pass. AT&T authorities haven't developed rates and decline to estimate what this usage—provided free—would be worth in money. Meanwhile Telstar's usable periods have been gradually shortening; it is due to be out of reach for any use from Sept. 23 until early January, when it will begin edging back into range time.

Filmways proposal

Negotiations said to be underway whereby Filmways' production facilities in New York will be leased for tv commercials. Under terms, subject to approval of board and by stockholders, principal employees would lease and run facilities. Bulk of Filmways' operation now is in Hollywood, accounting for ⅔ of its gross. West coast offices direct four areas of activity: Motion picture production; tv film programs (*Mr. Ed* and *Beverly Hillsbillies* on CBS-TV); co-production of tv commercials with MGM; overseas sales (tv film and commercials).

Educational politics

Staff proposed FCC directive that educational tv stations should make their facilities available for political broadcasts (CLOSED CIRCUIT, Oct. 9) has run into stiff opposition among commissioners. New directive for commercial stations was released last week (see page 107) and etv statement was on meeting agenda but passed over. Staff is still working on final draft of policy statement but officials said its chances of being released soon are no better than even.

Equal exposure

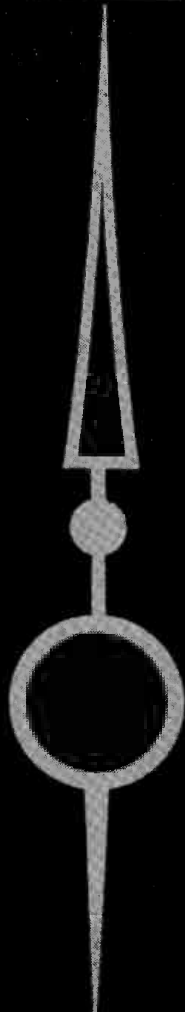
New and fresh approach to "equal time" precept evolved by WBML Macon is arousing interest of Georgia legislators and may be emulated elsewhere. When Macon *Telegraph* attacked Georgia's senior senator, Richard B. Russell (D.), last Tuesday, Oct. 9 because of his stand on U. of Mississippi integration crisis, George W. Patton, general manager, offered senator equal exposure on WBML. Eight-minute taped reply was carried four times on same-day.

Senator Russell, leader of southern block, said he was pleased to be given opportunity to answer newspaper and was most favorably disposed to use of time to answer printed attack. Mr. Patton reports other stations in area have indicated they will adopt same method and Mr. Patton said he intends to pursue policy in his single newspaper ownership market.

Children and tv research

Government officials are expressing concern over delay in getting proposed long-range research project on television's effect on children underway. Plans for project, to be sponsored by Dept. of Health, Education & Welfare, were announced in July by former HEW Secretary Abraham A. Ribicoff (BROADCASTING, July 9). First step is to be series of conferences in which educators and specialists in television and child welfare will outline research projects. But steering committee appointed to make arrangements for these conferences, has been unable to agree on methods. Group has held two meetings, both largely fruitless. Another is scheduled for next month. Government official hinted if that is unsuccessful in settling "many issues" remaining, HEW may be forced to reconsider entire project.

XII



VI

JAC LeGOFF
National News



CARL CEDERBERG
State and Local News



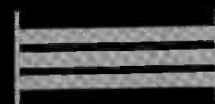
THIS IS NEWS AND DETROIT GETS IT FIRST ON

**WJBK-TV
DETROIT**

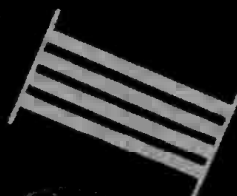
2

Newest, earliest, most complete half-hour news wrap-up! That's "6 O'Clock Report," featuring national, state and local news, sports, weather, and the first and only daily editorials on any TV station in the area, all in one daily 6 to 6:30 p.m. package. One more mighty good reason why Channel 2 is No. 1 with Southeastern Michigan viewers . . . and advertisers!

CBS IN DETROIT



LOUIS MILLER
Editorial Comment



RAY LANE
Sports News



MISS FAIRWEATHER
Weather Reports



MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

DETROIT
WJBK-TV

TOLEDO
WSPD-TV

NEW YORK
WHN

IMPORTANT STATIONS
IN IMPORTANT MARKETS

MIAMI
WGBS

CLEVELAND
WJW

LOS ANGELES
KGBS

DETROIT
WJBK

TOLEDO
WSPD

PHILADELPHIA
WIBG

STORER
BROADCASTING COMPANY

STORER TELEVISION SALES, INC., representatives for all Storer television stations.

WEEK IN BRIEF

A quarter-century power famine for radio stations desiring to raise the 50 kw maximum on transmitted signals would be broken under proposal submitted to FCC by 13 stations that want 500 kw or 750 kw. See lead story . . .

CLEARs ASK HIGHER POWER . . . 27

Everyone has an idea about the most dangerous hazard facing broadcasting. Commissioner Rosel Hyde, who has spent much of his life at the FCC, says too much federal control can destroy the medium. See . . .

ROAD TO RADIO-TV OBLIVION . . . 52

What does tv programming need? Less incest, says Edward H. Weiss, Chicago agency head. He feels creative people must go out in search of new ideas; commercials are often better than programs. See . . .

ADMEN ARISE, WEISS URGES . . . 30

Congress passed a bill last week on obscenity in the District of Columbia; brings protests from media who see danger in giving the police important censorship powers. President asked to veto measure. See . . .

ANTI-OBSCENITY IN D. C. . . . 40

What to do about political candidates? The FCC has come up with some timely hints to guide broadcasters in dealing with these programs. They're designed to help stations avoid trouble in campaigns. See . . .

COPING WITH CANDIDATES . . . 107

Live tv will cover only the preliminary routine when the second Billie Sol Estes trial opens in Tyler, Tex., but silent film will be allowed during testimony; live tv will pick up summations by counsel. See . . .

ESTES TRIAL COVERAGE . . . 93

What's needed in satellites, according to Gerald Gross (ex-FCCer now heading ITU in Geneva), is a single, integrated communications system. This would be managed by the UN and avoid much confusion. See . . .

ONE SATELLITE SYSTEM . . . 92

Here's a laudable idea: "Put a dent in the dumbness of the American people." This is the plan of American Freedom Network, proposing an information program service for radio on exclusive-market basis. See . . .

HOW DUMB IS THE PUBLIC? . . . 66

SPECIAL REPORT: FOREIGN TV

U. S. investors are taking a close look at the expansion of television in other countries and backing their knowledge with investment money, according to a depth study of this phase of broadcasting. See . . .

BOOM FOR FOREIGN TV . . . 75

An expanding international market for U. S. tv programs may reach a \$52-million peak in 1962, judging by a close look at this market. There are signs, too, that the future holds even brighter prospects. See . . .

OVERSEAS SALES \$52 MILLION . . . 78

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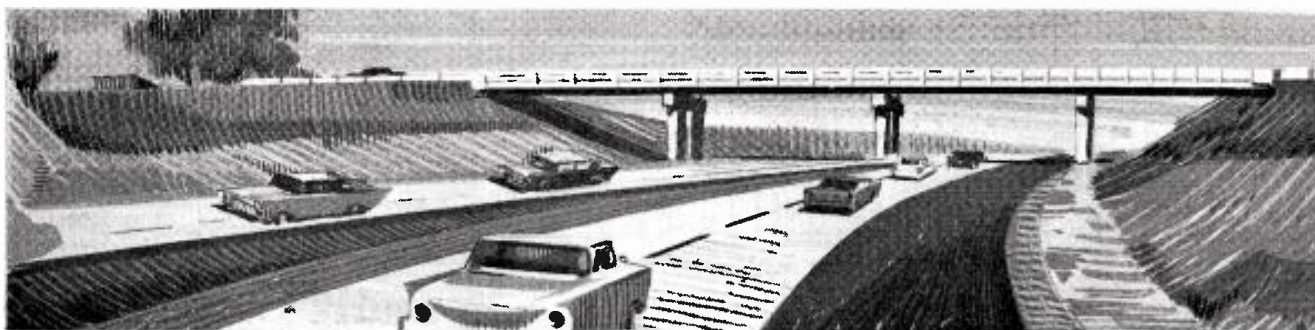
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SO DETROIT ASKED ABOUT TOPEKA...

Kansas is on wheels. Automotive sales are really rolling. And, any way you check 'em, the figures add up to WIBW AIR MEDIA as the best way to cover the best of Kansas. Here is the way we sum it up—from the current Sales Management Survey of Buying Power and other reliable sources. But, use your own yardstick. You'll agree.



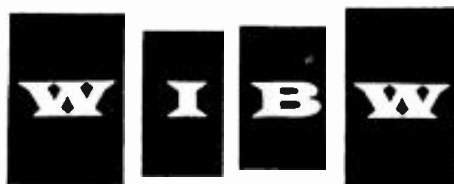
AND FOUND THE TURNPIKE TO AUTOMOTIVE SALES!



Automotive Sales in WIBW-Kansas in 1961 were \$264,144,000. An increase of more than \$12 million over 1960.

Automotive Units in WIBW-Kansas in 1961 add to the impressive total of 764,381. This includes cars, trucks, tractors, trailers and motorcycles.

Rural Highway Mileage in Kansas now totals more than 125,000 miles. Kansas is second only to Texas in this sales stimulating category.



TOPEKA, KANSAS

**RADIO 5000 Watts at 580
CBS RADIO NETWORK**

**TV—Channel 13
CBS—NBC—ABC**

FM RADIO 97.3 Megacycles

For complete area or local Topeka coverage, schedule WIBW Radio, TV and FM. Use all three or the combination that fits your budget and your distribution. Ask Avery-Knodel or your WIBW office for rates, availabilities and case histories.



ASCAP, court to head off tv fee delinquents

STATIONS IN ARREARS WOULD LOSE MUSIC LICENSES

Television stations as much as 60 days behind in their payments to American Society of Composers, Authors & Publishers will get one-month formal notice and then, if they don't settle up, ASCAP can ask court to cancel their licenses to use ASCAP music.

This procedure, it was learned Friday, was suggested by U. S. Judge Sylvester J. Ryan in meeting earlier in week with counsel for ASCAP, networks, and All-Industry Tv Stations Music License Committee. ASCAP, which had complained that 91 tv stations are in arrears, supplied list of 59 which it said were at least two months behind as of Oct. 1. Other 32, not listed, were said to be one month in arrears.

Officials of all-industry committee plan to advise stations about ASCAP charges and court-approved procedures. ASCAP tv licenses are under court jurisdiction because old licenses were extended by court order for duration of current litigation over new contracts.

ASCAP counsel assured court that its 59-station list included no cases where arrears might be due to misunderstandings, disputes over accounting, etc. Judge Ryan said that if station and ASCAP disagree on amounts due, station should pay what it thinks it owes and let court, if necessary, determine balance.

Through letters from all-industry committee, first group of alleged delinquents will get closer to 60 days notice than 30, because court order specified that ASCAP shall not send its notices for 30 days, or until Nov. 10. Committee letters are expected to be mailed in next few days.

Procedures emerged from Wednesday meeting of counsel and Judge Ryan, who is presiding over current ASCAP license litigation in U. S. Southern District Court in New York. Meeting also produced these results:

- Over ASCAP's opposition, Judge Ryan granted all-industry station committee's motion to sever its case from that of networks. This move, not opposed by networks, makes it unnecessary for them to participate in stations' proposed appeal to Supreme Court on question of stations' bid for new type of license (BROADCASTING, Sept. 17).

- Judge Ryan accepted proposal made by CBS and endorsed by ASCAP that rate hearing on network music licenses be delayed until after stations' appeal and then combined with hearing to set

rates for stations. This has effect of avoiding two separate rate proceedings, since one will be necessary for stations whether or not they win appeal to Supreme Court.

- Judge Ryan denied CBS motion to require ASCAP to put 20% of its tv receipts into reserve fund from which to rebate broadcasters if they win rate reduction (BROADCASTING, Sept. 9, 17). Judge Ryan held that ASCAP is financially responsible and that he doesn't want to pre-judge question of reduction of or increase in rates by seeming to anticipate a reduction.

Senate asked to drop policy limiting clears

Senate has been asked to reconsider its 1938 resolution recommending that FCC limit power of am stations to 50 kw.

Sen. Stuart Symington (D-Mo.), in Senate speech Thursday, cited military need for higher-powered clear-channel stations as one factor justifying reversal.

He quoted Air Force officials as stating that higher power would strengthen its system of survivable communications. System, called Brecom (Broadcast Emergency Communications System), provides teletype communications between military posts through commercial clear-channel stations without interrupting regular broadcasts (BROADCASTING, May 28).

Sen. Symington noted House resolution, approved in July, recommended higher power for clear channels (see story, page 27). He said he hopes Senate would take similar action in next session.

Bland succeeds McLean as Quality Radio head

Quality Radio Group Inc. announced election of Thomas (Al) Bland Friday as president to succeed Scott McLean, who resigned when Crosley Broadcasting Corp. transferred him to New York as tv sales manager. Mr. Bland is vice president and general program manager of Crosley. Other officers and directors continue unchanged.

FCC members plan tour of defense posts

Four members of FCC, headed by defense Commissioner Robert T. Bartley, will tour defense installations in West next week under auspices of Air

Force. They will leave Washington Wednesday afternoon, Oct. 24, and return following Saturday. Also on trip will be Commissioners Frederick W. Ford, Robert E. Lee and E. William Henry.

Commissioner Henry received his first assignment from FCC last week—as second alternate defense commissioner, replacing Chairman Newton N. Minow. Commissioner Lee, who was head of defense for several years, is first alternate to Commissioner Bartley.

Newhouse transacts for Omaha properties

Negotiations for purchase of *Omaha World-Herald* (and its KETV [TV]) are under way with group publisher-broadcaster Samuel I. Newhouse, it was acknowledged Oct. 12.

Newspaper board met Friday but did not immediately accept offer; it will be considered further, it was said.

Offer amounts to \$40 million, it was understood, but newspaper is said to have cash assets of \$8 million. Transaction also would include multi-story medical building owned by newspaper.

World-Herald, founded in 1885, is only newspaper in Omaha; it publishes morning and afternoon editions. Week-day circulation is over 250,000.

Acquisition of five-year-old KETV (ch. 7 with ABC affiliation) would give Newhouse group its fifth vhf television outlet; it also owns three radio outlets.

Newhouse stations: WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; 50% of KOIN-AM-FM-TV Portland, Ore.; 25% of KTVI (TV) St. Louis, Mo., and all of WPTA (TV) Harrisburg, Pa. (uhf, on ch. 27).

Mr. Newhouse earlier this summer paid \$42 million for *New Orleans*

Defenders

Three advertising agency executives are scheduled to appear today (Oct. 15) on CBS-TV's *Calendar* (10-10:30 a.m. EDT) to discuss advertising's place in U. S. economy. They are Sylvester L. Weaver Jr., president of M-E Productions; David Ogilvy, chairman, Ogilvy, Benson & Mather, and Nicholas Samstag, former promotion director of Time Inc. who now heads his own agency.

WEEK'S HEADLINERS



Mr. Moselle

Lee Moselle has succeeded **Rodney Erickson** as president of Filmways Inc., New York. Mr. Moselle has been member of Filmways board and partner in law firm of Katz, Moselle & Schier, general counsel to

Filmways. Mr. Moselle also becomes chief executive officer, taking over production company's administrative affairs from **Martin Ransohoff**, chairman of board and production chief. Mr. Erickson, whose contract with Filmways will end in November, is expected to become associated with development of broadcast properties. He also retains stock ownership in Filmways, which has four network tv shows on air—*Beverly Hillbillies*, *Mr. Ed*, *Shell's Wonderful World of Golf* and *Make a Face*.

Dave Lundy, executive vp of Blair Television Assoc., named president of

Blair Television, new "unified" tv sales division of John Blair & Co., New York representation firm. **Ed Shurick**, executive vp of Blair-Tv, resigns (see story, page 34).



Mr. Larmon

Sigurd S. Larmon, 71, board chairman of Young & Rubicam, New York, will retire at end of this year. Mr. Larmon had been chief executive officer of Y&R until earlier this year, and served as president of agency from 1942 to 1959. George H. Gribbin succeeded him as president of Y&R, and earlier this year as chief executive officer. Mr. Larmon, who has been with agency since 1929, was elected president and chief executive officer in 1942 to succeed Raymond Rubicam on latter's retirement. He entered advertising as account executive with N. W. Ayer, Philadelphia, in 1925.

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

Times-Picayune and *States Item*.

Newhouse newspapers are *Syracuse* (N.Y.) *Post-Standard* and *Herald-Journal*, *Newark* (N.J.) *Star-Ledger*, *Jersey City* (N.J.) *Jersey Journal*, *Long Island* (N.Y.) *Press* and *Star-Journal*, *Staten Island* (N.Y.) *Advance*, *Harrisburg* (Pa.) *Patriot* and *News*, *Portland* (Ore.) *Oregonian* and *Journal*, *St. Louis* (Mo.) *Globe-Democrat*, *Birmingham* (Ala.) *News*, *Huntsville* (Ala.) *Times*, *Denver* (Colo.) *Post*, *New Orleans* (La.) *Times-Picayune* and *States-Item*, and *Springfield* (Mass.) *News* and *Union* (minority).

Mr. Newhouse has substantial interests in Conde-Nast Publications Inc. and Street & Smith Inc.

Newhouse newspaper empire was one of those mentioned by Rep. Emanuel Celler (D-N.Y.) in discussion of newspaper investigation which he intends to have his antitrust subcommittee begin in January (BROADCASTING, Oct. 1). Probe also will consider newspaper ownership of tv and radio stations.

WGBS gets night boost from 10 kw to 50 kw

FCC announced Friday that it has approved nighttime increase in power by WGBS Miami from 10 kw to 50 kw. WGBS, owned by Storer Broadcasting Co., is on 710 kc, 50 kw day, with directional antenna both day and night.

Visual to distribute ITA broadcast gear

Visual Electronics Corp. was appointed Friday as exclusive distributor of all broadcast equipment manufactured by ITA Electronics Corp., Lansdowne, Pa. Included in ITA line are transmitters, audio consoles and Documentor recording system that can be used for automatic logging.

ITA is subsidiary of Triangle Publications which also owns WFIL-AM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-TV New Haven, Conn.; WFBG-AM-TV Altoona, Pa., and KFRE-AM-TV Fresno, Calif.

CBS bows to U.S. plea, drops show on Berlin

CBS-TV stopped preparation of documentary on tunneling operation under Berlin Wall when informed of U. S. "national interest" in such projects, according to Richard S. Salant, president of CBS News.

Network confirmed report published Friday (Oct. 12) but would not comment further. Mr. Salant was quoted as saying that CBS News in early August had dropped its plans when State Department made its feelings known. NBC-TV revealed Thursday (Oct. 11)

it is presenting filmed documentary on Berlin tunneling operations Oct. 31 (see story page 70).

State Department official confirmed CBS account. Robert Manning, assistant secretary for public affairs, said department, after hearing of CBS plans for documentary, urged network to drop them.

He said department felt that filming of escape would involve risk for American correspondents and cameramen and, "by loosening secrecy, enhance risk of injury, capture or death for the would-be escapees." He also said such activities could "complicate the delicate Berlin problem itself."

Westinghouse Electric signs consent order

Westinghouse Electric Corp. agreed Friday (Oct. 12) to consent judgment which forbids company from engaging in any plan to restrict export of radio and tv receivers into Canada.

Order stems from 1958 complaint by Dept. of Justice against Westinghouse, General Electric and Philips of Eindhoven charging that three companies tied up Canadian rights to manufacture radio and tv sets through patent pool for past 36 years.

Previously Philips agreed to consent order; suit against GE is still pending.

Shut-down WBAI(FM) expected back on air

WBAI (FM) New York, off air since midnight, Oct. 9 because of transmission difficulties, was expected to resume broadcasting over weekend (Oct. 13).

Announcements of WBAI's condition were broadcast by stations WNYC-AM-FM, WFUV (FM) and WMCA, all New York.

U.S.-British tv drama set for co-production

New effort in producing tv dramatizations for near-simultaneous showing to American and English audiences being announced today (Oct. 15) by NBC-TV and Associated Rediffusion.

First such drama is "Shannon's Way" (by A. J. Cronin), to be cast with U.S. star in lead and British actors in all other roles. It'll have exteriors filmed in Scotland, and final taping Nov. 28 at AR's studios in London.

U.S. will see program as one of *Dupont Show Of The Week* presentations on Dec. 16, 10-11 p.m. EST. Show will be seen in same month in England, Scotland and Wales over AR's programming facilities. Lewis Freedman named producer; director and talent selections still to be made. Other such international co-productions are being considered, it was said.



MORE

- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

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He'll prove it to you
with the latest Pulse
and Hooper Figures!

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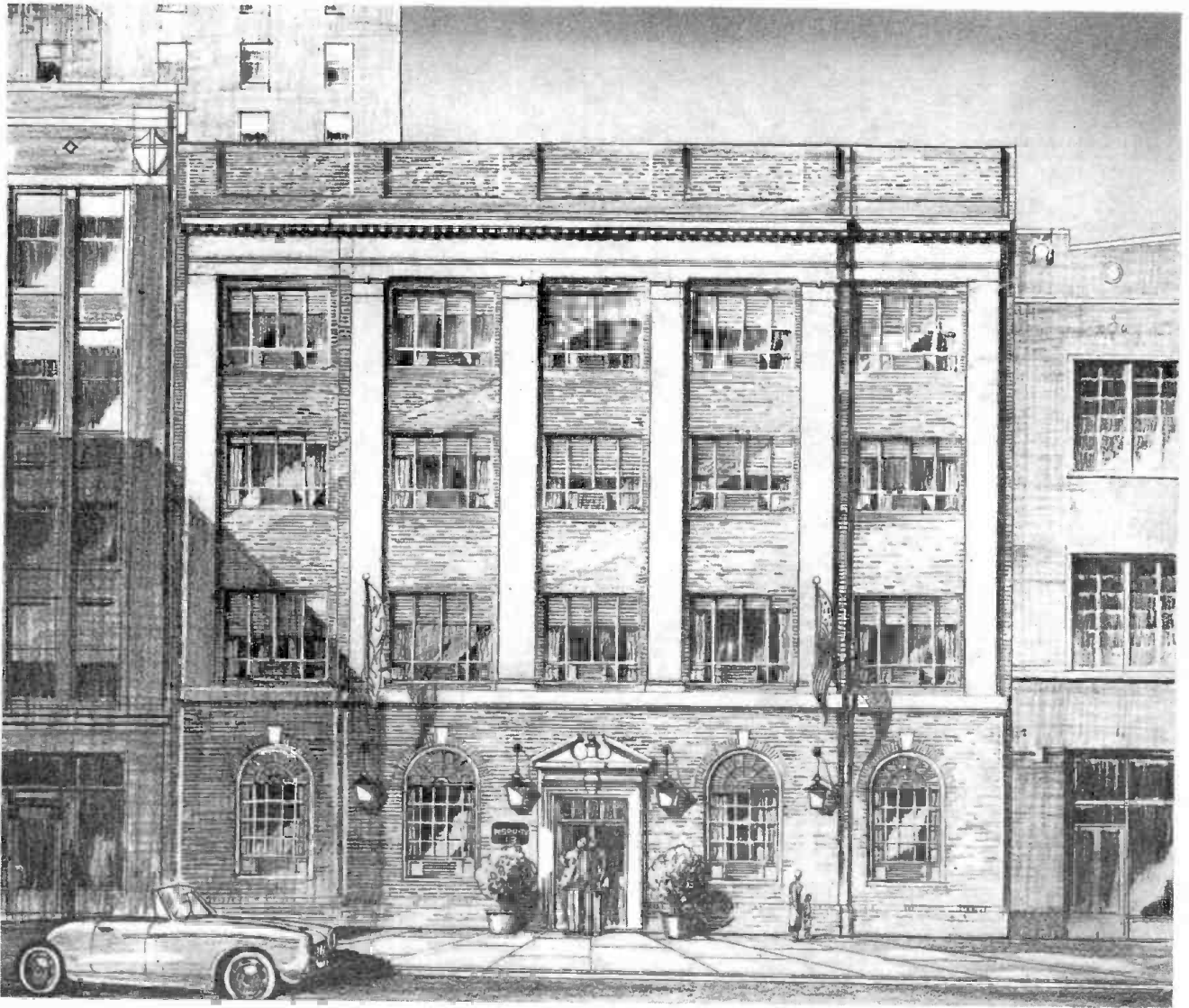


Richard E. Nason, Pres.
Lee C. Hanson, Gen'l. Sales Mgr.

Radio
in cincinnati



has faith in **Toledo**
-just as



New colonial headquarters for WSPD-TV

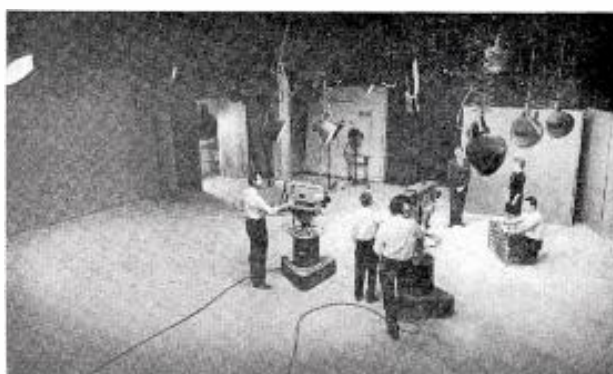
WSPD-TV *mirrors the face of Toledo*

Toledo has faith in **WSPD-TV**

WSPD-TV's impressive new facilities are dramatic proof of the faith that WSPD-TV has in Toledo. WSPD-TV believes in Toledo, and Toledoans believe in WSPD-TV. Toledo's faith in WSPD-TV is the result of 14 years of imaginative and community-minded programming. Toledoans like what they see and hear on WSPD-TV. They look to WSPD-TV for leadership in thought, in news, in editorial opinion, in entertainment. When you come down to basics, isn't that what a television station is for?



The gracious lobby at WSPD-TV.



This spacious studio serves advertisers with modern technical facilities.



Conference Room.



Business office.

Represented by



STORER TELEVISION SALES, INC.



WSTV-1

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGES	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WHN	MILWAUKEE WITL-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	



TIME BUYER HAILED!

BUYS
WHLI Island*
—4TH LARGEST MARKET IN
U.S.—A SEPARATE, INDEPEND-
ENT AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI AM 1100
FM 98.3
Hempstead
Long Island, N.Y.
*the voice of
Long Island*

PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by GILL-PERNA

DATEBOOK

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

*Indicates first or revised listing

OCTOBER

Oct. 15-16—Joint management and engineering meeting will be held by stations of the Central Canada Broadcasting Assn. at the Royal York Hotel, Toronto, Ont. The two-day session will discuss programming, sales and technical developments.

Oct. 15-19—Audio Engineering Society, 14th annual fall convention at Barbizon Plaza Hotel, New York. Among papers to be read: "Stereo Operational Experience of WQXR-AM-FM New York," L. K. Kleinklaus, chief engineer; "Planning a New Fm Stereo Station," Lloyd Jones, chief engineer and partner, KMUZ (FM) Santa Barbara, Calif.; "Management's View of Fm Stereo," A. J. Eicholzer, chief engineer, WSYR-FM Syracuse, N. Y., and "A Practical Guide to Fm Station Layout and Tune-up," Everett J. Gilbert, Collins Radio Co., Cedar Rapids, Iowa.

Oct. 16—Second annual Southeast Radio-Tv Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on catv challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta.

Oct. 16—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association observes its 50th anniversary at its annual New York conference held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum, Oct. 15-18. Featured speakers will be Bennett Cerf, president of Random House; James Proud, past president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa.; and William Dunham, PAAA president.

Oct. 16—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "How the smaller agency can get new business in unexpected places."

Oct. 17-18—Central Region meeting of American Assn. of Advertising Agencies, Hotel Ambassador West, Chicago.

Oct. 17-19—Institute of Broadcasting Financial Management, second annual general meeting. Coach House Motor Inn, Milwaukee.

Oct. 18—Southern California Broadcasters Assn. luncheon at Michael's Restaurant,

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton-Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

Los Angeles. Speaker will be Sol Taishoff, editor and publisher of BROADCASTING and Television magazines.

Oct. 18—Joint NAB-International Radio & Television Society luncheon, Hotel Biltmore, New York. Gov. LeRoy Collins, NAB's president, is speaker.

Oct. 18-20—Mutual Advertising Agency Network's final meeting for 1962 at Palmer House, Chicago.

Oct. 18-20—National Educational Television & Radio Center, fall meeting of station managers of affiliated stations, Park Sheraton Hotel, New York City.

Oct. 19-20—Wisconsin AP Radio-Tv Assn. meeting being held in Madison, Wis.

Oct. 19-21—New England chapter AWRT conference, Lovett's, Franconia, N. H.

Oct. 19-21—Pennsylvania AWRT conference, Broadhead Hotel, Beaver Falls, Pa.

Oct. 20—UPI Broadcasters of Wisconsin fall meeting at the Lorraine Hotel, Madison. Dinner speaker will be Prof. Verner Suomi, U. of Wisconsin's space authority. New officers will be elected.

Oct. 20—UPI Broadcasters of Illinois fall meeting, St. Nicholas Hotel, Springfield.

Oct. 20-21—Illinois News Broadcasters Assn., fall meeting, St. Nicholas Hotel, Springfield, Ill.

Oct. 20-25—Western Region convention of American Assn. of Advertising Agencies, Hilton Hawaii Village, Honolulu, Hawaii. Phillip W. Wenig, president of Standard Rate and Data Service Inc., New York, will discuss "Missing Media Data—Its New Importance to Advertising," in an open session meeting. Joseph Maguire, president of Botsford, Constantine & Gardner, Seattle, has been added to the panel in a closed business session which will explore "How to Make a Profit."

OPEN MIKE ®

Heart of America story

EDITOR: ... Excellent stories on Missouri and the Midwest ... you have done a very good objective job.—William R. Brown, research director, Missouri State Chamber of Commerce, Jefferson City.

EDITOR: We would appreciate very much if you would give us permission to reprint the article about Topeka—"Topeka State Hub, Nation's Center"—from the "Heart of America" story. We would like to mail the article to our 1,600 chamber members.—Wayne Dawson, executive vice president, Topeka Chamber of Commerce.

[Permission granted, provided proper credit is given to BROADCASTING.]

EDITOR: ... Interesting and informative by one of the most penetrating observers

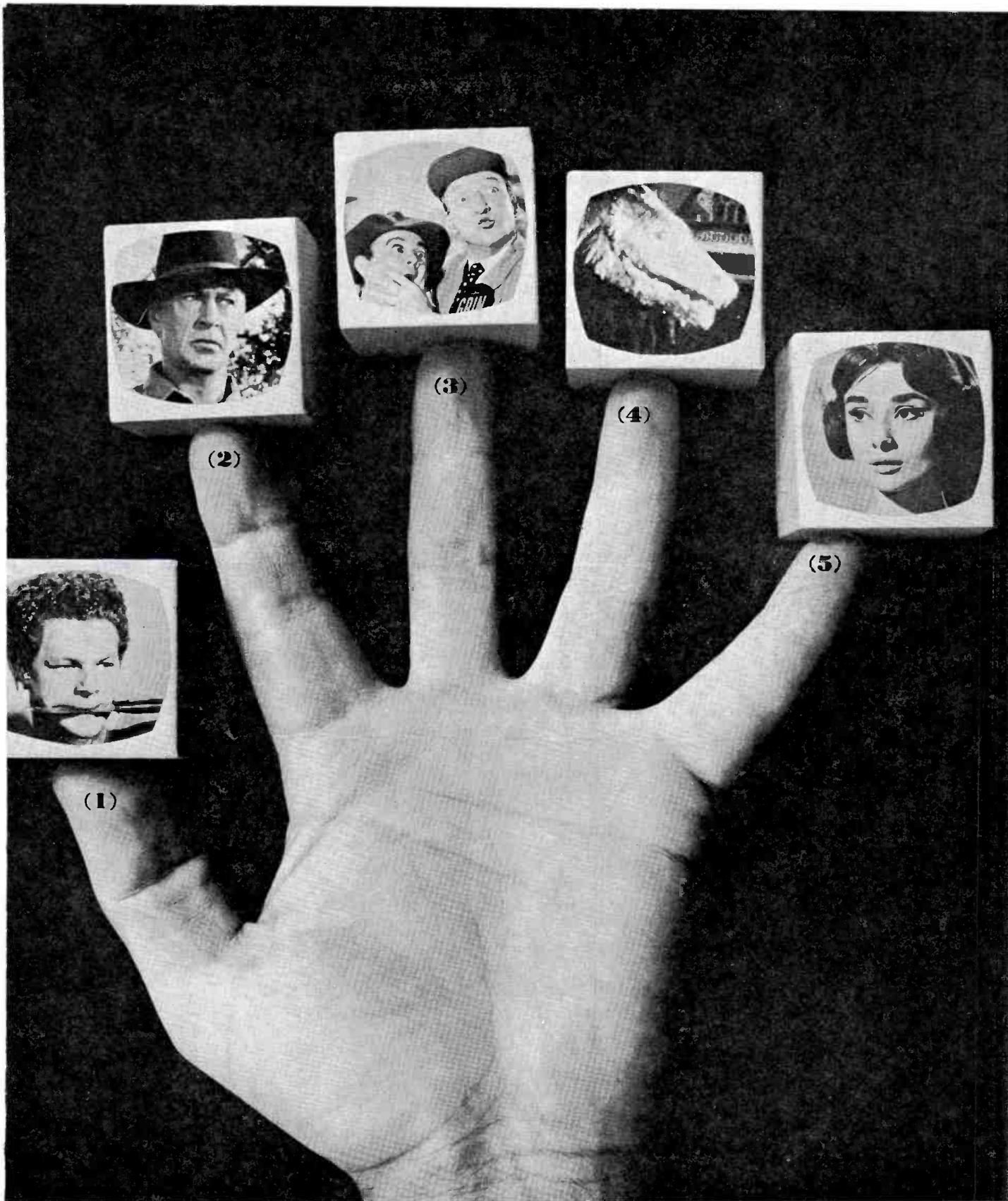
who ever visited us.—Eugene S. Thomas, vice president-general manager, KETV (TV) Omaha.

[Reprints of BROADCASTING's Special Report, "Heart of America in Transition," are available for 25 cents a single copy, \$20.00 per 100 copies; \$37.50 per 200; \$54.00 per 300; \$72.00 per 400; \$87.50 per 500; \$150.00 per 1,000.]

Estes coverage

EDITOR: Your [Oct. 1] editorial on the Billie Sol Estes trial is titled "Order in the Court." Personally, I think the editorial is "out of order." You have singled out live television and, without mentioning our call letters, this station as the cause prompting adverse newspaper criticism. Nothing could be further from the truth. ...

WFAA personnel, in cooperation with Marshall Pengra of KLTU (TV) in Tyler, began almost a month prior



Build ratings 5 ways better with the big 5 from **AA TV**

These are the films that consistently win the top ratings* in all of these top markets: New York, Los Angeles, Chicago, San Francisco, St. Louis, Mobile, Indianapolis, Minneapolis-St. Paul, Buffalo, and many others.

Ask your Allied Artists TV sales representative for the fabulous facts and figures about: (1) Bomba, The Jungle Boy (2) Cavalcade of the 60's Group I (3) The Bowery Boys (4) Science Fiction Features (5) Cavalcade of the 60's Group II.

*Source ARB



Allied Artists Television Corp., 165 West 46th St., N. Y. 36, N. Y., PLaza 7-8530

УЧИСЬ КАК УЧИЛСЯ





EHVH

Lesson for Americans

You're looking at sixth graders at work in a Moscow classroom.

They were photographed by five ABC-TV men who went to the Soviet Union to film a report on Soviet education for the much-praised Bell & Howell *Close-Up!* series.

They were the first American television crew to film this key aspect of Soviet society.

And they returned with a superb television story—*Meet Comrade Student*.

The program, presented on ABC Television, September 28th, was called by the New York Herald Tribune "an unprecedented service in acquainting us with the challenge evident in the Soviet drive for mass education."

A challenge it is. And a lesson. And clearly a triumph for American television in the crucial area of public affairs.

Meet Comrade Student advances most notably Bell & Howell's responsibility as a corporate citizen in a democracy. A responsibility well served by such previous *Close-Up!* programs as *Cast the First Stone* and *Walk in My Shoes*.

Meet Comrade Student is also very much in keeping with ABC's bold, honest approach to reporting the great issues of the day.

Such programs as *Editor's Choice*, *Adlai Stevenson Reports*, *Issues & Answers* soundly document the merits of this approach.

Here then is a forthrightness, a new creative ferment characteristic of ABC's total communications effort. In entertainment, in enlightenment. In hard news, in soft music. In comedy, in commentary.

People like it. And advertisers—being people—likewise.

ABC Television Network



No.

We've been in the No. 1 Spot here in the Mid-Michigan market for the past 7 years (Hooper). Measure us by any rating service survey and you'll find WILS dominating... with more than three times the audience of the next station (as much as 67% of the total radio audience). See our Jan.-Mar. '62 Hooper. Our primary signal (5,000 watts daytime) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. For seven years (Hooper '55-'62) we have dominated the Mid-Michigan metro market. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that

ALWAYS MEANS BUSINESS!

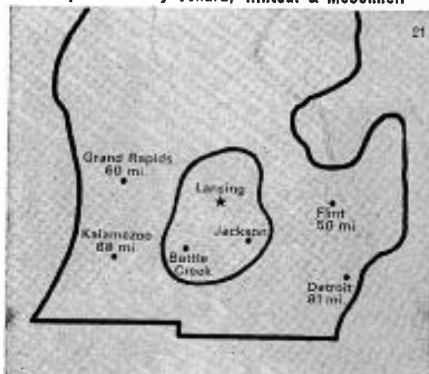
**MID-MICHIGAN'S
BIG No. 1 BUY**

RADIO

WILS
ANSING

1320

Represented by Venard, Rintoul & McConnell



to the September trial making arrangements to be on hand with our live equipment to televise this activity of nationwide importance. Many trips, almost daily, were made to Tyler. Numerous discussions were held with Judge Otis T. Dunagan. We had no way of knowing what the judge's decision would be with respect to cameras in his courtroom, but we were given his permission, through thoughtful cooperation and work, to have our cameras positioned in the courtroom to televise the court's decision on whether the cameras could remain. Judge Dunagan was consulted as to the number of cameras, the position of those cameras, the remote unit, the lighting requirements. We even went so far as to black out the red lights on the cameras themselves. . . .

It was thoroughly understood from the beginning that we were to make our coverage available to any and all that were interested. . . . A pooled broadcast was suggested to the judge, but he was not interested at the time. Now he wishes he had considered it. . . . We took precaution within our control to prove once and for all what television could do in a courtroom. . . .

The problems that existed, which were blown up out of all proportion, were not created by live television but by unnecessary sound-on-film cameras from the newsreel companies, still photographers from the newspapers, to mention just a few. . . .

I will agree with you 100% on the importance of cooperation and understanding on the part of all if we go back to Tyler. I understood it before we went to Tyler in the first place.

—Mike Shapiro, general manager, WFAA-AM-FM-TV Dallas.

[The editorial intended no singling out of live tv or any station in criticizing the presence of excessive equipment at the court session. It suggested that if television were to cover the trial after it resumed (it was postponed for reasons not involving tv coverage), a coordinated effort among broadcasters was needed to make equipment as inconspicuous as possible. For further developments see story in PROGRAMMING, this issue.]

EDITOR: Your story on the Estes trial [PROGRAMMING, Oct. 1] lists several stations on hand, but omits any mention of KTAL-TV Shreveport, even though the picture used shows Paul Meighan, news editor . . . and Steve Alexander with sound camera. . . .

KTAL also had a crew of one to ten people on the scene throughout the entire incident at Oxford, Miss. Our cameraman, Fred Deckard, was one of those attacked by the mob; his station wagon, movie camera and lighting equipment were totally destroyed, but the film he had just taken survived and provided a dramatic highlight to our extensive coverage. . . . —Walter M. Windsor, general manager, KTAL-TV Shreveport, La.

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*Reg. U. S. Patent Office

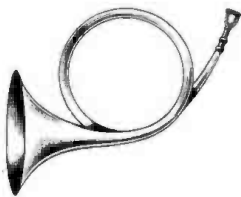
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BROADCASTING, October 15, 1962

Blair

TV

! ! ! ! !
Blair-TV
is pleased to
announce that it
is now the exclusive
national representative
for Dick Fairbanks' WAIL-TV
—serving Atlanta—the nation's
23rd market. Blair has long been
associated with Mr. Fairbanks and is
proud of a pleasant and successful rep-
resentation of his top Indianapolis radio
property—WIBC—for over 20 years.
Blair-TV's dynamic growth and
outstanding service to its clients
continues to attract an
increasing number of
top properties to
television's most
influential list of
stations and
markets.



WAIL-TV the "Eyes of Atlanta"

BLAIR-TV—A BLAIR TELEVISION CO.
717 FIFTH AVE., NEW YORK 22, N.Y.

FIRST SALES: WNBC-TV, New York—KRCA-TV, Los Angeles
WNBQ-TV, Chicago—WMAL-TV, Washington, D.C.
WANE-TV, Ft. Wayne—WBRE-TV, Wilkes-Barre

**Now
available
for
local
programming**



Bachelor Father

starring

**John
Forsythe**

with

Noreen Corcoran

and

Sammee Tong

157 laugh-packed half-hours

mca

TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.

PLaza 9-7500 and principal cities everywhere

How Mister Magoo lights bulb sales for General Electric

Mister Magoo, UPA Pictures Inc.'s famed cartoon character, is at work for General Electric light bulbs once again—selling for us right now on tv stations in about 175 markets, placed through BBDO here.

Obviously we think he's done a good job for us and we want to keep him working in his nearsighted but effective way for GE bulbs. But just why Magoo?

When we first selected Mister Magoo for our merchandising campaigns, we had been looking for a new program which would meet these criteria:

(1) It had to be flexible, able to peak in key selling seasons without loss of overall continuity or impact; (2) it had to be fresh and excite general sales enthusiasm; (3) it had to provide a cohesive element for our total point-of-purchase bulb selling plans, had to have solid retail tie-in possibilities, and (4) it had to have a different marketing approach and provide some extra values and still reach the most consumers at the lowest cost.

Before Magoo ■ Before adopting the Mister Magoo spot tv format, we used many combinations of network tv, radio and space advertising. Although we were able to peak our efforts during key periods for bulb sales, often much of the ad expense was spread generally throughout the year. We peaked, but we really never could saturate a market during short, key buying periods.

There is some merit to every timing pattern, but in the new Mister Magoo spot tv approach we wanted to try short-period, concentrated promotions that would create maximum interest and enthusiasm—from GE salesman to retailer to housewife. In 1959 we tried a series of spot commercials in test markets (without Magoo) running up to 30 per week. The reaction looked good.

Then we signed Mister Magoo to sell bulbs and started the first saturation program in the spring of 1960. Our idea was to concentrate the campaigns in four-week periods in spring and fall, the two major bulb-buying times.

The fumbling, bumbling Mister Magoo is a real asset in building consumer and retailer interest. To keep the Magoo spots fresh, we build each promotion around a different theme for each four-week period. The theme coincides with a current event or subject of general interest.

For example, railroading holds a natural interest for most of us from

our first electric train set. This fall's campaign has Mister Magoo doing his humorous sales job in a railroad theme with a promotion called the "GE Value Line." The railroading and "Value Line" approach also lets us coordinate our light bulb advertising with the company-wide "Accent on Value" promotion for all GE products.

In past campaigns, Mister Magoo has kept sales interest high with episodes set in political, football and space travel themes.

The 'POPS' Approach ■ When you gain salesmen's enthusiasm, you're on the road to good tie-ins. And such salesman-retailer approval is our "POPS" marketing approach. This POPS "Point-of-Purchase-Selling" concept recognizes that all marketing, advertising, manufacturing and other activities must dovetail at the point of purchase—since it's only there that the bulb can be sold. POPS involves five elements: product, packaging, merchandising, displays and advertising.

The cohesive factor we sought and found in our Magoo theme introduces the advertising elements into the other categories at the point of purchase. For instance, we feature Mister Magoo on special display merchandisers for light bulbs which retailers put up to tie in with current campaigns. In addition there is a wide assortment of store streamers, display cards, banners, signs, badges for personnel and special attention-getters.

The Mister Magoo spot tv approach is obviously helpful and it offers a few extra values in this effort and in increasing our overall effectiveness. For example, timing is important. We and the retailers want to coincide with the peak selling seasons. The spot approach, with its timing flexibility, lets us con-

centrate efforts in those seasons. It lets us pinpoint specific markets, for with few exceptions the spots are placed station by station.

In addition, by concentrating most of our spots in daytime periods we reach our major customer, Mrs. Housewife, more efficiently. Indeed, non-prime-time spot broadcasting presents more opportunities for minute-spots and greater selection of times to further broaden our choices of day or time of day.

We don't stop just with two spot tv campaigns a year. We back up the spots with Mister Magoo space ads in top circulation publications.

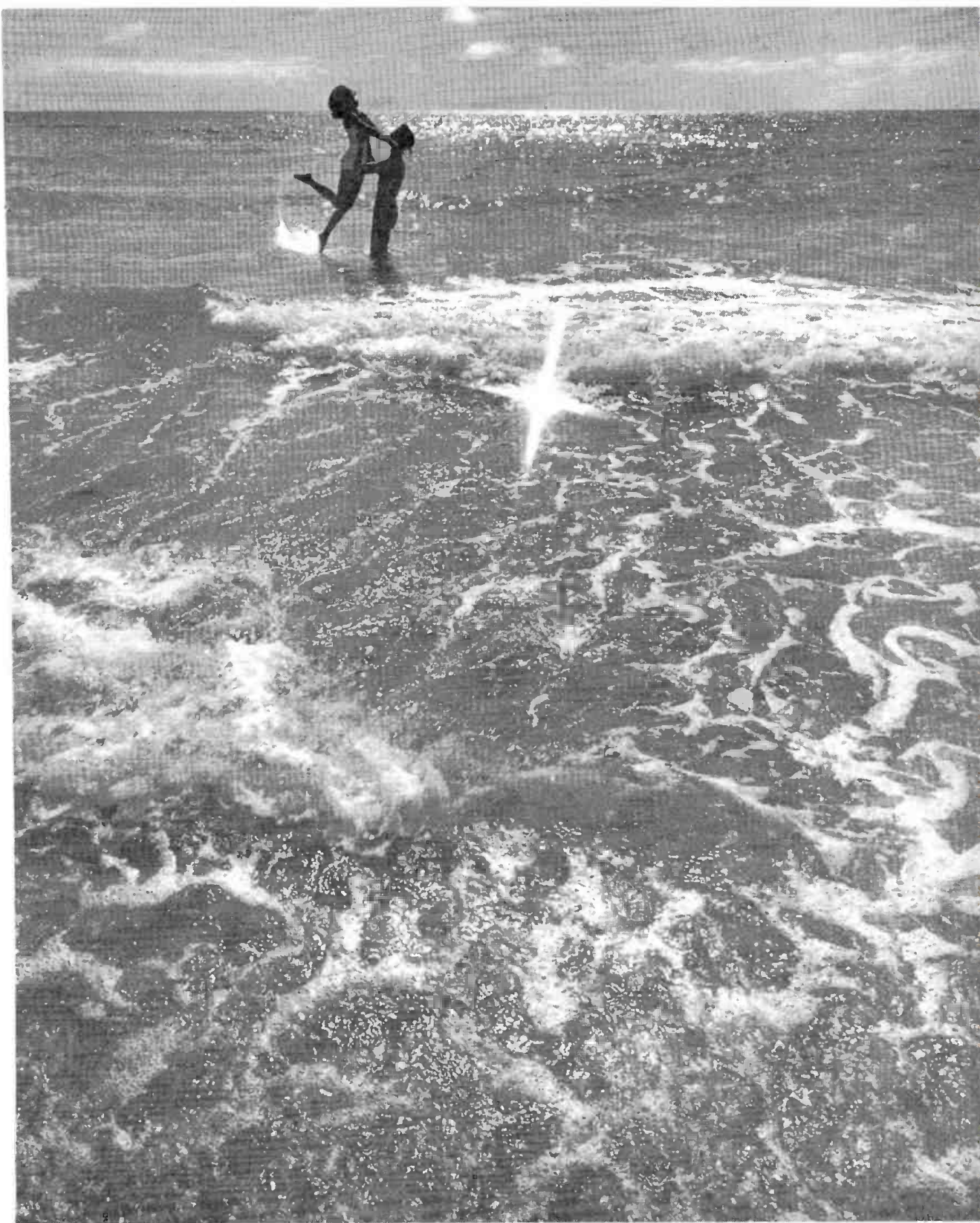
You will also find Mister Magoo at work for us at other times of the year, selling consumers on GE bulb values through a variety of media. We've no doubt that Mister Magoo has laughed the way to continued interest and enthusiasm, so necessary for successful sales programs.

Award Winner ■ Last year alone, Magoo's efforts in tv and in our other "POPS" activities earned such recognition as these: two firsts from men and a first and third place from women as best-read ads in issues of *Saturday Evening Post* and *Life*; an International Broadcasting Award for the "Soup Bowl" commercial as one of the best of the year; a fourth award from the Cleveland Advertising Club for outstanding merit; citation as one of the top 27 television commercials by *Advertising Age*; a second "Vaspa" award for merchandising from *Chain Store Age*; and an award for merchandising excellence from *Food Topics*.

The combination of Mister Magoo, "POPS" and our sales force works. They sell light bulbs and that, simply, is "why Magoo."

Martin R. King, manager of advertising and sales promotion for GE's Large Lamp Department, has been with that company since 1946, his duties ranging from news bureau work to publicity, public relations and advertising, and including assignments at Schenectady and New York before his present post. He became advertising manager in 1955. Mr. King is a graduate of Dartmouth College. He served in the Marine Corps during World War II. He is married and father of five.





Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



WTVJ
WLOS-TV

KVOS-TV
WFGA-TV
(Affiliate)

WZZM-TV

The Station 1,500,000 People Have
Been Waiting For!



DAYTIME SCHEDULE • MONDAY-FRIDAY

8:45 AM	WEATHER/FARM NEWS/NEWS
9:00 AM	JACK LALANNE
9:30 AM	TRIAKAIDEKOPHILISM THEATRE
10:00 AM	TENNESSEE ERNIE FORD
11:30 AM	YOURS FOR A SONG
12:00 N.	JANE WYMAN
12:30 PM	CAMOUFLAGE
1:00 PM	DIVORCE COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	AMERICAN BANDSTAND
4:30 PM	LITTLE RASCALS
5:00 PM	SUPERMAN
5:30 PM	THE SEARCH FOR ADVENTURE
6:30 PM	

WEEKLY FREQUENCY ANNOUNCEMENT RATES (EFFECTIVE 10/1/62)

CLASS "AA"				
7:30-10:30 PM Daily				
Minutes	1X	3X	5X	10X
20 Seconds	\$350	\$315	\$280	\$245
10 Seconds	300	270	240	210
	150	135	120	105
CLASS "A"				
6:30-7:30 PM Daily				
10:30-11:00 PM Daily				
Minutes	\$250	\$225	\$200	\$175
20 Seconds	225	200	180	160
10 Seconds	110	99	88	77
CLASS "B"				
5:00-6:30 PM Daily				
11:00-11:30 PM Daily				
Minutes/20 Seconds	\$150	\$135	\$120	\$105
10 Seconds	75	68	60	53
CLASS "C"				
Sign-on-5:00 PM Daily				
11:30 PM Sign-off Daily				
Minutes/20 Seconds	\$ 70	\$ 50	\$ 40	\$ 35
10 Seconds	30	20	15	10

AIRDATE NOV. 1, 1962

GRAND RAPIDS-KALAMAZOO-MUSKEGON

Michigan's No. 2. Television Market
28th In The U.S.

NIGHT TIME SCHEDULE • SUNDAY-SATURDAY

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
6:30 PM	The Valiant Years	Adventures In Paradise					McKeever & The Colonel
7:00 PM	Father Knows Best						Don't Call Me Charlie
7:30 PM	The Jetsons	Cheyenne	Combat	Wagon Train	Ozzie & Harriet	The Gallant Men	Roy Rogers / Dale Evans
8:00 PM	Sunday Night Movie	The Rifleman	Hawaiian Eye	Going My Way	Donna Reed	Flintstones	Mr. Smith Goes To Washington
8:30 PM							
9:00 PM		Stoney Burke	Untouchables	Our Man Higgins	My Three Sons	Dickens-Fenster	Lawrence Welk
9:30 PM					McHale's Men	77 Sunset Strip	
10:00 PM	Voice Of Firestone	Ben Casey	Close Up / Sid Caesar	Naked City	Alcoa Premiere	TBA	Fight Of The Week
10:30 PM	Howard K. Smith						
10:45 PM							Bowling
11:00 PM	News / Weather / Sports	News / Weather					News / Weather / Sports
11:15 PM	Magnificent Movie	Steve Allen					Best Of Hollywood



YOUR PGW COLONEL
IS NOW SELLING CHOICE

★ Programs
★ Announcements
★ Participations

REPRESENTED NATIONALLY BY

PETERS, **G**RIFFIN, **W**OODWARD, INC

Pioneer Station Representatives Since 1932



WJR UNCOVERS THE AUTO SHOW

We're giving Detroit's 44th National Automobile Show the full WJR treatment! Why shouldn't we—the way our Great Lakes audience lives, breathes, eats and sleeps automobiles!

Between October 20 and 28, hundreds of thousands of them will be seeing the '63's at Cobo Hall. And hearing about them from their favorite people on WJR. Rest assured, Jim Wood, Automotive Editor Ray Engle, Bud Guest, J. P. McCarthy, Lee Murray, George Kendall, and Jack Harris (left to right) won't leave a celebrity un-interviewed or a bolt unturned.

While we apply this task force coverage to all the big events in these parts, the automobile is still our favorite subject. We have most of the adult listeners in a 100-county area—an area that buys 10% of the nation's cars. So it's no wonder that automotive manufacturers favor us as an advertising medium.

Naturally, this 5th richest market buys a lot of other things, too. Why not your product? Your Henry I. Christal representative will be happy to make the necessary arrangements. Or you can write to us directly.

WJR DETROIT
760 KC 50,000 WATTS

THE GREAT VOICE OF THE NATIONAL AUTOMOBILE SHOW

CLEARs TO ASK FOR HIGHER POWER

- 13 1-A radio stations expected to apply for 500 to 750 kw
- House resolution of July gave clear channels go ahead
- Other clears, not members of CCBS, considering same move

A 24-year-old ceiling on the power that standard radio broadcast stations are allowed to use is going to be attacked next week.

The first move to break out of the 50 kw limitation imposed on radio stations in 1938 is expected to take place Oct. 22 when the first group of applications asking for 500,000 to 750,000 watts are due to be filed with the FCC.

The applications will be filed by a number of clear channel stations. They are expected to be followed in a matter of weeks by a second group of Class 1-A stations now weighing the move.

In all, 13 Class 1-A radio stations are expected to ask for higher power, ranging from 500 kw to 750 kw.

High Power Resolution ■ The action is pinned on the resolution passed by the House last July which called on the FCC to permit am radio stations to use power higher than 50 kw if found in the public interest (BROADCASTING, July 9).

The same House resolution asked the FCC not to duplicate any of the 24 clear channels for at least one year. In 1961 the FCC issued a final order in its clear channel proceedings, begun

in 1945, breaking down 13 of the 1-A channels. This order has not been put into effect pending commission resolution of a petition by the clear channel stations to reconsider the duplication.

Stations due to file for higher powers soon are:

KFI Los Angeles (640 kc), WSM Nashville (650 kc), WLW Cincinnati (700 kc), WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc), WHAS Louisville (840 kc), WHO Des Moines (1040 kc), KSL Salt Lake City (1160 kc).

Others having power boosts under serious consideration:

WBAP Fort Worth and WFAA Dallas (820 kc), WHAM Rochester (N.Y.) (1180 kc), WOAI San Antonio (1200 kc).

All of these stations are members of the Clear Channel Broadcasting Service (CCBS).

Plans of the other Class 1-A clear channel stations not members of CCBS were not known, but it is known that they, too, have higher power under study. These include network owned stations and Westinghouse Broadcasting Co. stations.

Network clears are: WNBC New York (660 kc) and WMAQ Chicago (670 kc), both NBC; WBBM Chicago (780 kc), WCBS New York (880 kc), KMOX St. Louis (1120 kc), WCAU Philadelphia (1210 kc), all CBS; WLS Chicago (890 kc), ABC.

WBC stations are: KDKA Pittsburgh (1020 kc), WBZ Boston (1030 kc), and KYW Cleveland (1100 kc).

ABC's WABC New York (on 770 kc) is also considered a Class 1-A station, but last year the FCC made permanent a 20-year temporary arrangement whereby KOB Albuquerque, N. M., also operates on 770 kc. Both stations now, however, are protecting each other with directional antennas.

Some stations intend to propose the use of directional antennas.

Million Dollar Costs ■ It is estimated that the move to higher power will cost each of the stations making the plunge at least \$500,000 for the transmitter alone. Additional expenses, which may bring these totals for each broadcaster to \$1 million or even higher, would be incurred if new antennas, towers and transmitter building are required.

Higher power is required, the clear

Trouble with candidates? FCC has answers to 87 problems

Radio and television stations were presented a new political broadcasting primer by the FCC last week with the expressed hope that it will eliminate the need for agency rulings on Sec. 315 (equal time) of the Communications Act during the present campaigns.

The 28-page policy statement, titled "Use of Broadcast Facilities By Candidates for Public Office," is in the process of being mailed to all licensees. It includes prior rulings made by the FCC on Sec. 315 questions, including several made since the September 1960 policy statement.

New problems undoubtedly will arise, the commission said, but experience has shown that previous rulings will help broadcasters and candidates to understand their rights and obligations under Sec. 315. In this way many complaints to Washington can be avoided. "We do not mean to preclude inquiry to the commission when there is a genuine doubt," the FCC said.

The document lists 87 prior rulings by the FCC, Sec. 315 of the act and commission rules on political broadcasting. Just 24 hours after the statement was issued, Sen. Ralph Yarborough (D-Tex.) took the floor of the Senate to express "regret" that the FCC had not amended its political broadcasting rules.

Last spring, the Senate Freedom of Communications Subcommittee (of which Sen. Yarborough is chairman) had urged the FCC to amend its rules in this area (BROADCASTING, April 23). The senator inserted the FCC document into the *Congressional Record* and urged "those candidates who are subjected to unfair treatment under these rules" to bring their complaints to his subcommittee.

Full text of FCC primer, page 107

CLEARs TO ASK FOR HIGHER POWER continued

channel stations will say, to provide better radio signals at night to rural areas now underserved by nighttime broadcast services. The CCBS has estimated in documents filed with the FCC in the clear channel proceeding that there are over 25 million people in 1.7 million square miles who receive their

to receive two and even three usable broadcast signals.

Another need for higher power, according to the clear channel stations, is the fact that in the last 20 years the use of electricity on farms has quadrupled. This has created more man-made noise and has deteriorated the rural radio service. Higher power will help overcome this obstacle to clear reception, it is contended.

Defense Aid ■ A major argument in favor of greater power, the clear channel stations declare, is the work they are doing for civilian defense and emergency military communications.

A major defense requirement, it is pointed out, is for saturation broadcast coverage of the entire United States in the event of an atomic attack. This is a necessity, it is said, not only for warning, but also for post attack information and instructions.

The clear channel stations have been participating in emergency communications tests with civilian defense and military officials. Successful demonstrations have shown that point-to-point telegraph communications can be accomplished by multiplexing the am carrier. This has been done successfully in three projects sponsored by the Department of Defense: "Restore," "Brecom" and "Seacom." All of these involve the use of clear channel stations to establish teletype communications links, in one case from SAC headquarters in Omaha to the east coast, and in

another from San Francisco to a radar picket plane several hundred miles offshore.

So significant does the military consider this ability for emergency communications that the Department of Defense testified in favor of higher powers on the clear channels during hearings before the House Commerce Committee earlier this year.

In its battle against any duplication, the clear channel group has stated that notwithstanding the growth in the number of full-time radio stations (from 723 in 1938 to 1,963 as of July 2 of this year), the number of people receiving their only usable signal via skywave service has remained almost



Roy Battles
Director CCBS

only usable nighttime broadcast service from clear channel stations.

By using higher powers the 1-A stations will claim that millions of people in the so-called "white" areas will, for the first time, receive not only a better single broadcast service, but will be able



J. H. DeWitt Jr.
WSM Nashville
Chmn. CCBS Engineering Committee

WLW broadcast with 500 kw power for four years

Only one commercial radio station ever used more than 50 kw power. This is the Crosley Broadcasting Corp.'s WLW in Cincinnati, which operated with 500 kw from 1934 to 1938.

Under an experimental grant from the FCC, the Cincinnati Class 1-A station invested almost \$400,000 in equipment (transmitter, tower, antenna and building and land) and saw its technical operating and maintenance expenses shoot up from roughly \$80,000 a year as a 50 kw station to over \$220,500 a year with 500 kw.

According to testimony placed in the record in 1938 during the FCC's hearings on higher power, the WLW primary contour remained relatively the same, although there was some increase in secondary coverage. At night, however, with its stronger signal intensity via skywave, listeners in remote areas received much better reception than they received from the same station using only 50 kw.

James D. Shouse, now chairman of Crosley Broadcasting Corp., was then vice president and general manager of WLW. At that time, Crosley also owned WSAI Cincinnati.

In recommending denial of WLW's request for renewal of its 500 kw operation, a special FCC board of commissioners found in 1938 that the station had no further need for the higher power operation in order to experiment along proposed lines, that there was some interference from WLW on 700 kc to WOR New York on 710 kc, and that WLW's wider coverage was a significant factor in some loss of business to other radio stations blanketed by the 500 kw signal (although the commission pointed out these stations did make a profit).

The commission's action came after the Wheeler resolution had passed the Senate, recommending that 50 kw be the ceiling on all radio stations in the country.

constant—28.5 million in 1938 and 25.1 million as of 1961.

Salud Amigos ■ The clear channel spokesmen have warned often that if U. S. stations don't increase their power on the nighttime clear frequencies, many Latin American countries will take advantage of this less than full use and usurp the frequencies. If this happens, it is pointed out, the white areas in the U. S. will suffer.

A corollary to this argument is that if clear channel stations are permitted to go up to 500 kw or 750 kw, the U. S. story will be better told (via stronger signals) in Latin American countries whose people will be able to hear direct American broadcasts easily for the first time.

The Senate resolution in 1938 which expressed the "sense of the Senate" that no American radio station operate with more than 50 kw was authored by former Sen. Burton K. Wheeler (D-Mont.). Sen. Wheeler took this step at the request of regional and local radio stations which feared that high powered clear channel stations could blanket the U. S. to the economic detriment of other stations.

The leader of the broadcast interests

Members of Clear Channel Broadcasting Service Executive Committee



Edwin M. Craig
WSM Nashville, chmn.

Victor A. Sholis
WHAS Louisville

Harold Hough
WBAP Ft. Worth

Ward Quaal
WGN Chicago

James Shouse
WLW Cincinnati

fighting increased power 24 years ago was E. B. Craney, until recently a multiple broadcaster. Mr. Craney sold his stations last year but retains other broadcast interests.

Duplicate 13 ■ In its 1961 report (BROADCASTING, Sept. 18, 1961), the FCC decided to duplicate 13 of the 24 clear channel frequencies, leaving the other 11 untouched. It also said that because of the 1938 Senate resolution, it could not at that time decide on the question of higher power.

Stations proposed to be duplicated are: WMAQ, WGN, WJR, WABC, WBBM, WCBS, WLS, KDKA, WBZ,

KYW, KMOX, WHAM and WCAU.

In its final decision, the commission said that by adding 13 new stations, a first nighttime groundwave service would be brought to more than 600,000 people. CCBS disputes this. The clear channel group maintains that only 250,000 people will receive a first nighttime groundwave service. This means, CCBS contends, that the FCC is derogating these 13 frequencies to bring a nighttime groundwave service to less than 2.5% of the 25 million now relying on the nighttime skywave signals of the clears as their only usable nighttime service.

each of the 21 1-B frequencies at night and these two are widely separated.

Over 1,500 other stations operate on the clear channels also, but except for about 100 all are daytime stations required to cease broadcasting at local sunset. The 100 remaining must reduce power and use directional antennas at night to protect the clears whose frequencies they are using.

The purpose of the clear channel operation in the early days of broadcasting, and today, is to furnish nighttime service to rural and remote areas where local stations are minimal at night.

Night Phenomena ■ Radio waves travel through the ether in two ways. During the day they travel along the ground. Signals going upward pass on through the atmosphere and are lost in space. At night, they also travel along the ground, but a phenomenon occurs about 30 miles up that acts as a giant radio mirror reflecting radio waves for vast distances. This is the ionosphere, a layer of electrically charged particles. It is this "skip" activity that permits clear channel stations to be heard thousands of miles away.

Obviously if all of today's 3,600 radio stations were to remain on the air at night, the resulting skywave reflections would rain a cacaphony of radio signals down on the listener that would be as intolerable as unregulated traffic on the Los Angeles freeways.

CLEAR TOPS FOR 20 YEARS

Protected channels, skywave gave 60 stations vast audience; only service to much of rural America

Advertisers and agency men may have forgotten but for two decades radio was the prime and only broadcast medium in the country. And, during that time 60 clear channel stations were the giants of broadcasting.

From 1930 to 1950—give or take a few years on either side—the clear channel stations reigned supreme. They were the big voices of the air. With 50 kw power, their programs and commercials rang loud and clear during the day, and rose to a roar at night. The shout at night resulted from the fact that these were the only stations on their frequencies during those hours, and with the skywave phenomenon occurring after dark the clears were heard 1,000 and more miles away. During the day their voices ranged 100 miles or more from the transmitter.

It was these stations that carried the most popular programs, the national advertising—both network and national spot—that brought to the 25 million listeners in rural America their only nighttime service.

Only 700 Outlets ■ Of course at that time there were only 700-odd stations.

By the time tv arrived on the scene, this number had grown to 900-odd.

These 60 clear channel stations are divided into two parts. Twenty-five stations operate on 24 Class 1-A frequencies; they are the only stations on that particular frequency at night. Two stations, WBAP Fort Worth and WFAA Dallas, share one of these Class 1-A frequencies.

Thirty-five stations are Class 1-B outlets; only two of them are permitted on

Review board makes its first am grant

Neil N. Levitt was placed in a small niche of FCC history last week as the beneficiary of the first grant of a new am station (960 kc, 1 kw daytime in Roswell, N. M.) by the commission's new review board.

A unanimous board finalized an April 6 initial decision recommending a grant to Mr. Levitt, an action taken several months earlier than is customary under former procedures which would have required action by the full commission. The Levitt

application had been opposed by KSEL (950 kc) Lubbock, Tex., on interference grounds.

The decision was drafted by board member Joseph Nelson with Chairman Donald Berkemeyer and Horace Slone concurring. The review board was established last summer to lighten the work load of FCC members and is empowered to make such grants. An appeal may be taken to the full commission, however.

ADMEN ARISE, URGES WEISS

Agency head assails television program producers for skimpy ideas, urges revolt by agency creators

Edward H. Weiss, board chairman of the Chicago advertising agency bearing his name, challenged creative writers and producers of television commercials last week to fight for the acceptance of new ideas which they can contribute to improve tv programming. He said a trend toward creative inbreeding among program producers is stifling tv.

Speaking Tuesday before the Broadcast Advertising Club of Chicago, Mr. Weiss charged there is today "a shameful waste of talent in the whole structure of originating, writing, producing and presenting television programs." He said the wall between agency commercial creative talent and the program creative talent must be knocked down and the free exchange of ideas encouraged.

Mr. Weiss pointed to his agency's success with its Purex specials for women as an example of what can occur to the benefit of all concerned. The program idea came from an agency copywriter.

Mr. Weiss criticized the frequent aloofness of those who create and produce tv's programming. He called them a "relatively small band" of writers, artists and directors who work for the network or package producing groups and who too often feel they themselves are the "serious talents" while the agency people are "mere commercial hacks."

Better Than Programs ■ The irony, he said, is that in many cases "the commercials on tv and radio are better than the programming itself. They are more imaginatively written, more skillfully presented and more artistically unified."

The agency executive considered it a "ridiculous state of affairs that the men and women capable of creating these commercials are not called upon to lend their minds and talents to the programming end of the industry." Mr. Weiss said he is not suggesting that present programmers relinquish their present roles, but he does feel "it must not be, it cannot be, a closed corporation."

Television lags behind all other mass media in soliciting and encouraging fresh material from new sources, Mr. Weiss observed; yet, it is as important as any of them.

Tv should encourage new idea sources, he said, and stop being almost "a private preserve of those writers and creative people who belong to the 'in



Mr. Weiss
Ad copy often excels program

group' and who want no interference with their methods, who seem to resent what they consider any 'infringement' of their prerogatives to turn out the same programs with a different title each season."

Leo Burnett adopts computer processes

Another major broadcast agency, Leo Burnett Co., Chicago, is adopting electronic computers to speed up media buying and accounting processes.

Burnett disclosed Thursday that its new IBM 1401 RAMAC system has taken most of the clerical routine out of broadcast buying and billing. It is the climax of an experimental system initiated nearly two years ago.

Earlier, Young & Rubicam and BBDO, both New York, unveiled details of their new computer systems (BROADCASTING, Oct. 1).

Burnett's system automates much of the clerical functions of television and radio spot buying but does not of itself make media judgments, the agency said. The system has completely eliminated the staff position of broadcast estimator, a job which normally has a high turnover because of the tedious routine, the agency said.

Tom Wright, vice president and media director of Burnett, said tv and radio spot schedules are the natural selection for the initial automation be-

cause of the varied discount structures and volumes of paperwork. The system's chief advantage, he said, is the computation of discounts and extension of end rates.

After the agency decides on a spot announcement purchase, the information is fed into the IBM 1401 system. Since the RAMAC memory unit already has stored basic frequency discount levels, the computer can then add the new information and determine applicable billing rate levels.

The system provides data and complete printed forms for the handling of five functions that previously were time-consuming for agencies: The contract with the tv or radio station, the schedule of advertising for the agency's client, the invoice to the client, payment to the vendor, and billing analysis.

Memory Calendar ■ The system also features a "canned memory" calendar to adjust for variances of contract schedule years among stations. The calendar also accommodates clients who wish to buy spots in flights or to pick up frequency billing rates of continuous schedules.

Burnett's system now is programmed for handling four full contract years for each of the agency's clients up to 525 tv stations and 3,700 radio stations.

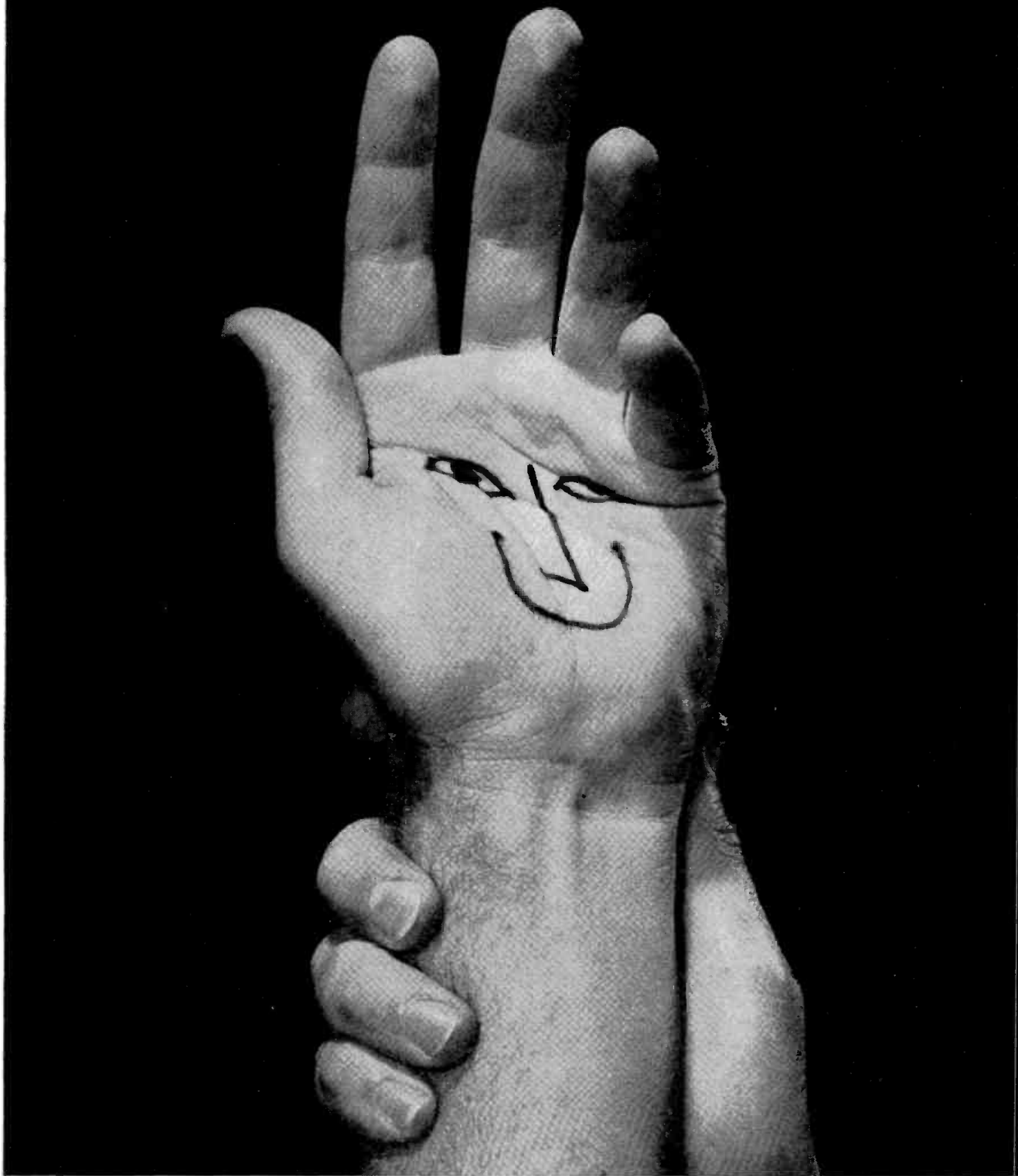
Mr. Wright said that "in the old days we needed several weeks to prepare a detailed broadcast estimate for a client. Today it's a matter of minutes or seconds for computation and printing by our programmed computer method." Former end-of-month routines such as producing updated and corrected commercial announcement schedules consumed two or three days on Burnett's earlier RAMAC 305 data processing equipment, Mr. Wright said, and "now it takes 2½ hours."

Burnett also expects to use its new system to evaluate research data on the effectiveness of advertising themes and related marketing strategy problems. The computer more effectively processes the complex mathematical data and statistical analyses involved in such consumer research, it was explained.

Wayne gets S. S. S.

A \$1-million advertising account has been assigned to Tucker Wayne & Co., Atlanta, Ga., by the S. S. S. Co. (drug firm) of the same city. S.S.S. Tonic, a product with a 136-year history, devotes its advertising budget to newspapers, radio and television and other principal media. The Wayne organization has become increasingly active in the drug and medicinal advertising field, according to Tucker Wayne, executive committee chairman of the agency.

The winnah!

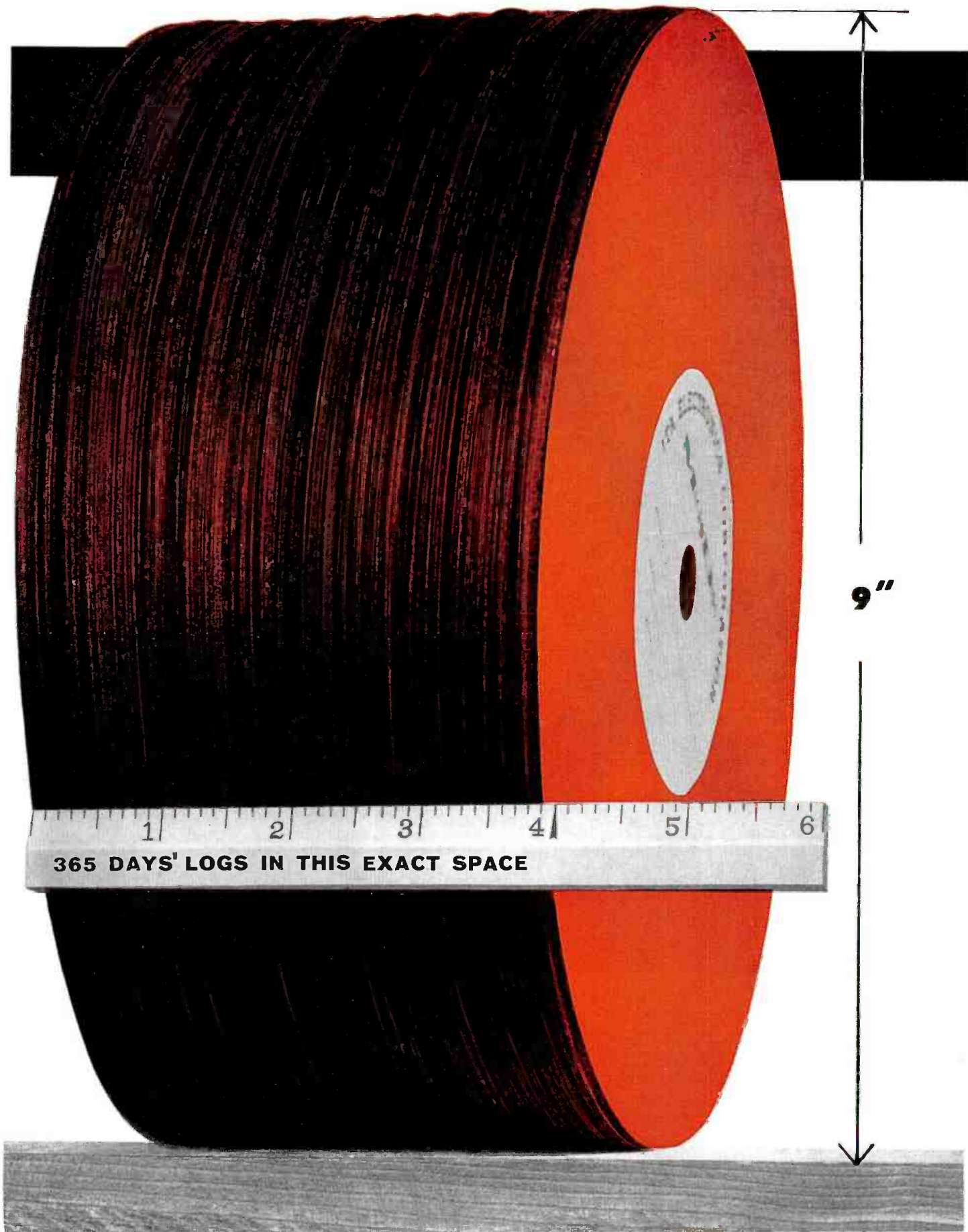


Round one: WRAL-TV announces change to ABC Television, effective August 1. Round two: Switch is made and ARB study of Raleigh/Durham metro audience is authorized. Round three: WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. Ringside comment: Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market... Channel 5/Raleigh-Durham/North Carolina

WRAL-TV

Data Source: Raleigh-Durham ARB Nighttime
Telephone Coincidental August 15-21, 1962



365 DAYS' LOGS IN THIS EXACT SPACE

9"

DOCUMENTOR

LOWEST COST WAY TO COMPLY WITH FCC'S AUTOMATIC LOG RULE

Only the Documentor (pat. pend.) provides the lowest cost, most efficient system for implementing FCC's new rule authorizing automatic logging. For less than \$150.00 Documentor records 365 days of sound, 24 hours around the clock. Stores a year of programming in only 4 inches of shelf space!

\$1,395.00 for console, portable or rack-mounted model. Exclusive MicroDiscs, a year's supply shown here, costs only \$40.00 per hundred.

Documentor is the long-awaited management control which can record your station's entire output for only 1½¢ an hour. Provides a permanent record of everything that goes out over the air! Fool-proof insurance for every broadcaster.

For an immediate demonstration of how Documentor can be applied to your station operations write, wire or phone ITA Electronics Corporation, Henry E. Rhea, President.

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA



A subsidiary of
Triangle Publications Inc., Radio-Television

ITA Documentor will be demonstrated at NAB Regional meetings.

Coca Cola calls double-tv formation against soft drink rivals

Coca Cola and Pepsi-Cola led the way to greater soft drink tv billings in the first half of 1962, according to a study released Friday (Oct. 12) by Television Bureau of Advertising.

Soft drink advertising on tv has increased 48.3% this year. Gross time tv billings in the January-June period were \$15,733,348, compared

with \$10,607,385 in the '61 period.

TvB's report puts billings for spot tv at \$11,409,030 in the first half, up 47.3% from last year's \$7,747,050. Network billings went up 51.2%, \$4,324,318 vs. \$2,860,335.

Coca Cola, which has doubled its tv expenditures this year, again was the leading advertiser in the bottled

or canned soft drink category. Pepsi's tv billings rose by more than \$1.3 million this year. Tv's share of all measured advertising from the category topped the 50% level for the first time in 1961, when total network and national spot billings from companies and bottlers for the full year were \$21,529,427.

BOTTLED/CANNED SOFT DRINKS ONLY FIRST HALF

	Network	1962 Spot	Total	Network	1961 Spot	Total
Coca Cola Co.	\$1,639,413	\$5,694,450	\$7,333,863	\$858,117	\$2,976,360	\$3,834,477
Pepsi Cola Co.	1,360,818	2,935,930	4,296,748	744,478	2,222,890	2,967,368
Seven-Up Co.	995,986	337,240	1,333,226	677,400	265,660	943,060
Royal Crown		691,810	691,810		396,250	396,250
Canada Dry Corp.	208,640	268,000	476,640	433,980	183,600	617,580
Dr. Pepper	119,461	298,770	418,231	146,360	273,970	420,330
Cott Beverages		276,200	276,200		250,880	250,880
Schwepes, Ltd.		249,690	249,690		262,320	262,320
Category	\$4,324,318	\$11,409,030	\$15,733,348	\$2,860,335	\$7,747,050	\$10,607,385

Sources: Spot—TvB-Rorabaugh; Network—TvB/LNA-BAR

Blair tv sales arms become Blair Television

DAVE LUNDY APPOINTED PRESIDENT, OPERATIONS HEAD

Blair-TV and Blair Television Assoc., television sales divisions of John Blair & Co., New York representation firm, have been "unified" under the name of Blair Television, it was announced last week by John Blair, president.

Dave Lundy, executive vice president of Blair Television Assoc., was appointed president of the new sales arm and will be its active operating head. Ed Shurick, executive vice president of Blair-TV, is leaving the firm to go into

cattle farming, a long-time interest. (Mr. Shurick owns Nutmeg Farms, Bridgewater, Conn., and heads Shurick Research Foundation, which specializes in cattle research.)

Frank Martin, sales manager in the New York office of Blair-TV, will be executive vice president of Blair Television. Jim Theiss will continue as vice president and sales manager of Marketing Div. stations.

Mr. Blair also announced plans to expand Blair Television offices in New York and Philadelphia with additional sales specialists.

Industry-U.S. unit to study advertising

The impact of advertising on the growth of the nation's economy is to be explored by an industry-government task force. The project was approved at an Oct. 5 meeting of the Advertising Committee of the Dept. of Commerce, including members from the industry and department officials. The committee serves in an advisory role to Secretary of Commerce Luther H. Hodges.

The need for a joint study of advertising's relationship to the economy has been under consideration since early in the summer. Peter Allport, Assn. of National Advertisers, is committee chairman. He said the project should move ahead rapidly when the task force is formed. Both committee and depart-

ment members will select members of the group.

Two key topics are being considered—the relationship between advertising investment and the gross national product, and the connection, if any, between advertising investments and business cycles.

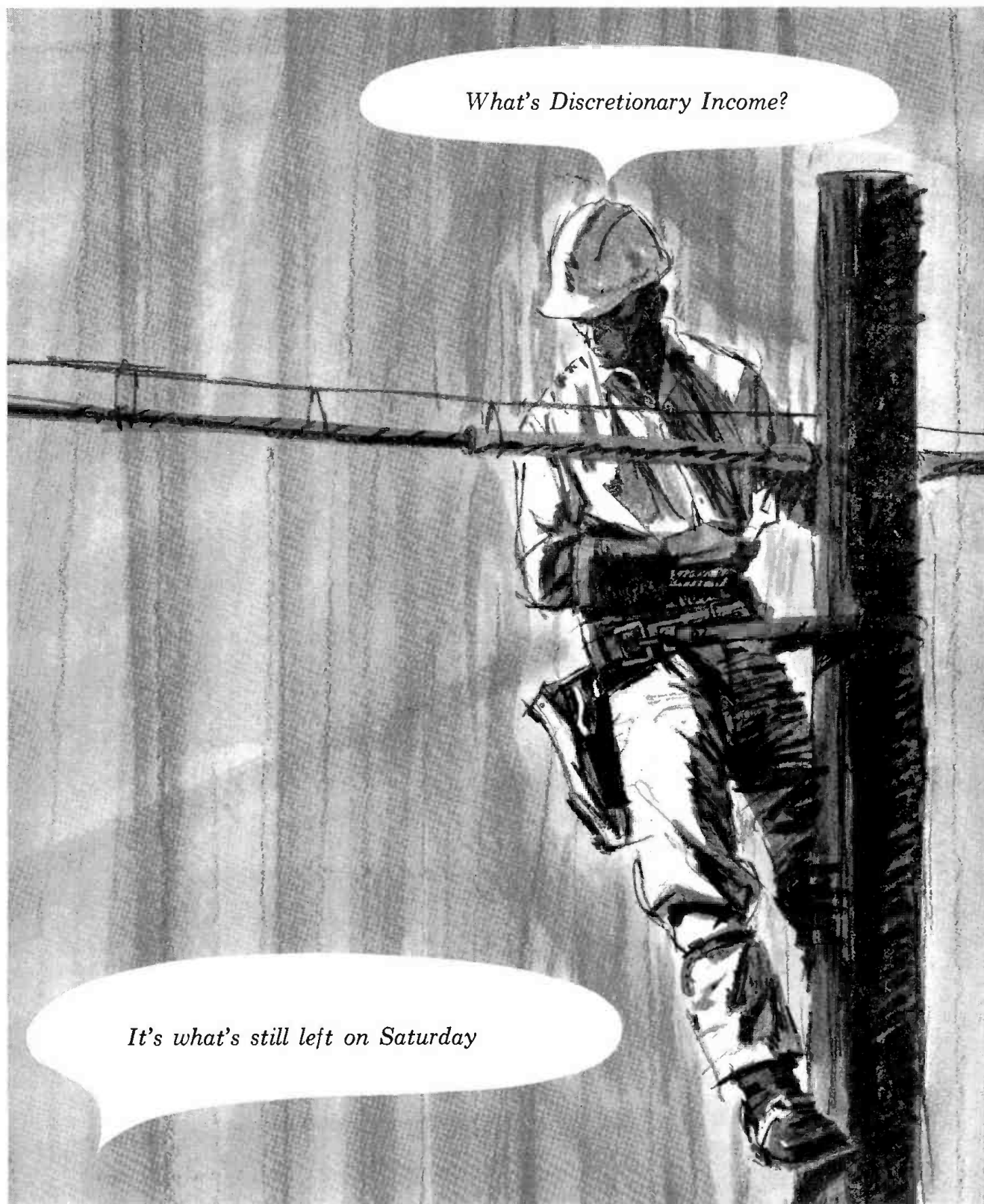
Mr. Allport said the advertising committee feels the relationship between advertising and the government will be improved if industry segments can present their views on pending legislation or inter-governmental plans to the department for study in the early stages of policy formulation. Daniel L. Goldy, administrator of the Business & Defense Services Adm., said advertising industry views would be welcomed and suggested viewpoints be supported with substantive data.

Members participating in the Oct. 5 meeting were Mr. Allport; William K. Beard, Associated Business Publications; Charles B. Burkhart, Outdoor Advertising Assn.; John Crichton, American Assn. of Advertising Agencies; Robert F. DeLay, Direct Mail Advertising Assn.; Emerson Foote, Advertising Federation of America; William Heimlick, Assn. of National Advertisers; John G. Jones, Direct Mail Advertising Assn.

Herbert Laager, Agricultural Publishers Assn.; William H. Leick, American Newspaper Publishers Assn.; Charles H. Lueck Jr., National Editorial Assn.; Thomas C. Roberts, Assn. of Better Business Bureaus; Ralph Thomas, Advertising Specialty National Assn., and Donald J. Wilkins, Advertising Federation of America. LeRoy Collins, NAB member, did not attend.



Mr. Lundy



What's Discretionary Income?

It's what's still left on Saturday

and there's 27% more of it (on the national average) in Ohio's Third Market—and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U.S. Census of Population 1960.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina



DAYTON, OHIO • WHIO • AM • FM • TV



RKO General acts as host to 15 agencies

Key executives of some 15 major advertising agencies were the guests of RKO General Oct. 4 at an exhibition in New York that illustrated the past, present and future of General Tire & Rubber Co.'s 12 divisions.

All were featured during the five-day (Oct. 1-5) presentation to leaders representative of the various divisions. The exhibition in the Sherry-Netherland Hotel introduced General Tire's corporate "Big G" logo as it has been adapted to each division.

Shown in the photo are (l to r):

Sidney P. Allen, director of agency/client relations for RKO General National Sales; S. Heagan Bayles, board chairman and chief executive officer of Sullivan, Stauffer, Colwell & Bayles; and Hathaway Watson, vice president of RKO General in charge of the Broadcast Division. Stations in the ownership group are: WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Detroit, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco and WGMS-AM-FM Washington, D. C.

KABC listeners hit by kayo commercial

The right commercial for the right product on the right station at the right time is a good buy, no matter what it costs.

That truism was proved anew last month, when a one-minute radio spot was purchased by Ray Brown Automotive Inc., through Walker-Saussy Advertising of Los Angeles, for \$1,000, making it one of the higher-priced commercials in local radio history.

The station was KABC Los Angeles.

The time was 7:30 p.m. PDT, Sept. 25, immediately preceding the broadcast of the Patterson-Liston heavyweight championship fight on ABC Radio and KABC, the only running account available to the general public because television coverage was restricted to closed circuit telecasts in theatres with high admission charges.

The product was Impact, an auto seat belt manufactured by Ray Brown Automotive.

The commercial made the point that

referees always tell fighters before a fight to protect themselves at all times but protection is even more important to people driving or riding in automobiles. It noted that Ray Brown, which has been making Impact seat belts since 1951, designs and builds them, not to the minimum 3000-pound test requirement, but to the maximum 5000-pound requirements of the U. S. government. "In fact, they are used by the U. S. government and armed forces."

The spot concluded: "So don't go into the ring — that 'four-wheeled, square-circle' car you drive, without Impact seat belts in your corner. In fact, in every corner of the car. You can get them from new car dealers or your neighborhood Sure-Fit stores."

The Los Angeles area listeners—totaling just about 1 million according to a special Pulse survey, heard the commercial and, having heard, acted on its advice, Robert Anderson, president Walker-Saussy Advertising of Los Angeles, said. "There was an immediate reaction from new car dealers, several placing prompt calls to wholesalers to order a supply of Impact belts," he

said, "and the Sure-Fit cash registers began ringing the very next morning, with Impact belt sales to motorists who said they'd heard about these belts on the radio the night before."

Summer tv viewing sets record in '62

Summer television viewing set a new record during 1962, according to Television Bureau of Advertising. So did the amount spent by advertisers during the summer on network tv. At the same time, the network cost-per-thousand declined for the fourth consecutive year.

Daily viewing per TV home

JUNE - AUGUST

1962	4 hrs. 20 min.
1961	4 hrs. 17 min.
1960	4 hrs. 10 min.
1959	4 hrs. 9 min.
1958	4 hrs. 10 min.

Change 1962/1958—viewing up 10 min. per TV home per day

Source: A. C. Nielsen

Network TV Cost per 1,000

JULY - AUGUST

All Network Programs

1962	\$2.30
1961	2.32
1960	2.38
1959	3.04
1958	3.59

% Change 1962/1958 -35.9%

Source: A. C. Nielsen

Homes Using TV—During Average Minute

JUNE - AUGUST

	Morning 7 AM - 12N M-F (000)	Afternoon 12N - 6 PM M-F (000)
1962	5,553	10,371
1961	5,675	9,911
1960	4,927	9,266
1959	4,791	8,722
*1958	4,343	8,299

% Change 1962/1958 +27.9% +25.0%

	Evening 6 PM - 1 AM M-S (000)	Total Day 7 AM - 1 AM (000)
1962	17,150	11,662
1961	16,162	11,162
1960	15,323	10,411
1959	15,308	10,205
*1958	14,577	9,632

% Change 1962/1958 +17.7% +21.1%

*August only
The A. C. Nielsen Co. changed their reporting procedures August 1958.
Source: A. C. Nielsen

Network Gross Time Billings

JUNE - AUGUST

1962	\$192,357,400
1961	167,543,100
1960	159,616,100
1959	142,271,800
1958	126,397,100

% Change 1962/1958—+52.2%

Source: TvB/LNA-BAR



**YOU'RE IN
THE NAVY NOW**
Gary Cooper, Jack Webb,
Eddie Albert



**AS YOUNG
AS YOU FEEL**
Marilyn Monroe,
Monty Woolley, David Wayne



**PRINCE AND
THE SHOWGIRL**
Marilyn Monroe,
Laurence Olivier,
Sybil Thorndike



INDISCREET
Cary Grant,
Ingrid Bergman,
Cecil Parker

Comedy from 20th-Century Fox in:

BELLES ON THEIR TOES—starring Jeanne Crain, Debra Paget, and Myrna Loy
LET'S MAKE IT LEGAL—starring Claudette Colbert, MacDonald Carey, and Marilyn Monroe
DOWN AMONG THE SHELTERING PALMS—starring William Lundigan, Jack Paar, and Mitzi Gaynor—and many more top comedies all contained in Volume 4's 40 great "Films of the 50's".

Comedy from Warner Bros. in:

TOP SECRET AFFAIR—starring Susan Hayward, Kirk Douglas, and Jim Backus
ONIONHEAD—starring Andy Griffith, Walter Matthau and Joey Bishop
THE GIRL HE LEFT BEHIND—starring Natalie Wood, Tab Hunter, and James Garner—and many more top comedies all contained in Volume 5's 53 great "Films of the 50's".

AND...SUSPENSE...BROADWAY...SCIENCE FICTION...ACTION...DRAMA...

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's", "Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



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CORP.**

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CHICAGO: 8922-D N. La Crosse (P.O. Box 6131, Skokie, Ill. Orchard 4-5105)
DALLAS: 5641 Charleston Drive ADams 9-2855
L.A.: 3562 Royal Woods Dr., Sherman Oaks, Cal. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

comedy

COMMERCIAL PREVIEW: Putting squeeze on production problems

Two problems faced Mogul Williams & Saylor in the creation of its first network tv commercial for Pak-nit, a new shrinkage control treatment for knitwear. The agency wanted, first, a memorable tv debut in terms of audience identification of a completely new concept, and second, circumvention of the taboo against showing men's underwear worn by a live model.

The completed one-minute Pak-nit spot, which appeared for the first time Tuesday (Oct. 2) on NBC-TV's *Tonight*, demonstrates the

agency's approach to both problems—squeeze action technique. G. Emerson Cole, associate creative director of the agency, said audience impact was achieved with a light, airy touch in keeping with the "not overly serious aspect of men's underwear." The technique also allows for simulation of movement without violating the taboo.

The spot utilizes fast-moving vertical and horizontal lines as a visual device to suggest shrinkage and non-shrinkage. An original musical track written by Jerry Jerome provides a

strong pace-setting rhythm. Announcer Bill Nimmo offers a voice-over commentary that is verbally linked to the musical beat.

Pak-nit was developed by Compax Corp., a division of Tubular Textile Machinery Corp., Woodside, N. Y. The *Tonight* schedule is complemented with print drives by Pak-nit licensees, including leading brand name manufacturers of men's underwear. The commercial was produced for Mogul, Williams & Saylor by Paul Kim & Lew Gifford Productions, New York.



"What's the most old-fashioned thing a man can wear today?"



"Knit underwear that shrinks and shrinks. . . ."



"But now there's a new kind of underwear . . . Pak-nit."

Business briefly . . .

Buick Motor Div., General Motors Corp. and Celotex Corp. have purchased sponsorship of ABC Radio's new weekend sports commentary shows featuring Sam Huff and Robert Bragen. The new weekend shows are heard at 12:25, 4:25, 9:25 and 10:25 p.m. Advertising agency for Buick is McCann-Erickson, Detroit, while MacFarland, Aveyard & Co., New York, represents Celotex.

Reynolds Metals Co. through Lennen & Newell Inc., New York, and Clinton E. Frank Inc., Chicago, have purchased sponsorship of the 44th National Automobile Show over NBC-TV next Sunday (Oct. 21) (6-7 p.m. EDT). The color tv special will take a tour of the automobile show at Detroit's Cobo Hall for a preview of the 1963 cars and other advances in the auto industry.

Reddi-Wip, through McCann-Erickson, Los Angeles, today (Oct. 15) starts the most intensive 10-week advertising and promotion campaign in the history of this aerated dessert topping, with the offer of a free pumpkin or mince pie to consumers. Offer will be advertised

in one-minute commercials on CBS-TV's daytime programs: *Calendar*, *I Love Lucy*, *Pete and Gladys*, and *The Real McCoys*, as well as in magazines and newspapers.

Libby, McNeil & Libby has purchased one-sixth sponsorship of NBC-TV's coverage of the November election returns.

Documentary buys

General Foods Corp. (regular Maxwell House Coffee), through Ogilvy, Benson and Mather, New York, has gone into public service broadcasting in a big way in southern California by buying full sponsorship of two prime-time one-hour documentaries on KNXT (TV) Los Angeles for the full 1962-63 season: the monthly *KNXT Reports* and alternate weeks of *Viewpoint* and *Los Angeles Report*. For the same product, the company also is using a campaign of spot announcements on KNXT's weekday early morning (6:30-7) *Odyssey* classroom series.

The Libby buy, through J. Walter Thompson Co., completes sponsorship of NBC-TV's coverage (AT DEADLINE, Oct. 1).

Kitchens of Sara Lee Inc., Chicago, has bought one-half sponsorship of a Bob Hope special on NBC-TV Nov. 29. All six of Mr. Hope's NBC-TV specials are now sold out. Sara Lee agency: Hill, Roger, Mason & Scott Inc., Chicago.

Georgia Pacific Plywood Corp., Portland, Ore., in a reported first network tv buy, purchased weekly participation in NBC-TV's *Sports International With Bud Palmer*, and one-quarter sponsorship of the network's coverage of the Sugar Bowl and Senior Bowl football games. *Sports International* will be telecast Saturdays, 3:30-5 p.m. NYT, starting Jan. 12, 1963. Agency: McCann-Erickson.

American Dairy Assn., Chicago, has approved new increased operating budget for 1963 of \$7.4 million, of which over \$4.85 million will be spent in consumer advertising, including tv and radio. Ad budget is 10% increase over current year. ADA is sponsoring *Adventures of Ozzie and Harriet* on ABC-TV. ADA

agencies are Campbell-Mithun and Compton, both Chicago.

Morton Manufacturing Co., Lynchburg, Va., for Chap Stick and Chap-ans, has bought network tv for the first time. In addition to a schedule on NBC Radio and spot radio and tv, products will be advertised on seven ABC-TV daytime participation shows. Agency: Lawrence C. Gumbinner, New York.

Also in Advertising ...

Now in Austin, too ■ Read-Poland Inc., advertising-public relations agency, Fort Worth, has opened an office in Austin at 1410 Lavaca St. Marla Pratt is in charge.

Air Force Procurement Office, Olmstead (Pa.) Air Force Base, has renewed a three-year contract for recruiting advertising with MacManus, John & Adams Inc., New York. Billing is estimated at \$2 million. Included in the recruiting activities are one tv show and several radio programs. Stations that carry the shows donate the time.

Pulses ■ The Pulse Inc., New York audience research firm, has added nine agency subscribers: Compton Advertising and Edmundson & Richards, both of Los Angeles; Potts-Woodbury Inc., Kansas City; Winius-Brandon Co., St. Louis; Edwin Bird Wilson Inc., New York; Robert M. Gamble Jr., Washington, D. C.; Curran-Morton Advertising, Phoenix; Robert C. Wian Enterprises, Glendale, Calif., and Jervis Brady, Canton, Ohio.

Agency moves ■ Guild, Bascom & Bonfigli, San Francisco, has moved its New York office to new quarters at 575 Lexington Ave. Phone number remains the same: Plaza 1-3979. Henry L. Buccello is manager of the New York office.

Ratings guide ■ Advertising Research Foundation, New York, has issued a free booklet, "The Intelligent Man's Guide to Broadcast Ratings," by Martin Mayer (author of *Madison Avenue, U.S.A.*). The 25-page booklet, which suggests areas for industry-sponsored research and offers condensed versions of present rating methods, was underwritten by ABC, CBS and NBC. Copies are available from ARF at 3 E. 54th St.

Cooke/Irwin agency opens

A new national advertising agency, Cooke/Irwin Inc., has begun operations at 9465 Wilshire Blvd., Beverly Hills, Calif. An eastern office will be opened Nov. 1 at 145 E. 52nd St., New York. Ralph Kent Cooke, president, is the nephew of Donald Cooke, New York station representative and owner of KRLA Pasadena-Los Angeles, and has

himself been in the broadcast field in Canada and the U. S. George W. Irwin, vice president of Cooke/Irwin, is a veteran of Southern California advertising. He has been most recently with Eisamen, Johns & Laws, Los Angeles. The new agency's telephone number in Beverly Hills is Crestview 1-7213.

Rep appointments...

■ **KMED-AM-TV** Medford, Ore.: George P. Hollingbery Co., Chicago, as national representative, effective Oct. 1.

■ **KLYD-TV** Bakersfield, Calif.: Blair Television Assoc. as its national sales representative, effective Nov. 1.

Agency appointments...

■ **Airtemp** Division of Chrysler Corp., Detroit, transfers its account from

Grant Adv. to Cunningham & Walsh, New York.

■ **Edward Dalton Co.** has appointed Kenyon & Eckhardt as agency for Metrecal in Brazil.

Space half-hour on tv to launch new fabric

"Universe," a documentary on space, will be shown for the first time on tv to support the retail introduction of J. P. Stevens' new fabric Hockanum Plus-X.

Stevens will sponsor the 30-minute special on WPIX (TV) New York, WGN-TV Chicago, and WJBK-TV Detroit. The program will be shown twice on each station between now and Nov. 14.

According to Fletcher Richards, Calkins & Holden Inc., New York, Stevens' agency, the program will include two 1½-minute commercials in each presentation.

New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during period ended Sept. 28.
Product: Hawaiian Punch frozen bars.
Company: Pacific Hawaiian Products Co.

Agency: Atherton-Privitt, Los Angeles.
Schedule & Markets: Daytime minutes in New England.

Product: Seamist window cleaner.
Company: Trader Mfg. Co.
Agency: Bauer, Tripp & Foley, Philadelphia.
Schedule & Markets: Daytime minutes, 20's and 10's in the mid-Atlantic area.

Product: Prestopop Popcorn.
Company: Blevens Popcorn Co., subsidiary of American Snuff Co.
Agency: Victor & Richards, New York.
Schedule & Markets: Daytime minutes in Southcentral states.



With the 1963 auto lines emerging, Humble Oil Co. is using this motif in commercials on the Saturday NCAA football telecasts on NBC-TV.

Filmed by Keitz & Herdon Inc., Dallas, the shots were made on a Michigan test track. Humble agency is McCann-Erickson Inc.

ANTI-OBSCENITY IN D. C.

Bill passed by Congress would empower policemen to close down newspapers, stations, say critics

District of Columbia Broadcasters and newspapers, supported by NAB and the American Civil Liberties Union, were up in arms last week over congressional approval of a bill to outlaw the publication or distribution of obscenity in the District.

WTOP-AM-FM-TV, WWDC, the *Washington Post and Times Herald*, and the *Washington Daily News* editorialized against it and urged a Presidential veto. WMAL-AM-TV planned to take the same editorial stand on Sunday (Oct. 14).

LeRoy Collins, president of NAB, and Lawrence Speiser, director of the ACLU Washington office, also recommended a veto in separate letters to the President.

Opponents of the measure (HR 4670) said they are afraid it will endanger the freedom of communications media in Washington, and give police unrestricted power to restrain broadcasters, commentators and newspapers.

The bill, which had aroused no previous controversy although the original versions of the proposal were introduced in the Senate (as S 1426) and House more than a year ago, passed both chambers with little debate on Oct. 4. President Kennedy has until Oct. 19 to sign or veto it. With Congress expected to adjourn Friday (Oct. 12), he could also "pocket veto" the bill by not signing it.

Main Objections ■ A chief target of the bill's critics is a section authorizing any policeman to seize all money, vehicles, fixtures, equipment or stock "used or to be used" in the sale, showing, manufacture or distribution of obscene material, or the advertising of obscene material or exhibitions.

The ACLU letter said this would give every local policeman authority to disrupt and close down any newspaper, broadcasting station, motion picture or "live" theatre he feels has given rise to the proscribed behavior.

Some surprise at the furor was expressed by staff members of the Senate District Committee who worked on the measure. Fred L. McIntyre, a committee counsel who has had experience as a prosecutor for the District court, said the bill won't make "one iota" of difference. He said it would give police no power they are now without in criminal matters. The purpose of the bill, he said, is to clarify these powers and prescribe procedures for District court disposal of confiscated property.

Present District law prohibits the sale, distribution, or exhibition of anything that is "obscene, lewd or indecent," or the advertising of such material. But it doesn't specify police authority for making seizures or the court procedures for disposing of the confiscated property.

Law Broadened ■ The bill also would broaden the existing statute to make it a crime to televise, edit, write, publish, or perform in anything that is "obscene, lewd or indecent," as well as to distribute, exhibit or advertise such material. The penalties for these offenses would be the same—a fine of \$50 to \$500 or a maximum of one year's imprisonment, or both.

The bill approved by Congress omits one section of the original House version that critics said would have banned such classics as "Romeo and Juliet." The discarded language would have prohibited "publication of scandals, whoring, lechery, assignations, intrigues between men and women, and immoral conduct of persons."

Mr. McIntyre said it would have been more helpful to Congress if criticisms had been voiced earlier. He said the seizure provision was in the original bills introduced last year but that neither communications media representatives nor the ACLU testified at the hearings held by the Senate and House District Committees.

The bill is the result of a compromise worked out in conference by Reps. John Dowdy (D-Tex.) and Bernard J. St. Germain (D-R. I.) and William J. Harsha Jr. (R-Ohio), and Sens. Vance Hartke (D-Ind.), Benjamin J. Smith II (D-Mass.), and Jack Miller (R-Iowa).

WTVW petition opposed by Broadcast Bureau

The Broadcast Bureau has asked the FCC to ignore a plea by WTVW (TV) Evansville, Ind., calling for termination of deintermixture proceedings which would shift WTVW from ch. 7 to ch. 31, and reallocate ch. 7 to Louisville, Ky. (BROADCASTING, Sept. 24).

In promising a moratorium on the deintermixture to Congress, in exchange for all-channel set legislation, the FCC specifically exempted four long-pending cases, among them Evansville, the bureau said.

The reason for continuing the Evansville proceeding is not merely because it "has gone this far," as WTVW claimed, the bureau contended, but to

complete "a voluminous record" which shows the need of Louisville for another vhf channel and the competitive disadvantages of two uhf stations in the area to WTVW. Although the FCC has no mandate from Congress ordering termination of the Evansville proceeding, the agency may consider evidence from WTVW on loss of service to listeners in making a final decision, the bureau said.

In a separate action, the commission ordered WTVW to submit supporting affidavits to clarify a June petition asking that the record be reopened and containing allegations concerning the operation of WLKY (TV) Louisville, Ky., (ch. 32). The FCC further asked that ABC, which rebutted WTVW's allegations, submit, through the Broadcast Bureau, affidavits supporting its position by Oct. 9, with WTVW to reply with its supporting evidence by Oct. 19.

NCTA blasts Cox 'persuasion'

The National Community Television Assn. charged last week that Kenneth A. Cox, chief of the FCC's Broadcast Bureau, persuaded the FCC to reverse its earlier decision that it had no jurisdiction over community antenna systems.

In a "friend of the court" brief filed with the U. S. Circuit Court of Appeals for the District of Columbia in the Carter Mt. case, NCTA charges that Mr. Cox urged the FCC to interpose consideration of economic impact on existing tv stations because that was the position he took when he was special counsel to the Senate Commerce Committee during its tv investigations several years ago.

Before he became Broadcast Bureau chief in 1961, the NCTA claims, neither the Broadcast Bureau nor the Common Carrier Bureau objected to an examiner's initial decision recommending the grant of the Carter Mt. application. It was only after Mr. Cox joined the FCC, the NCTA brief relates, that the Broadcast Bureau reversed its position, argued against the grant and the Common Carrier Bureau, and convinced the commission to adopt its views.

Over the years, the NCTA brief maintains, the commission has held it had no jurisdiction over catv; its reversal of this policy at the urging of Mr. Cox, it says, makes the decision arbitrary and capricious, a "government of men rather than of laws."

The NCTA also asked the court to permit it to participate in argument. Under the rules it has no such authority as *amicus curiae*.

Impact on Tv ■ The Carter Mt. case

THE ASSOCIATED PRESS
Proudly Announces
the Election of
136 Broadcasting Stations
to AP Membership
AT ONE TIME!

This is the largest number of membership applications approved at a single time since AP first offered membership to broadcasters.

All 136 stations applied for membership since the election of 41 stations on April 17th of this year.



SELL
STRAIGHT

SELL
HARD

SELL
FAST

IN 6 OF AMERICA'S TOP 10 MARKETS ALL SIGNS POINT TO

SELL
BIG

SELL
WIDE

SELL
DEEP

RKO GENERAL

NATION'S LARGEST MOST POWERFUL INDEPENDENT RADIO-TV CHAIN

With a fluid flexibility, RKO-General delivers the right audience, in the right places and in the right frame of mind for your specific message. Whatever your product or sales approach, RKO-General can build a made-to-order combination radio and TV audience in six of the top ten markets plus one of the South's richest areas.

Want breadth? RKO-General blankets regions where 70 million consumers live, work and buy. Want depth? RKO-General's imaginative and adult programming brackets the areas of affluence to reach the people most likely to reach for your product. Your message hits hard because it doesn't have to fight listener apathy. It goes straight to big-buy, big-wallet audiences that react fast in the RKO-General target markets.



That's why RKO-General stations are basic to any national advertising buy.

Facts, figures and effective results await you when you call your local RKO-General station or your RKO-General National Sales Division man. Call now . . . you'll be that much ahead.

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San Francisco: 415 Bush St. . . YUkon 2-9200
Detroit: Guardian Bldg. . . WOODward 1-7200
Atlanta: 1182 W. Peachtree N.W., TR 5-9539
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A GENERAL TIRE ENTERPRISE

NEW YORK WOR-AM/FM/TV	LOS ANGELES KHJ-AM/FM/TV	
DETROIT CKLW-AM/FM/TV	BOSTON WNAC-AM/FM/TV THE YANKEE NETWORK	MEMPHIS WHBQ-AM/TV
SAN FRANCISCO KFRC-AM/FM	WASHINGTON, D.C. WGMS-AM/FM	



- DAIRY
- BOTTLER
- BAKERY
- DRUG CHAIN
- CANDY
- POTATO CHIPS
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- FROZEN FOODS
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They need the
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A live 30 minute copyrighted
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thousands of youngsters
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Your market may
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MIKE FADELL CO., Inc.
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MINNEAPOLIS 2, MINN. • FE 3-3416



involves a private common carrier, Carter Mt. Transmission Corp., which sought FCC permission to establish a microwave relay system to deliver Billings, Mont., Casper, Wyo., and Idaho Falls, Idaho, tv programs to a catv system in Riverton, Lander and Thermopolis, all Wyoming. This application was originally granted, but was postponed when KWRB-TV Riverton, Wyo., protested. A hearing followed and a grant was recommended by the hearing examiner. The commission last year, however, reversed the examiner and turned down the application on the ground that Carter Mt.'s operations would have a harmful impact on the Riverton station.

Carter Mt. has appealed, and NCTA's filing last week was in support of the attempt to overturn the commission's decision.

WHK Cleveland renewed, but FCC adds condition

WHK Cleveland was granted a renewal of license by the FCC last week, with a condition and a warning to properly log programs.

The renewal was conditioned to a final decision in the ch. 9 tv *ex parte* proceeding in Orlando, Fla. John Kluge, president of Metromedia Inc., licensee of WHK, was a principal of WLOF-TV at the time it won the channel in Orlando; he later sold his stock and took charge of Metromedia.

The FCC also warned WHK to comply strictly to the classification of educational programs, though the commission accepted the station's explanation of past misunderstandings. Chairman Newton Minow voted to defer action; Commissioner Rosel Hyde concurred in the action but dissented to the letter sent to Metromedia.

State Dept. schedules foreign-policy briefing

President Kennedy, Secretary of State Dean Rusk, FCC Chairman Newton N. Minow and other high government officials will participate in a foreign-policy briefing session for television, radio, and the press to be held in Washington today and tomorrow (Oct. 15, 16).

Invitations to the briefing have been extended by Secretary of State Rusk to news representatives in all parts of the country.

The conference, on "Five Goals of U. S. Foreign Policy," is the fifth in a series of national meetings for media representatives held in Washington over the past 18 months. The purpose of the meetings is to help the State Dept. inform the public on U. S. foreign relations.

KEYC-TV spanked with short renewal

KEYC-TV Mankato, Minn. (ch. 13), received a reprimand from the FCC last week: a one-year renewal, prompted by a sharp reduction in KEYC-TV's staff and local live programming.

Last May KEYC-TV proposed to cut its staff, become a complete satellite of KGLO-TV Mason City, Iowa, and move its main studio to Mason City. Another proposal by KEYC-TV, promptly scotched by the FCC, was to shut down its Mankato studio pending the commission's decisions on its other requests. The commission said it was deluged by letters from Mankato protesting KEYC-TV's cutback in local live programming, staff reductions and proposed abandonment of the Mankato studio.

Since 1960, KEYC-TV has reduced its staff from 35 to 16; its local live programs from 107 to approximately 20 hours per week; and its production staff from 17 to 5, according to the FCC. KEYC-TV failed to notify the FCC of these reductions, the commission charged.

"The Commission believes that your actions in reducing local live programming and staff substantially, without prior notification to the Commission, and during a period when requests were pending before the Commission for authority to operate as a satellite of station KGLO-TV Mason City, Iowa, fall far short of the degree of responsibility which the Commission has a right to expect of its licensees, and also raise a question as to whether your proposals for local live programming now before the Commission have been made in good faith."

The renewal granted by the FCC stipulates a broadcast schedule approximately the same as that originally employed by KEYC-TV. Commissioners Rosel Hyde and T. A. M. Craven preferred a three-year renewal, though they concurred.

O'Konski seeks ch. 12

Rep. Alvin E. O'Konski (R-Wis.) has applied to the FCC for a new tv station on ch. 12 in Hurley, Wis. The new station has a proposed power of 1.698 kw.

Rep. O'Konski has no broadcast interest at present, but he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held a construction permit for WOSA-TV Wausau, which was later deleted.

Rep. O'Konski represents the Tenth Congressional District of Wisconsin.

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A NEW CONCEPT IN LATE NIGHT PROGRAMMING!

*Audience-tested ONE HOUR action, adventure, mystery SHOWS
Plus Hollywood's FINEST FIRST-RUN FEATURE FILMS, and
BROADWAY'S FINEST PLAYS*



SUN. 11:15 P.M.
**PLAY OF
THE WEEK**



THUR. 11:30 P.M.
**ADVENTURES
IN PARADISE**
SOLD OUT



MON. 11:30 P.M.
THRILLER



**FIRST RUN
MOVIES**
SOLD OUT



TUES. 11:30 P.M.
**SURFSIDE
6**



FRI. 11:30 P.M.
SAT. 11:15 P.M.
"Mogambo," "Don't Go
Near the Water," "Summer
Stock," "Bhowani Junction,"
"Above and Beyond," etc.



WED. 11:30 P.M.
**CHECK OUT
MATE**
SOLD OUT

wmal-tv
abc

Washington, D. C.
Evening Star Broadcasting Company
represented by H-R Television, Inc.

SUDDEN AM FREEZE WAS NO WHIM

FCC justifies stand, denies reconsideration pleas

Surprise was the intent of the FCC last spring in ordering a freeze on the acceptance of any more applications for new am stations or major changes in existing stations.

Lack of advance warning was necessary, the commission said last week in denying 28 petitions for reconsideration and/or waivers of the freeze order (BROADCASTING, May 14). "It was concluded that if a freeze were to be put into effect, it must be done without delay since, on the basis of past experience, it was expected that any substantial postponement would result in a flood of several hundred hastily prepared applications," the FCC said.

A footnote to the commission's order, which has not as yet been released, pointed out that the agency could have simply withheld any action on am applications pending the planned study of am broadcasting. The freeze and suspension of past procedures was far from "arbitrary and capricious" as claimed by the petitioners, the FCC said, "but, in the present context, a completely necessary measure directly linked to the discharge of our statutory obligations."

Several prospective applicants affected by the order immediately said they planned to appeal the decision to the courts.

Commissioner Rosel H. Hyde issued a strong dissent, as he did at the time the freeze was imposed, in which he accused the majority of violating the Administrative Procedures Act.

Substantive or Procedural — In denying the pleas for reconsideration, the FCC ruled that the am freeze constitutes a procedural change rather than a substantive amendment of rules and therefore an opportunity to file comments is not required. It is clear, the majority opinion maintained, that the purpose of the freeze was not the establishment of new allocation standards but, to the contrary, simply the creation of "conditions under which formal rulemaking proceedings can be effective, efficient and meaningful."

A formal rulemaking proceeding is necessary to "correct the deteriorating situation in standard broadcast allocations," the FCC said, and such a study "possibly of extended nature could have little meaning if we continued to allocate new stations under old rules, thus intensifying the very problems which we seek to remedy."

The FCC order denied pleas for reconsideration by the Federal Communications Bar Assn. and over two dozen prospective applicants for new stations or changes in existing stations. The

commission also returned 10 tendered applications and dismissed eight which were inconsistent with present interim criteria.

Standing alone, many of the requests for waivers appear to have merit, the FCC said. But all must be denied because to grant wholesale waivers would obviously destroy the purpose of the freeze, the majority ruled.

In his dissent, Commissioner Hyde pointed out the prospective applicants had prepared their proposals under FCC rules and procedures in existence for many years. Yet, after spending considerable sums of money, they were denied without notice or an opportunity to comment, he said.

Disputing the majority, he maintained the new criteria does prescribe new allocations principles and therefore constitutes a substantive change in FCC rules. Therefore, he said, the commission should reconsider its freeze order and act in compliance with the Administrative Procedures Act.

The am freeze was imposed as the first step in an all-inclusive study of am broadcasting, first set out at the NAB convention last spring (BROADCASTING, April 9).

Exempted from the freeze are applications for (1) new Class II stations on the 13 clear channels broken down by the FCC a year ago; (2) an increase in power for existing Class IV stations up to 1 kw; (3) new stations (except 100

watt Class IV's) which would bring a first primary service to at least 25% of the proposed coverage area and which would not cause objectionable interference to an existing station.

In addition, application now pending will be carefully screened "to avoid unnecessary aggravation" of the am problem, the commission said. Eight such conflicting applications were dismissed by last week's order.

At the time the freeze was imposed, the FCC also announced plans to adopt a nationwide table of allocations for fm and urged prospective applicants for am stations to instead consider fm. The am rules now being re-evaluated have been in existence virtually unchanged for over 20 years.

Channel switch tying up KERO-TV renewal efforts

The FCC has advised KERO-TV (ch. 10) Bakersfield, Calif., that its application for renewal of licenses will be returned should the courts deny its appeal, seeking a stay of the commission's decision to delate ch. 10 (BROADCASTING, July 23).

In a deintermixture case the commission substituted ch. 23 for ch. 10 in Bakersfield and gave KERO-TV until Dec. 1, 1962, the expiration of its license, to shift. However, the FCC said that until the courts make a decision on KERO-TV's appeal it will take no further action on the applications.

KERO-TV is owned by Transcontinental Television Corp. which is also licensee of WGR-AM-FM-TV Buffalo, N. Y., KFMB-AM-FM-TV San Diego, Calif., and has 60% interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WDAF-AM-FM-TV Kansas City, Mo.

Hill okays REA plan to finance c-c etv

The Rural Electrification Administration would be permitted to finance construction of rural closed-circuit educational television systems under legislation approved by Congress.

The bill (HR 10708) broadens the definition of "telephone service" in the Rural Electrification Act to permit the federal agency to lend money to rural telephone companies to provide such television service. Under present law, "telephone service" means only voice transmission.

The bill, however, expressly prohibits loans for catv systems, television service other than that intended for educational purposes, and radio or television broadcasting services.

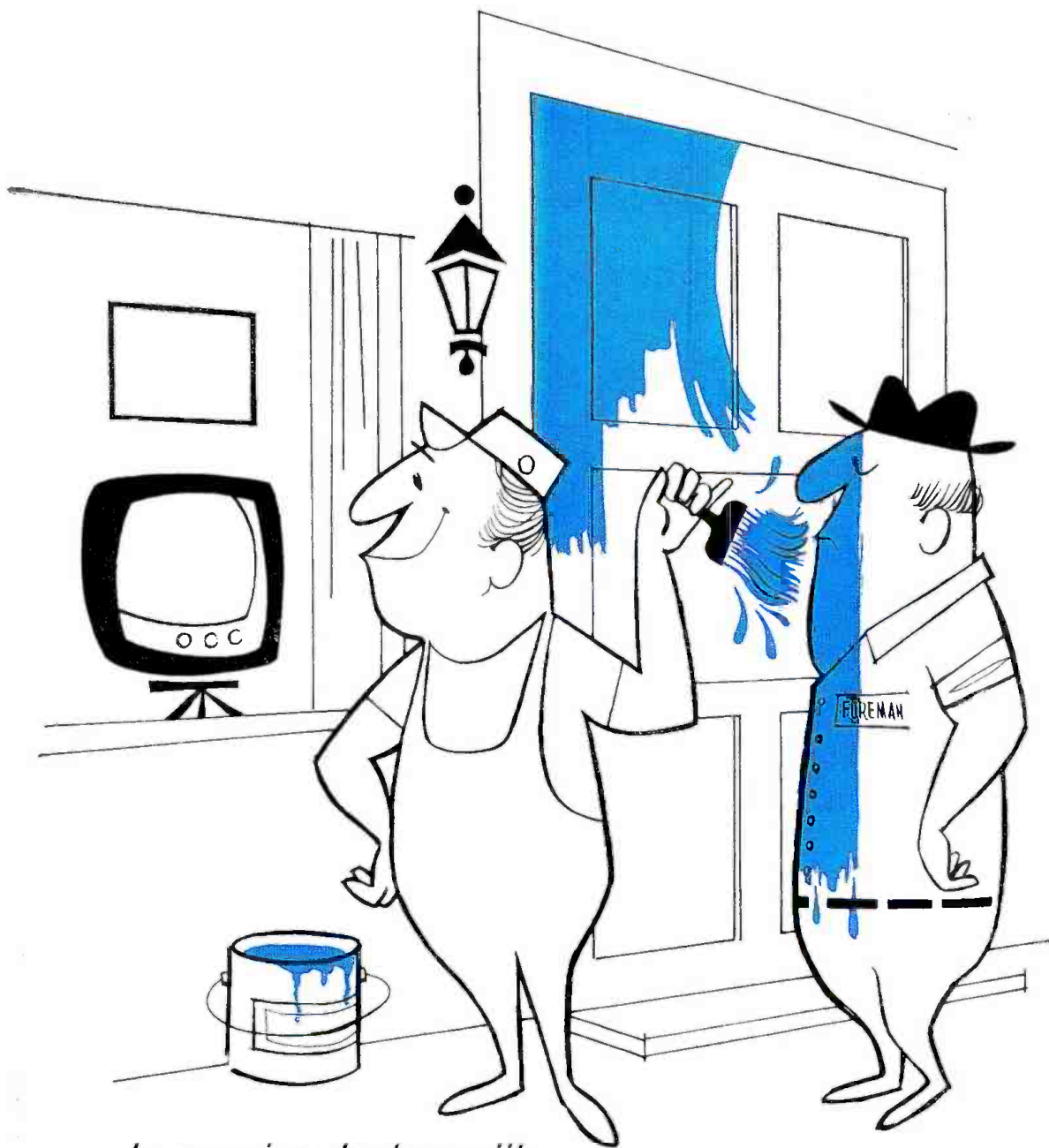
REA telephone company borrowers had requested the legislation to enable them to provide closed-circuit television service to rural schools in their areas.

Keep it down

WDOV-AM-FM Wilmington, Del., has asked the FCC to keep in mind that it is a small station in a relatively small market in assessing any fine. The station has admitted broadcasting commercial programs after its required sign-off hour during an emergency.

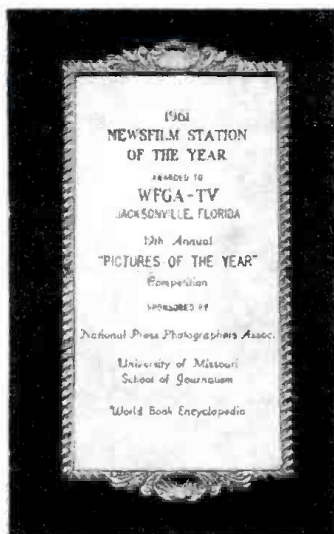
The WDOV petition called attention to a petition by the Broadcast Bureau which recommended a fine rather than a license revocation. The bureau formerly had urged revocation (BROADCASTING, July 30). However, the latter petition of the bureau suggested the maximum forfeiture to be invoked (BROADCASTING, Oct. 8).

In pleading for a small fine WDOV stated that it has shown poor profits of late and experienced adverse publicity because of the commission's actions against it.



In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH



What a busy, growing place Jacksonville is these days! And what a hold WFGA-TV is taking on metropolitan Jacksonville's television audience! The March, 1962 ARB gives WFGA-TV a big 50% share of audience in this \$1,400,000,000 North Florida-South Georgia market. Get the full story of WFGA-TV's latest gains in popularity and dominance from your PGW Colonel. Contact him today.

abc WFGA-TV **NBC**
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REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ

WLOS-TV

WWSB-TV

WFAA-TV
Charlotte



WHN JOINS MUTUAL!

WHN has moved to Mutual, bringing a brand new, brand-conscious audience in 7 key Eastern states! It's an adult, affluent audience, attracted by enlightened radio programming. Only WHN presents Total Information News — complete coverage of local and world events with comment by such outstanding personalities in their field as: Fulton Lewis Jr., Bill Stern, George Hamilton Combs, Whitney Bolton, Leo Durocher, Tony Marvin and more. As well as Mutual's award-winning program "The World Today"!

And WHN plays The Sound of Music your audience likes to hear. Only the most listenable music presented by Bob and Ray, Dick Shepard, Hans Andersen, Lonny Starr and Dean Hunter.

So remember WHN — all 50,000 watts of it. Your station to reach the best of New York City and beyond. *Remember Mutual, too. It's the largest radio network in the world. It's your road to Main Street, U.S.A.*



STORER RADIO IN NEW YORK
THE SOUND OF MUSIC /
TOTAL INFORMATION NEWS.

Mutual Radio 3M
A SERVICE TO INDEPENDENT STATIONS
WORLD'S LARGEST RADIO NETWORK

A warning on log classification errors

A one-minute spot announcement on school safety preceding an hour-long music show does not mean the time may be logged as educational, the FCC warned last week, and such logging imprecisions in the future will be "viewed as serious violations."

In a stern reminder to all licensees, the commission noted that "an increasing number" of renewal applications are being submitted to the FCC which contain logging figures improperly computed. All too often, the FCC says, non-commercial spot announcements are being logged as program material in direct violation of commission rules.

In addition to the mistake mentioned above, the commission noted other errors occurring with ever-increasing frequency: one illegal practice is to include the total amount of time devoted to non-commercial spots in the "Talks" category or to a special "Public

Service" category; another maneuver specifically outlawed by the FCC is the computation of the total time of non-commercial spots according to their subject matter, including the time in their respective categories (Religious, Agricultural, Educational, etc.).

The commission emphasizes that the ruling against such practices does not constitute a denigration of non-commercial spots, only that such spots may not legally be computed as "programs." The FCC warns that renewal applications provide for an accounting of the number of non-commercial spots and non-entertainment programs of short duration that are not non-commercial spots should be separately logged.

The commission emphasizes that it "expects its licensees to be candid in their representations with respect to programming . . ." and that pending applications with logging violations of the types described above should be amended.

from Seattle. The petition further stated that if the allocation is made the organization would make application to change the facilities of its KTPS (TV) to ch. 20 from the present operation on ch. 62.

A third petition, by the National Educational Tv & Radio Center, requested that the commission institute rulemaking proceedings to reassign ch. 14 to Chattanooga from Athens, both Tennessee, and reserve it for non-commercial educational use. NET said that ch. 55 in Chattanooga should be retained for educational use when the need arises.

At the present there are no commercial applicants for ch. 38 in San Francisco or for chs. 14 and 55 in Athens and Chattanooga respectively.

Broadcast spokesmen ask Sec. 315 repeal

The broadcast rights of political candidates do not need special legal protection but would be safeguarded by the general "fairness doctrine" that applies to all broadcast operations, R. Peter Straus, president of WMCA New York and Radio Press International, said last week.

Mr. Straus and Leon Brooks of the Washington legal department of CBS argued for repeal of the equal-time provisions of Sec. 315 of the Communications Act in a debate with counsel for the American Civil Liberties Union and an officer of the Conservative Party of New York State.

Allen Schwartz, ACLU counsel, advocated a modification of Sec. 315 to insure that minority parties get broadcast opportunities "commensurate with their stature" but not necessarily equal to the opportunities granted to major parties. Prof. Charles Rice of Fordham U., vice chairman of New York State Conservative Party, contended that Sec. 315 is necessary and should be retained.

The debaters appeared in a program transcribed for presentation last night (Sunday, Oct. 14) on WKCR-FM New York, the radio station of Columbia U.

Land mobile radio help asked

Land mobile radio operators have been called to a meeting in Washington for this Thursday (Oct. 18) to support the petition filed two weeks ago with the FCC asking the reallocation of chs. 14 and 15 to land mobile use (BROADCASTING, Oct. 8). The invitation was issued by William J. Weisz, Motorola, chairman of the land mobile communications section of the Electronic Industries Assn.

"If the petition [for reallocation] is to be successful," Mr. Weisz said, "concerted, active support is necessary from all land mobile user organizations."

Sponsor omission inadvertent, say stations

MINNEAPOLIS TV OUTLETS, NAB TAKE ISSUE WITH FCC

All four of the Minneapolis-St. Paul tv stations cited by the FCC for failure to identify the sponsor of a one-minute announcement have told the Commission the omission was inadvertent and due to special circumstances. The FCC citation, issued Sept. 5, said the stations are liable to fines of \$500 each (BROADCASTING, Sept. 10).

Replies were submitted to the commission by KSTP-TV, WTCN-TV, KMSP-TV and WCCO-TV.

NAB formally objected to the FCC charge in a letter Oct. 11 from Douglas A. Anello, general counsel. The association asked permission to take part if oral argument is held, basing the request on the significance of the case to all of broadcasting.

The four replying stations took the same position as NAB in contending the main issue is whether the conceded violations were willful or repeated, bringing them within the scope of the forfeiture provisions of the Communications Act.

Each station explained that an order for a taped one-minute spot to be broadcast the evening of Feb. 22, 1962, had arrived around 5 p.m. or later when supervisory and/or daytime personnel had left for the day. Nighttime personnel had been of the opinion the identification was inherent in the spot, which

arrived shortly before broadcast time.

WTCN-TV said its program director, monitoring at home, had noted the omission of sponsor identification the third time it was broadcast and added that the station had broadcast explanatory announcements at approximately the same periods the following day. The sponsor was the Downtown Council of Minneapolis. KSTP-TV and WCCO-TV carried the spot twice; KMSP-TV telecast it only once.

Uhf reservations sought by three etv groups

The FCC has received petitions from three educational broadcasters to make several channel changes for the sake of non-commercial television in different sections of the U. S.

The Bay Area Educational Tv Assn., licensee of KQED (TV) (ch. 9) San Francisco, asked the commission to reserve ch. 38 in that city for educational use. Bay Area pointed out that the channel is the last available uhf in the area which is not only the sixth largest market in the U. S., but one of the fastest growing areas as well.

The Board of Education of School District No. 10 of Tacoma, Wash., requested that the commission amend its rules to reassign ch. 20 to that city



Quality Programming New National Distribution

O-VATION MUSIC—Programatic's sparkling new adult music with a new, audience-building format is now available through Telesynd, international distributor of outstanding television films.

Telesynd's national distributing organization makes it possible for broadcasters everywhere to enjoy the many benefits of O-VATION MUSIC. You will get quality adult music at minimum cost, reduce studio overhead and enjoy a new dimension in local programming flexibility.

O-VATION is available to only one station per market. Make it yours.

PROGRAMATIC®

Automated For Economy

Precision-automated O-VATION Music features 8-hour tapes of new and exciting instrumental and vocal arrangements, programmed to today's adult audiences, performed by top talent and reproduced in true tonal quality. Programatic start-stop automation provides for pre-selected news breaks, commercials, local broadcasts—lets you inject your own "personality" into every program.



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INTERNATIONAL SERVICES OF WRATHER CORPORATION



PHONE, WRITE OR WIRE TELESYND TODAY!

Telesynd
136 East 57th Street, New York 22, New York

I would like to have the full story on how Programatic's O-VATION Music will benefit me.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Tough government, docile industry

THE COMBINATION, SAYS HYDE, CAN LEAD RADIO-TV TO OBLIVION

The FCC's senior member in years of service is fed up with the government's accretion of power over broadcast programming. Last week he let go a free-swinging attack on present FCC policy and on broadcasters who are acquiescing to it.

In a speech prepared for delivery Oct. 13 to the Utah Broadcasters Assn. FCC Commissioner Rosel H. Hyde issued his dissent to the current trends in government regulation and laid open the fallacies of the arguments supporting them. For the usually mild Mr. Hyde, an FCC member since 1946, it was an unusually strong presentation. He went so far as to suggest that if present trends continue, radio and television can easily become the kept mouthpieces of whatever political leaders happen to be in power.

In the present policy of broadcast regulation Mr. Hyde has found "amazing conflicts and contradictions."

The integrity of government can be maintained only if government actions are subjected to examination by free media of journalism, said Mr. Hyde. Yet there is strong sentiment in government for suppression of the programming freedom of radio and television.

Among the intellectual elite, said Mr. Hyde, there is a demand for government intervention "in the name of better programs" to elevate public tastes. To this elite a program that the public likes is by definition an inferior program, for it cannot meet the level of taste that the elite has pre-

scribed as its ultimate goal for the public.

Good Questions ■ "Should the public have the right to make controlling judgments as to broadcast program content and quality," asked Mr. Hyde, "or should this be a function of the Federal Communications Commission?"

"Should the decisions in this area be made through the process of public acceptance or public rejection; or is this an area for the application of authoritarian power?"

"It might be supposed that it would be impossible to employ both of these opposing concepts. However, the commission, in considering applications for new stations and for renewal of station licenses, undertakes to pass judgment on your over-all program performance with due attention to spots and categories while at the same time disavowing any interest in particulars.

"And the industry, in general, although there are some who object, seems to acquiesce in the practice."

Broadcasters, Mr. Hyde suggested, are showing a docility that is unique among the media.

"What do you suppose would happen," he asked, "if similar authority were asserted with respect to publication of newspapers, magazines and the production of plays and movies? No such interference with the public's right to make its own choices would be tolerated."

Counter-Arguments ■ Those who believe in government influence over

television and radio programming justify their aims by saying that broadcasters use frequencies that are part of the public domain. Said Mr. Hyde: "I think this argument tends to overlook the fact that the frequencies as such would be useless without substantial investments in plant and the still larger investments and risks involved in the production of a product whose value in the market is generally fleeting and always subject to many uncertainties.

"It seems to me," Mr. Hyde continued, "that the argument that the government must intervene in program matters because the frequencies belong to the public is another illogical combination of opposing concepts. Wouldn't it be more reasonable to urge that the right of choice should go with the ownership?"

Another argument for authoritarian control, said Mr. Hyde, is that the public is in no position to make a choice of programs and that the government must assume the duty of assuring that the public gets what it ought to have. Aside from the conflict between that argument and "Jefferson's confidence in the judgment of the people," said Mr. Hyde, the practical problems involved in government, program surveillance are hopelessly complex.

"There are good reasons to question whether any administrative agency, however large its budget, could actually examine and pass upon the appropriateness and quality of the program services of some 5,672 stations in over

OPERATOR RULES

Stations favor relaxations; engineers oppose proposals

FCC proposals to change requirements for on-duty operators at certain types of radio stations met mixed reaction in comments submitted to the commission (BROADCASTING, Aug. 6). Generally, those stations which would be affected by the change favored the proposals and engineers and operators opposed them.

NAB favored the FCC's plan to allow licensees of non-directional am stations which have power up to 10 kw and fm outlets which have power up to 25 kw the option of employing a part-time first-class operator or a full-time one as under present rules. But the trade group opposed a provision for

complete inspection of such stations' transmitters six days a week as unnecessary and a financial hardship for some stations.

The Birmingham local of Radio Broadcast Technicians & Engineers (IBEW) expressed the sentiment of many operators in saying the proposals offer no improvement in radio service, and make likely further degradation of service.

One FCC proposal would upgrade the person making routine transmitter inspections from permit holder to third-class operator (a license requiring a written test). The union said permit holding in the past has not been restricted to experienced operators and has been merely a means for "unscrupulous" licensees to get around FCC rules. Under the new rule, such holders could simply take out a third-class license,

the union local said.

On relaxation of the fulltime first-class operator rule, the union said an operator could contract with a dozen or more stations have a rubber stamp made, and go from station to station stamping logs, timing and signing them.

The West Virginia Broadcasters Assn., agreeing in essence with NAB, supported the proposals but suggested that a weekly transmitter inspection would suffice.

One engineer said the new rules would increase the "off air" time of many stations, particularly those with old equipment. Another said the plan would put high power or directional stations at a financial disadvantage.

KITN Olympia, Wash., said a first-class license does not insure competence and that this type operator cannot be justified by the average small station.

2,200 communities," said Mr. Hyde. Futility and frustration are the inevitable results of a serious effort to appraise the programs of so many stations. Yet the process has been going on since the FCC issued its program policy statement of July 1960.

Pressure to Conform ■ In its 1960 statement the FCC spoke of program balance and listed 14 categories of programming it said were usually necessary to be represented in a broadcast schedule if the public interest is to be served. As licensees reshape their programming to fit the FCC's specifications, Mr. Hyde sees these questions being raised:



FCC's Hyde
Cites contradictions in present policy

"Do you think that schedules designed to please Washington would necessarily please the local community?"

"Do you think that encouraging members of the public to look to Washington for an answer to their program wishes rather than to the stations, sponsors and other producers will give desired results?"

"Would surveillance even in a limited supervisory sense conduce to the freedom of expression, the exercise of imagination, and in general the stimulation of creative results; or would it rather conduce toward repetition, imitation of what has been accepted, and in general to dull conformity?"

Protection Policy ■ The process of conformity that has already been generated, Mr. Hyde thinks, may be one reason why some influential radio broadcasters have asked the government to provide protection against competition. Distinctions among stations diminish in the "look-alike and hear-alike results" of the broadcasters' programming "with an eye toward the licensing authority," said Mr. Hyde.

The NAB and FCC will soon begin conferences to look for ways to solve what the NAB has already decided is the "overpopulation" of radio stations. To Mr. Hyde it is "disturbing" that a free enterprise like broadcasting should be seeking economic protection through limitations on competition.

"I can understand objections to overcrowding or overabundance of like services," he said last week. "But what has become of the old assertion that there is always room at the top?"

Price of Subservience ■ What troubles Mr. Hyde most of all is the danger that radio and television will

be corrupted in their function as "an electronic press."

"It has been recognized," he said, "that an unservient communications service can be a bulwark of democracy . . . In a society which looks toward the public as the final authority it is, of course, essential that the public be as fully informed and advised as possible. Historically it has been considered a function of the press to provide this service uninhibited and uncontrolled."

"In those societies which exist under dictatorships you always have exactly the opposite situation. As everyone knows, control of sources of information is an essential characteristic of all such systems."

"I think it is appropriate to ask whether it is possible to reconcile any degree of program subservience to government with the duty of maintaining an alert, constant watchfulness with complete reporting of matters favorable and unfavorable as to the doings of government. It might be suggested that there is an inherent conflict or opposition as between representatives of government who are naturally interested in maintaining the best possible image before the public and the observer whose function is to obtain and report matters as they are, favorable or unfavorable."

Broadcasting, said Mr. Hyde, must be uninhibited, and its messages "amenable only to the judgment of the public."

"Seek not what your government can do for you in terms of setting guidelines and prescribing program elements," he told the broadcasters, "but rather seek what you can do for your government and do for your country in terms of providing unservient communication of truth."

Ad people worry about drug bill

The drug control bill signed into law by President Kennedy last week has some advertising industry people worried about the possible consequences of the section on prescription-drug advertising.

The act, intended to assure the distribution of better and safer medicines, will affect only advertising directed to physicians—material contained in medical journals or direct-mailing pieces. But advertising association representatives fear it might set a precedent for other products.

As passed by Senate and House, the act requires that an advertisement of a prescription drug carry "in brief summary" the properties of the product,

including side-effects, contra-indications and effectiveness.

This provision is more acceptable to the advertising industry than a version in the original Senate bill which would have required disclosure of all such properties in detail.

But such organizations as the Assn. of National Advertisers had urged that advertising be exempted from the full-disclosure requirement provided it informs readers they can get data about a drug's properties upon request to the maker.

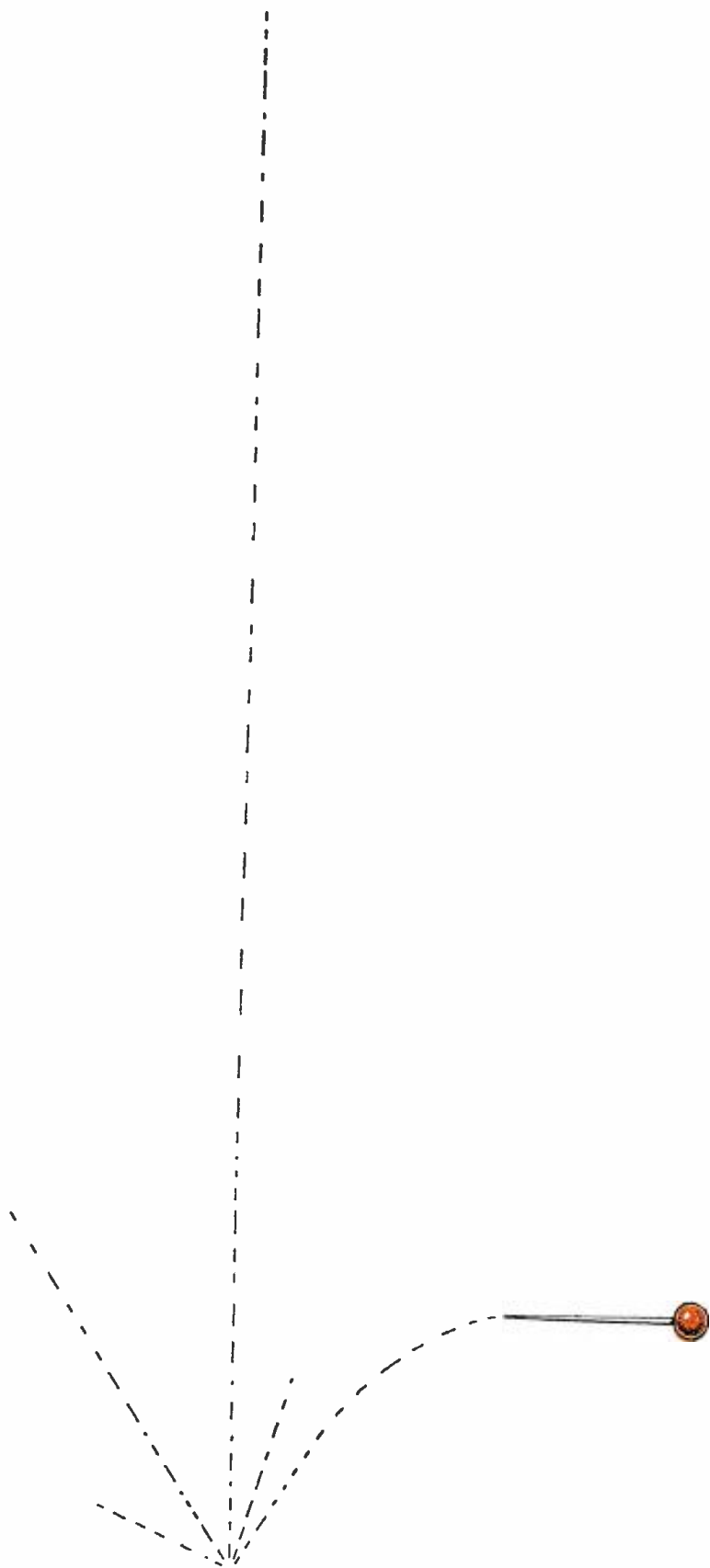
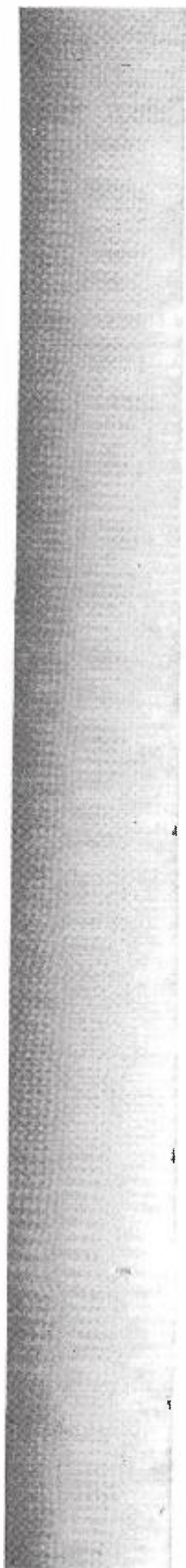
The House bill, as originally reported by the House Commerce Committee, carried the ANA proposal. But it was defeated in a floor fight, and the compromise amendment providing for disclosure "in brief summary" was adopted. It prevailed in the conference

that reconciled differences with the Senate bill.

Another provision in the House bill that remains in the final version forbids regulations requiring prior Food and Drug Administration approval of advertising content "except in extraordinary circumstances."

The ANA, in opposing the Senate version, said there is not time nor space enough in broadcast or print media for an advertiser to give "extensive dissertations concerning his product." To require him to do so, the ANA said, is to forbid him from advertising at all.

As signed by the President, the act is still not satisfactory to advertising representatives. As one of them has expressed it, "We don't like the government saying what's supposed to go in an ad."



10 million people could hear a pin drop !

... if everybody in WLW-land tuned in WLW. Because it's the Nation's Highest Fidelity Radio Station—capable of broadcasting the softest pianissimo to the loudest crescendo with incredible clarity, thanks to the revolutionary WLW-AM transmission developed by Crosley Broadcasting engineers.

Just another example of the many WLW advancements which have made WLW a leader in the industry for 40 years to consistently rank among the top leaders of the more than 4400 U.S. Radio Stations in audience, programming and technical accomplishments.

WLW offers the best from the NBC and ABC Networks, plus power-packed local personalities, helicopter traffic reports, radar weather reports, Comex news system, farm coverage from its own farm, and many more attractions built on long-range planning and achievement . . . not on here-today-gone-tomorrow promotions and gimmicks.

So when selecting Radio time, call your WLW Representative first. You'll be glad you did.

And listen for that pin dropping!

WLW RADIO
CINCINNATI

covers over 2,500,000 radio homes in 212 counties



Crosley Broadcasting Corporation

HARTFORD PAY-TV FOES LOSE AGAIN

Supreme Court refuses to review lower court ruling

The FCC's right to approve pay tv operations under limited test conditions was confirmed last week when the U. S. Supreme Court refused to review a lower court ruling upholding the FCC's grant to RKO Phonevision Co. to broadcast Phonevision pay tv over its ch. 18 WHCT (TV) Hartford, Conn.

The court rejected without comment a petition for review by a group of Connecticut theatre owners who have opposed the Hartford proposal since it was first filed with the FCC.

RKO has been operating WHCT as a subscription tv station since June. Feature films are the basic program offerings in prime evening hours. The programs are broadcast in scrambled form and subscribers must have decoding equipment which rights the picture and sound.

The FCC grant to RKO Phonevision, a subsidiary of RKO General Inc., was made in February 1961, following a full-scale hearing before the full commission in October 1960. Opposing the grant were the Connecticut Committee Against Pay Tv and Stanley Warner, Loew's, Connecticut Theatres, Manchester Drive-In Theatre and Outdoor Theatres Corp.

The theatre group appealed the commission's grant to the U. S. Court of Appeals in Washington. Last March, the three-judge court unanimously upheld the FCC's action (BROADCASTING, March 12).

It was this decision that the theatre

owners asked the Supreme Court to review.

Second Test ■ It was only two weeks ago that the FCC granted the second application for a pay tv test. It gave permission for ch. 2 KTVR (TV) Denver to test out the Teleglobe system of pay tv for the same three-year period granted to RKO Phonevision.

In the Teleglobe system, the picture is broadcast as usual, but the sound is piped to subscribers via telephone lines.

The system in Denver will be operated by Teleglobe Denver Corp., owned two-thirds by Macfadden-Bartell Corp. and one-third by Teleglobe Pay Tv Inc. Macfadden-Bartell, which has agreed to put \$350,000 into the test, is also the owner of the Bartell group of stations.

Bill Daniels, Denver broker specializing in community tv systems and also a principal in catv management, holds an option to purchase KTVR for \$2 million. He has agreed to continue the pay tv test when and if he takes over the station. Mr. Daniels also owns KFML-AM-FM Denver. KTVR is now owned by J. Elroy McCaw.

Tax ruling on translators

Non-profit corporations that operate tv translators are exempt from federal income taxes under a ruling issued last week by Internal Revenue Service. Translators provide tv service to communities remote from tv stations (see

translator special report, BROADCASTING, Oct. 8).

IRS held such translator operations are tax free because they are civic and their signals are available to the entire community and supported by voluntary memberships and gifts. It was explained that organizations charging regular payments such as community antenna operations are operated solely for the benefit of members or subscribers and are not civic leagues entitled to tax exemption.

Translator groups must file Form 1024 with a district revenue office to be entitled to tax exemption.

Move to Indianapolis denied to WTTV (TV)

WTTV (TV) Bloomington, Ind. (ch. 4), lost its attempt to shift to Indianapolis when the FCC last week denied rulemaking which proposed to authorize the reallocation of ch. 4.

The commission said it would not be justified in adding a fourth commercial vhf station to Indianapolis at the expense of Bloomington, which would lose its only local outlet and its only Grade A tv service. The FCC majority, Chairman Newton N. Minow and Robert E. Lee dissenting, also said the record does not justify the reservation of ch. 4 (or another Indianapolis channel) for educational tv "at this time." (When the rulemaking was announced, the FCC also invited comments on whether ch. 4 or another commercial vhf should be reserved for etv in Indianapolis [BROADCASTING, Dec. 11, 1961].

But, the commission said, a city the size of Indianapolis needs an etv station and if ch. 4 were moved to Indianapolis "it might very well be that the public interest would require its reservation. . . . All we conclude here is that—as compared to the value of ch. 4 as a local outlet for a commercial operation in Bloomington—we would not be justified in moving the channel to Indianapolis and reserving it for educational purposes."

Atlantic trading suspended

The Securities & Exchange Commission last week temporarily halted all trading in the common stock of Atlantic Research Corp., Alexandria, Va. Atlantic Research owns Jansky & Bailey consulting engineering firm which it bought in 1959 when it acquired General Communications Corp. The SEC claims that Atlantic's report to stockholders showed a net income of over \$1.4 million, whereas consolidated financial statements filed with the commission show a loss of \$1 million. The suspension is in effect for 10 days.

Arlington station has war plan of action

The threat of the cold war turning hot means more than digging fallout shelters; it also means that broadcasters must have a plan for action. One broadcaster who has done something about this is Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va.

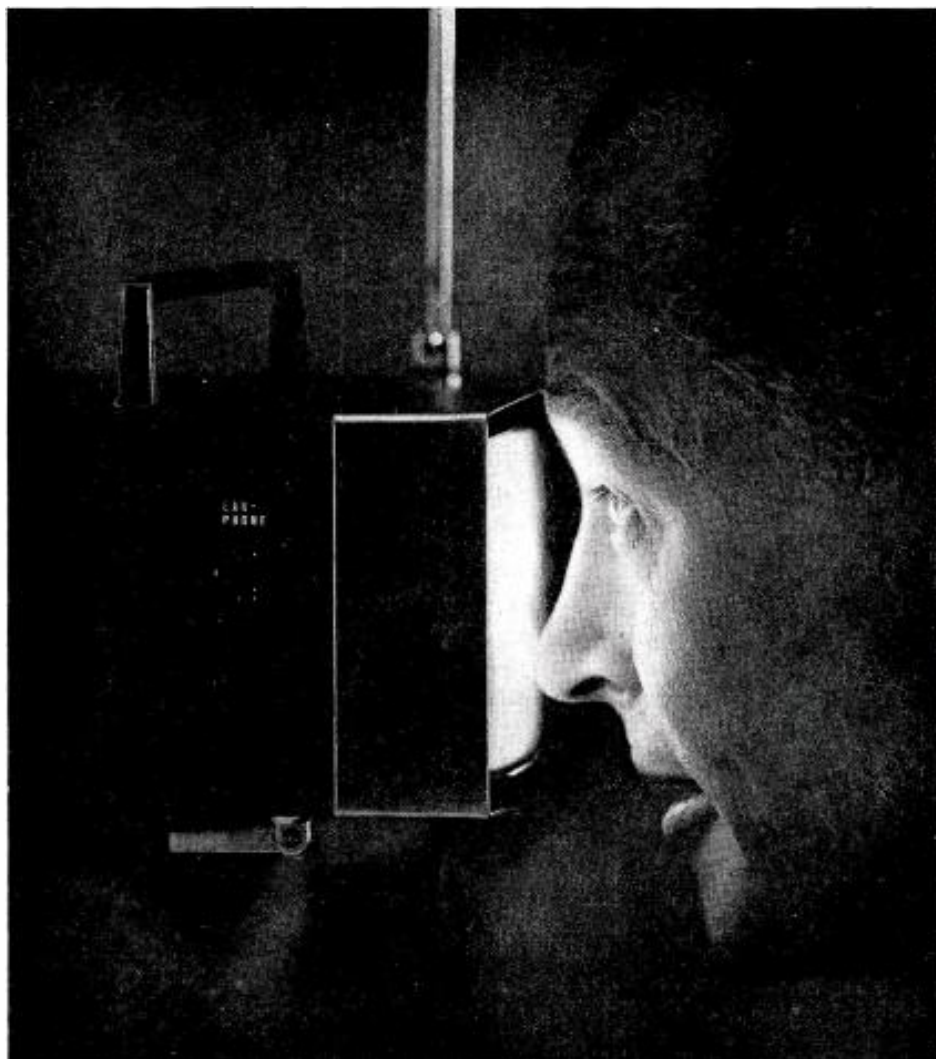
In a "Nuclear War Plan," issued to station employees, Mr. Arundel lists the activities and responsibilities of all members of his staff under two conditions: (1) nuclear warfare in another part of the world or a land battle breaking out between U.S. and Soviet troops, or an otherwise critically dangerous situation between the U.S. and the Soviets, and (2) any attack on the continental United States.

Under the first condition, WAVA goes on a "war alert" basis, broadcasting a "calm format of total hard news facts interspersed only with brief, relaxing Americana musical

selections." News, it is emphasized, will be broadcast only from UPI (the news service to which WAVA subscribes) and recognized official sources. Commercials will be cut to sponsor identification only. Executives of the station will rotate 24-hour duty, with two men on duty at all times (an announcer-engineer and a news director).

Under an attack condition, WAVA will proceed into a Conelrad position, with the WAVA president and chief engineer only to remain at the station throughout the duration of the attack. The announcer on duty at the time will remain at his post; all other employees are excused to follow individual or family civil defense plans and to report back to the station after the attack is over and there is no danger of radioactive fallout.

"Payday will be Friday as usual," Mr. Arundel states.



SHORTS SIGHTED

Don't forget to keep an eye on your supply of short subjects. They add spice and interest to any schedule—fill out uneven spots—create fresh formats and new audiences. *Flexibility at low cost.* Take a long look at these interesting short subjects from MGM Television:

MGM



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The Passing Parade
Pete Smith Specialties
Crime Does Not Pay
Our Gang Comedies
MGM Cartoons
Billy Bang Bang Movies

for details and availabilities in
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FCC donates uhf antenna to City of New York

The FCC has formalized its gift of the commission's uhf test antenna atop the Empire State Building to the City of New York.

In a letter to Mayor Robert F. Wagner the commission stated, "We are pleased, of course, that your great city is the beneficiary of these circumstances (that the antenna has been declared unusable surplus by the government) and that some great good may still flow from our investment therein."

The "great good" will be the operation of a noncommercial tv station, WNYC-TV, on ch. 31—the assignment used by the FCC for ex-

perimental WUHF (TV). The test antenna was built especially for that channel and would cost the government more to dismantle than it would bring as scrap. WNYC-AM-TV is licensed to City of New York Municipal Broadcasting System.

The FCC granted permission to the city Sept. 17 to modify a previous construction permit to operate on ch. 31, and thus make possible the use of the antenna when available. The new operation began Oct. 1.

The FCC's use of ch. 31 was a \$2 million operation to test uhf television reception in that area.

would reintroduce their proposals next year.

Rep. Conte's bill (HR 13362) applies to radios, phonographs and other entertainment equipment, as well as tv sets. But he said its purpose is to bring down the cost of the vhf-uhf receiver that set makers will begin producing exclusively in 1964 under the all-channel-set legislation enacted this year. He said the all-channel set would cost \$25-\$60 more than the vhf-only receiver.

Rep. Conte said it would be several years before the all-channel-set law could have its intended effect of spurring the growth of uhf television. As a result, he added, the excise tax on sets should be reduced to prevent the new law from having "an unfavorable effect on consumers" and from posing "a serious threat" to set makers.

He also said his proposed 50% tax reduction would bring the tax rate on tv sets and radios in line with that on other electrical appliances.

Rep. Burke, a member of the tax-writing House Ways and Means Committee, is opposed to manufacturers' excise taxes in general. He said they are unfair to businesses that also must pay the federal 52% corporation tax. Besides his bill dealing with tv sets (HR 13361), Rep. Burke has introduced excise-tax-cutting measures affecting other industries.

Another measure pending would eliminate the excise tax on all-channel sets but retain it on vhf-only sets. That bill (HR 12745), introduced by Rep. John B. Anderson (R-Ill.) last summer (BROADCASTING, Aug. 6), was intended to equalize the cost between all-channel and vhf-only receivers.

NAB-FCC talks cover on-air editorials

Ways of promoting on-air editorializing by broadcast stations were discussed Oct. 9 at an NAB-FCC luncheon where commissioners were briefed on long-range broadcast plans to develop new voluntary guidelines for stations that would include the handling of political issues and candidates.

Representing NAB at the luncheon were Daniel W. Kops, WAVZ New Haven, Conn., chairman of the association's editorializing committee; Frank J. Abbott Jr., WWGP Sanford, N. C., and Frederick S. Houwink, WMAL-AM-FM-TV Washington. Appearing for the FCC were Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford.

The conference was held as part of an Oct. 8-9 meeting of NAB's Editorializing Committee, held in Washington. Other committee members who attended were A. Louis Read, WDSU New Orleans; Rex G. Howell, KREX-

Congress tightens USIA purse strings

BUT VOA, INTERNATIONAL TV SERVICE DO WELL

The Voice of America and the International Television Service fared well at the hands of congressional appropriations committee in the second session of the 87th Congress. But their parent organization the U. S. Information Agency, ran into difficulties in requests for funds to build transmitters to carry VOA broadcasts.

The Congress last week passed a bill containing \$146,725,000 for the USIA. This was \$11,235,000 less than the agency asked. But if USIA follows the recommendations of the House Appropriations Committee, it will not reduce any of the expenditures it had proposed for the Voice of ITV. The agency had requested \$22,999,600 for VOA and \$3,782,600 for ITV activities.

The same bill contained \$8,750,000 for modernizing radio transmitters in Dixon and Delano, both Calif., and Bethany, Ohio, and for engineering research. The agency had requested \$11,260,000 for this purpose, but didn't object to the cut, largely because the government has already entered the fourth month of its 1963 fiscal year, which began July 1.

A supplemental appropriations bill approved by the House and expected to be passed by the Senate late last week contains \$9,600,000 for 10 250 kw shortwave transmitters to be built either in the Philippines, if site negotiations with that government are successful, or the Ryukyu Islands.

The amount is \$13,059,000 less than the agency requested for the project, but the House Appropriations Committee said the sum would provide all that USIA plans to obligate during the current fiscal year.

USIA had also asked for \$7,375,000

to build a million-watt shortwave transmitter in Thailand. But this request, contained in the foreign aid bill, was slashed to \$1,600,000 in the compromise bill passed by Senate and House.

WRVB-FM faces fine on transfer charges

WRVB-FM Madison, Wis., faces a \$1,000 fine, the FCC announced last week, because of an unauthorized assignment of license.

Paul A. Stewart, owner of the station, filed in Wisconsin for incorporation in 1960 without notifying the FCC, although as early as 1959 the commission had told Mr. Stewart the proper procedure for assignment of license.

The formal change in assignment of license is from Stewart's original company, Paul A. Stewart Enterprises, to Paul A. Stewart Enterprises Inc.

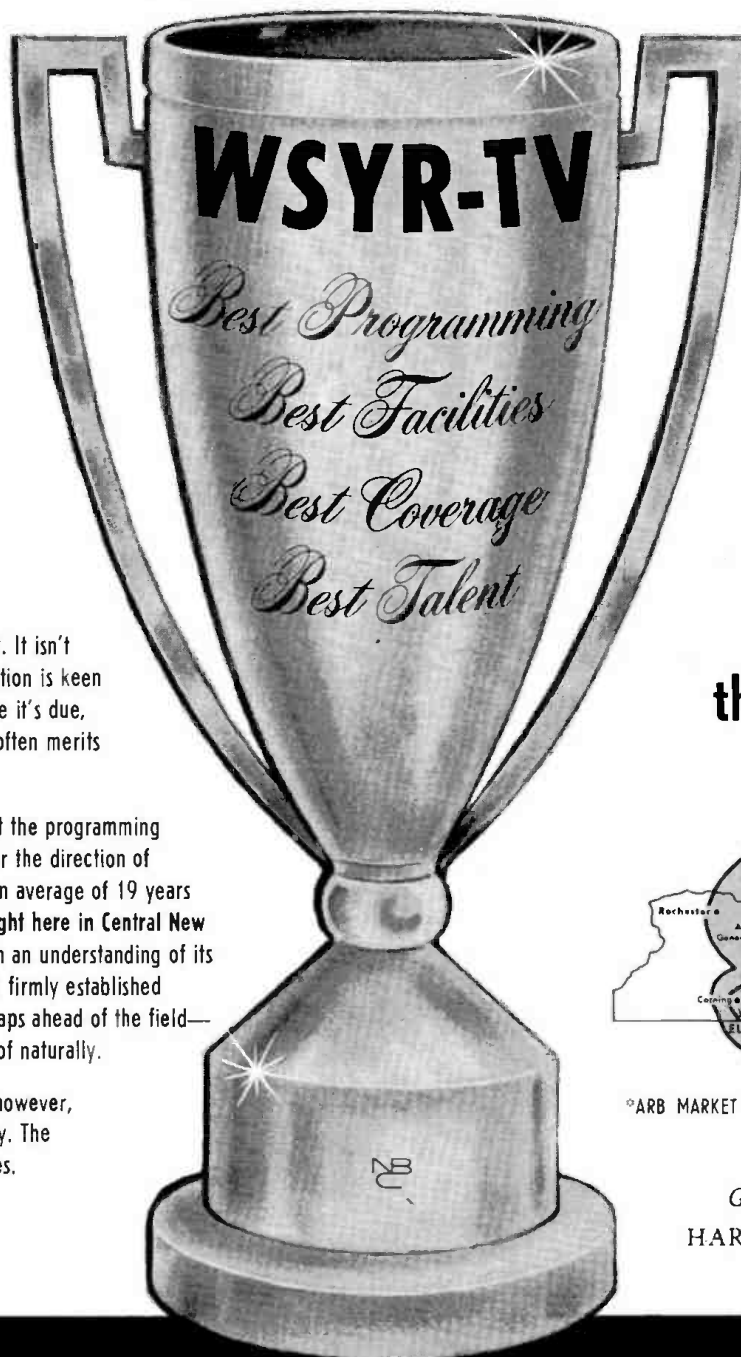
WRVB-FM has 30 days to reply to the notice of forfeiture. Commissioners Rosel Hyde and Robert Bartley dissented, the latter issuing a statement of his belief that a revocation order should be released.

Congressmen propose to cut tv set tax

Two congressmen propose to ask their colleagues next year to cut the manufacturers' excise tax on television sets from 10% to 5%, if they survive the elections.

Reps. Silvio Conte (R-Mass.) and James A. Burke (D-Mass.) introduced such proposals Oct. 5, too late for consideration in the 87th Congress. But both said last week that, if re-elected, they

Always the Winner In the Central New York Market!

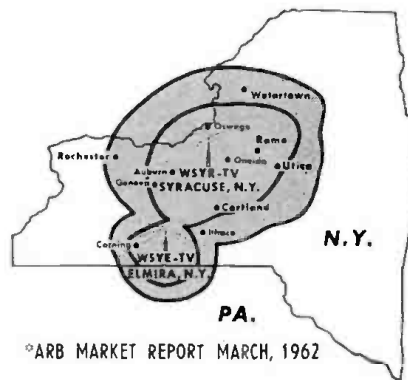


There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

**Delivers 50%*
more homes
than Station "B"**



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IN PORTLAND OREGON... IT'S EYE-CATCHING

"TV-timed" housekeeping is a pretty common practice nowadays. In Portland, and 34 surrounding Oregon and Washington counties, many women have it timed so close that their between-chores breaks coincide perfectly with their favorite TV shows. This timing is fortunate for KOIN-TV, the station Nielsen credits with most total daytime homes. This means it's a good deal for KOIN-TV's clients, too.



KOIN-TV



Channel 6, Portland, Oregon
One of America's great influence
stations

Represented Nationally by
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PARSONS, INC.**

Give them a call, won't you?

FCC reorganizes counsel's office divisions

Two divisions of the FCC's Office of General Counsel were reorganized last week along lines recommended last winter in a management survey of the commission.

Both divisions — Administrative Law & Treaties and Regulatory (changed to Enforcement & Defense)—are headed by assistants general counsel. Both jobs are vacant now. Paul McDonough and John O'Malley are acting chiefs of administrative law and regulation, respectively.

The general counsel's rulemaking

and coordination functions were reassigned to the Law and Treaties Division, which will interpret and research the rules and draft proposed changes. The Regulatory Division was renamed the Enforcement and Defense Division because of the increased scope of national defense activities within the office, the FCC said.

John Harrington, chief of FCC's Complaints & Compliance, is scheduled to become assistant general counsel for enforcement and defense (CLOSED CIRCUIT, Sept. 24).

AM-FM-TV Grand Junction, Colo.; and George Whitney, KFMB-TV San Diego, Calif.

Committee members who will discuss editorializing at the NAB Fall Conferences (story page 97) are: Mr. Read, Atlanta and Chicago; John F. Dille Jr., WTRC-AM-FM and WSJV(TV) South Bend-Elkhart, Ind., Chicago and Dallas; Mr. Howell, Denver; Mr. Whitney, Portland, Ore. Mr. Dille was unable to attend the Washington meeting.

The FCC last week...

- Invited comments on a proposal by the regents of the University of Idaho to reserve ch. 12, now commercial, instead of the present ch. 15 for non-commercial educational use in Moscow, Idaho. The FCC proposes to retain ch. 15 in Moscow for commercial use.

- Allowed KLRJ-TV (ch. 2) Henderson, Nev., to identify itself as Las Vegas. The FCC will allow KLRJ-TV's main studio and transmitter to remain 3 miles outside Las Vegas, but emphasized that KLRJ-TV must live up to its promise to continue complete service to Henderson. Commissioner Robert Bartley dissented.

- Received a petition from WFUN South Miami, Fla., seeking to dismiss its application to relocate the station in Miami Beach. The FCC last July ordered a hearing to determine if "local self-expression" would be served by the relocation (BROADCASTING, Aug. 6), and WFUN's petition states that the inaccessibility of the present studio can best be relieved by constructing a new main studio in South Miami.

- Renewed the license of WJRT (TV) (ch. 12) Flint, Mich., and dismissed competing application for same facility filed by Lake Huron Broadcasting Corp. (WKNX-TV Saginaw, Mich.). At same time, FCC refused to approve applicants' joint petition requesting approval of an agreement whereby Lake Huron would dismiss its application and WJRT would not op-

pose a Lake Huron petition to shift ch. 11 to Bay City, Mich. (BROADCASTING, Aug. 20).

Did Theriot divest? FCC asks question

Has Leo J. Theriot—who had his license as a broadcaster revoked—really divested himself of all interests in KLFT Gold Meadow, La.? This question and several others were raised by the FCC in enlarging the issue in the controversy between two applicants for that station.

John A. Egle and KLFT Radio Inc. (Clerville Keif Sr. and Edward T. Diaz), are mutually exclusive applicants for the Gold Meadow frequency following the revocation of Mr. Theriot's license for violating FCC rules (BROADCASTING, March 19).

In enlarging the issues the FCC wishes to determine if there are any agreements or understandings between Mr. Theriot and KLFT Radio which have not been disclosed to the commission. KLFT Radio and Mr. Theriot have made an agreement whereby the former shall purchase the physical assets of the station for \$30,000, but there has been no agreement made concerning collateral or default of payment provisions, according to the FCC. Mr. Egle said he had unsuccessfully sought to purchase the station's equipment (BROADCASTING, April 23) for \$27,500, but the price was suddenly raised to \$53,125 without explanation.

Further, the FCC wants to know if any agreements between Mr. Theriot and KLFT Radio were designed to make the former an undisclosed principal in the corporation.

KLFT has not filed an opposing petition to Mr. Egle's charges and hence the commission stated that it must accept the allegations concerning the business relationship of Mr. Theriot and the opposing applicant as correct pending a hearing.

Likes Everything About the All New "BIG G"...

Mr. Don M. Lidenton, Owner-Manager of Station KLID, Poplar Bluff, Missouri, Reports on the New Gates BC-1G 1 KW AM Transmitter:

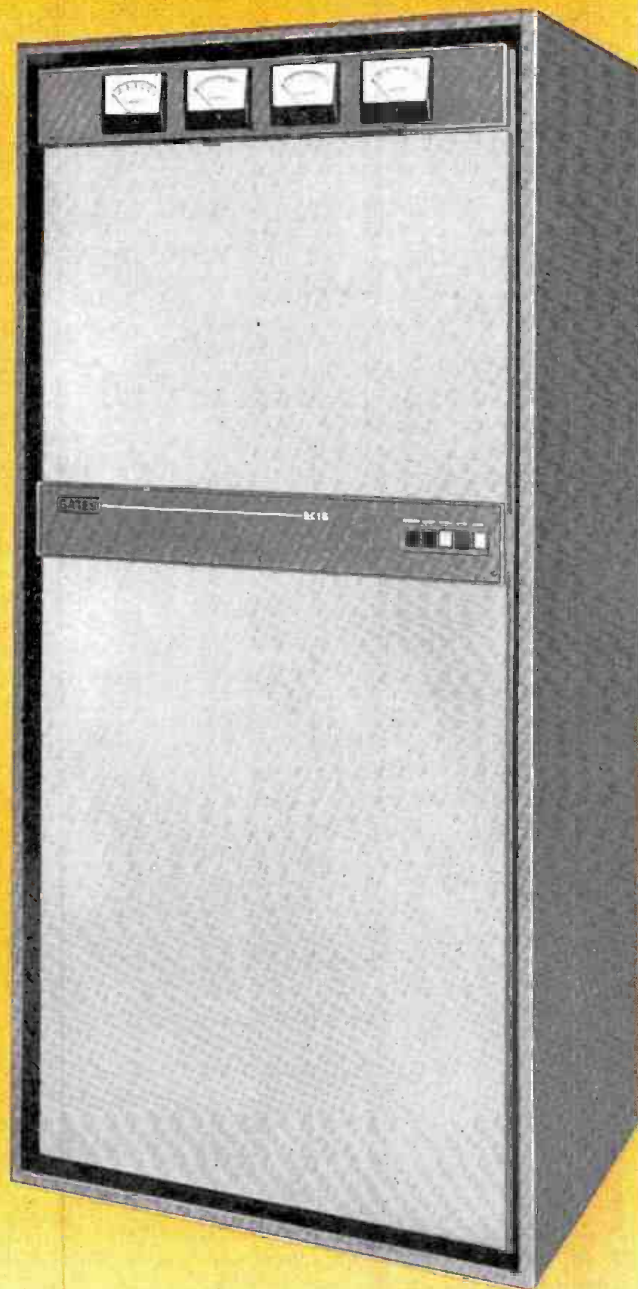
“I like everything about my new Gates BC-1G. I especially like the fact that it uses triodes in the final and modulator, and that the RF driver is modulated, too. I am also very pleased with the cathode follower, direct coupled driver in the audio circuit and the audio feedback circuit.”

This all new BC-1G transmitter – the “BIG G” kilowatter from Gates – combines rigid day-in and day-out dependable operation with the most satisfying fidelity of transmission ever achieved in a 1 KW transmitter.

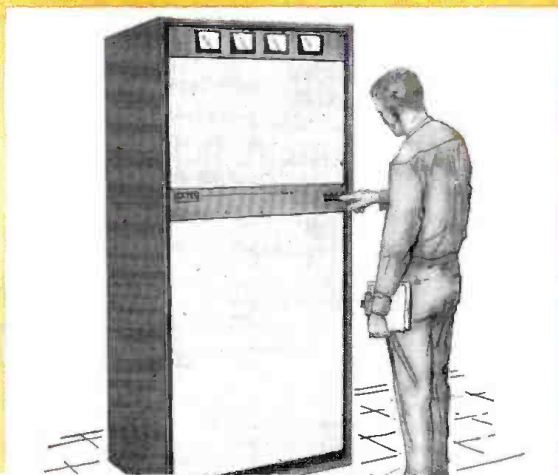
It's new from top to bottom, inside and out – with big features that give full-time top performance. For instance: Silicon rectifiers used in all power supplies for lifetime reliability without tube change, 833A tubes – the most reliable power tube available – used in both R.F. and modulator circuits, and a new convectional cooling system designed to greatly lengthen component and tube life.

And to make your dial spot light up with that “million dollar sound,” Gates engineers have concentrated on low intermodulation distortion. The combination of a cathode follower audio driver, an unusual over-all feedback system, low leakage reactance in the modulation transformer and modulating the R.F. driver as well as the power amplifier has resulted in an unusually rich, “clean” fidelity of transmission that will make your listeners *sit up and listen*.

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SUPREME COURT REFUSES N.J. CASE

Won't review denial based on lack of program study

If the FCC wants an applicant to make a survey of the community he's applying for, there's no way out. It's got to be done.

This is the obvious result of last week's decision by the U. S. Supreme Court refusing to review the FCC's action last year when it turned down an application for an fm station in Elizabeth, N. J.

The Supreme Court refused to disturb a lower court ruling upholding the FCC's right to require that a study be made and that failure to do so permits the commission to deny the application. The lower court ruled last March (BROADCASTING, April 2).

Some see the Supreme Court ruling as giving the FCC more power over programming.

It was the programming proposals by Suburban Broadcasters that tripped up the applicant last year when it applied for the New Jersey fm. Reversing an examiner's favorable initial decision, the commission voted to deny the application because it said no study had been made of the community by the applicants.

A key factor in the case was the commission's contention that the proposed programming for Elizabeth was similar to programming proposals by the same group for Alameda, Calif., and Berwyn, Ill. The group received a grant for Alameda, but withdrew its Berwyn application.

The FCC action was taken on 4-2 vote, with Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.

This FCC decision was unanimously upheld by the appeals court in the District of Columbia. The court turned down both major arguments by the applicant: that the FCC does not have the statutory authority to require a survey of the community, and that in doing so the commission violated the First Amendment.

Flairs Anew ■ Meanwhile at the FCC last week an intramural dispute erupted between the agency's Review Board and Broadcasting Bureau on the issue of whether an applicant had surveyed local programming needs. The bureau appealed to the full commission the review board's refusal to add such an issue in a hearing on the application of Bootheel Broadcasting Co. for a new am station in Kennett, Mo.

KBOA Kennett also appealed the board's decision to the FCC. The bureau charged the board's decision (on a 2-1 vote) modified FCC policy on a

matter "which is being raised more and more in hearing cases." The bureau and KBOA charge that the Bootheel (100% owned by William L. Miller) programming proposals are virtually identical to those of KHSJ Hemet, Calif. Mr. Miller was a 50% owner of the KHSJ application.

Both the appellants also want an issue added to determine whether Mr. Miller misrepresented the facts in his Bootheel application.

It's a greenlight for Crosley, WIBC

Two conditions laid down by the FCC in approving an agreement between Crosley Broadcasting Co. and WIBC Inc. for ch. 13 Indianapolis have been met, the commission said last week in terminating the case.

In so doing, the FCC finalized its September grant of ch. 13 (WLWI [TV]) to Crosley (BROADCASTING, Sept. 17) and the dismissal of the WIBC Indianapolis application. The commission said that it had received (1) notice that the purchase of Crosley's WLWA (TV) Atlanta by WIBC has been finalized and (2) a WIBC request that its ch. 13 application be dismissed.

Crosley reimbursed WIBC \$100,000 for expenses incurred by the latter in processing its ch. 13 application and WIBC in turn purchased WLWA (now WAIL [TV]) for \$3.3 million. A year ago, the FCC had reversed a 1957 Indianapolis grant to Crosley and awarded ch. 13 to WIBC.

Chairman Newton N. Minow and Commissioner Robert T. Bartley, who along with Commissioner Frederick W. Ford dissented to the Crosley-WIBC agreement, abstained from voting in last week's action.

Army looks for agency

The Secretary of the Army has announced that the national advertising contract for the Army Recruiting Service covering the period July 1, 1963, to June 30, 1964, is under consideration. The contract will be awarded next February and will include two renewable one-year options.

The Army's Office of Personnel Operations in Washington says that the scope of the account and the variety of services required make it desirable to limit competition for the contract to nationally recognized agencies with an annual domestic billing of \$10 million or more.

Agencies interested in the contract

will be required to complete a questionnaire which will provide data on their organization, experience and ability.

The current account for promoting Army recruiting, scheduled to expire June 30, next year, has been held by Dancer-Fitzgerald-Sample Inc., New York, since July 1960.

The amount of the contract during the current fiscal year is approximately \$1 million.

NBC plea questions atheist's standing

Atheist Robert H. Scott is not a party of interest and has no standing to protest the renewal application of KNBC San Francisco, NBC (licensee of the station) told the FCC last week in urging that Mr. Scott's request for a hearing be dismissed.

Mr. Scott had asked for a hearing because KNBC had refused him time to give the atheist viewpoint in reply to religious programs broadcast by the station (BROADCASTING, Oct. 1). Even if the protestant did have standing, NBC said, his petition is without substantive merit and should be dismissed for this reason.

He failed to show that KNBC broadcast any programs directed personally against Mr. Scott or that the station was wrong in its judgment that atheism is relatively insignificant as an issue in San Francisco, NBC said. "Mr. Scott desires to create a controversy and there is no basis in law or sound public policy requiring a licensee to accommodate anyone's desire to create a public controversy," NBC told the commission.

The reasons for denying Mr. Scott time on KNBC "were completely consistent with its obligations as a broadcast licensee," the network maintained.

\$3 million for etv approved by Senate

Supporters of the new federal educational television project were heartened last week by the Senate approval of an appropriations measure providing \$3 million to get the five-year, \$32 million program started.

The figure, contained in a supplemental appropriations bill the Appropriations Committee reported to the Senate last week, is \$1,989,000 less than requested by the Department of Health, Education & Welfare, which administers the program. But it is \$1 million more than approved by the House (BROADCASTING, Oct. 8).

HEW officials said the amount allowed by the House for the matching grants authorized by the etv statute would have provided for grants for



WARREN DOREMUS, Director of Public Affairs, WHEC-TV

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- The Graduate—the future facing the class of '62
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A discussion series with subjects of current interest and importance to people of the Rochester area, ranging from panels and interviews to political debates in the traditional form. Subject matter has included:

- Integration in a Northern City
- Medicare for the Aged
- The High School Drop-Out
- Emotionally Disturbed Children
- Current Elections—National, State, Local

Among the guests: Governor Rockefeller, Ambassador Lodge, Supreme Court Justice Douglas, Governor Brown of California, Eleanor Roosevelt and local civic leaders.

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"The best on the air salesman I have ever had"—
says James B. Womble, President of Womble of Hargett Street, exclusive men's clothiers of Raleigh.



WPTF

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Dick Mason, General Manager
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HENRY I. CRISTAL CO. National Rep.

only 10 new etv stations. The department's request of almost \$5 million was intended to finance a total of 35 grants for new and existing etv stations.

The Senate acted on the supplemental bill on Thursday (Oct. 11). Senate and House conferees were scheduled to meet Friday (Oct. 12) to iron out differences between the figures approved by each chamber.

False statements charged to Davis

Licenses of KMAC-KISS (FM) San Antonio should not be renewed because the owner, Howard W. Davis, "wilfully" made false statements to the FCC in a 1954 tv comparative hearing, the Broadcast Bureau charged last week.

The bureau statement came in proposed findings following a three-year proceeding on the KMAC-KISS renewal

applications. The hearing was ordered to determine Mr. Davis' character qualifications because of FCC findings in the contest for ch. 12 San Antonio (awarded to KONO-TV over Mr. Davis).

There is a question whether Hearing Examiner Walter Guenther will accept the bureau findings, however, as last summer he refused to extend the deadline for their filing (BROADCASTING, July 9). The findings were due June 25 and in submitting them last week the bureau asked that they be accepted.

During the tv hearing, Mr. Davis "demonstrated that he was lacking in credibility and candor, that he wilfully made financial misrepresentation," the bureau charged. This included ballooning his assets, creating non-existing assets, concealing his liabilities and otherwise withholding vital information, the bureau said, "all of which formed a pattern of deception designed to deceive the commission . . ."

Senate fails to act on space firm nominees

13 MEN EXPECTED TO GET INTERIM APPOINTMENTS

The 13 men nominated by President Kennedy two weeks ago to be the incorporators of the proposed communications satellite corporation (BROADCASTING, Oct. 8) will probably have to settle for recess appointments from the President. Congress adjourned last week before their names could be submitted to the Senate for confirmation.

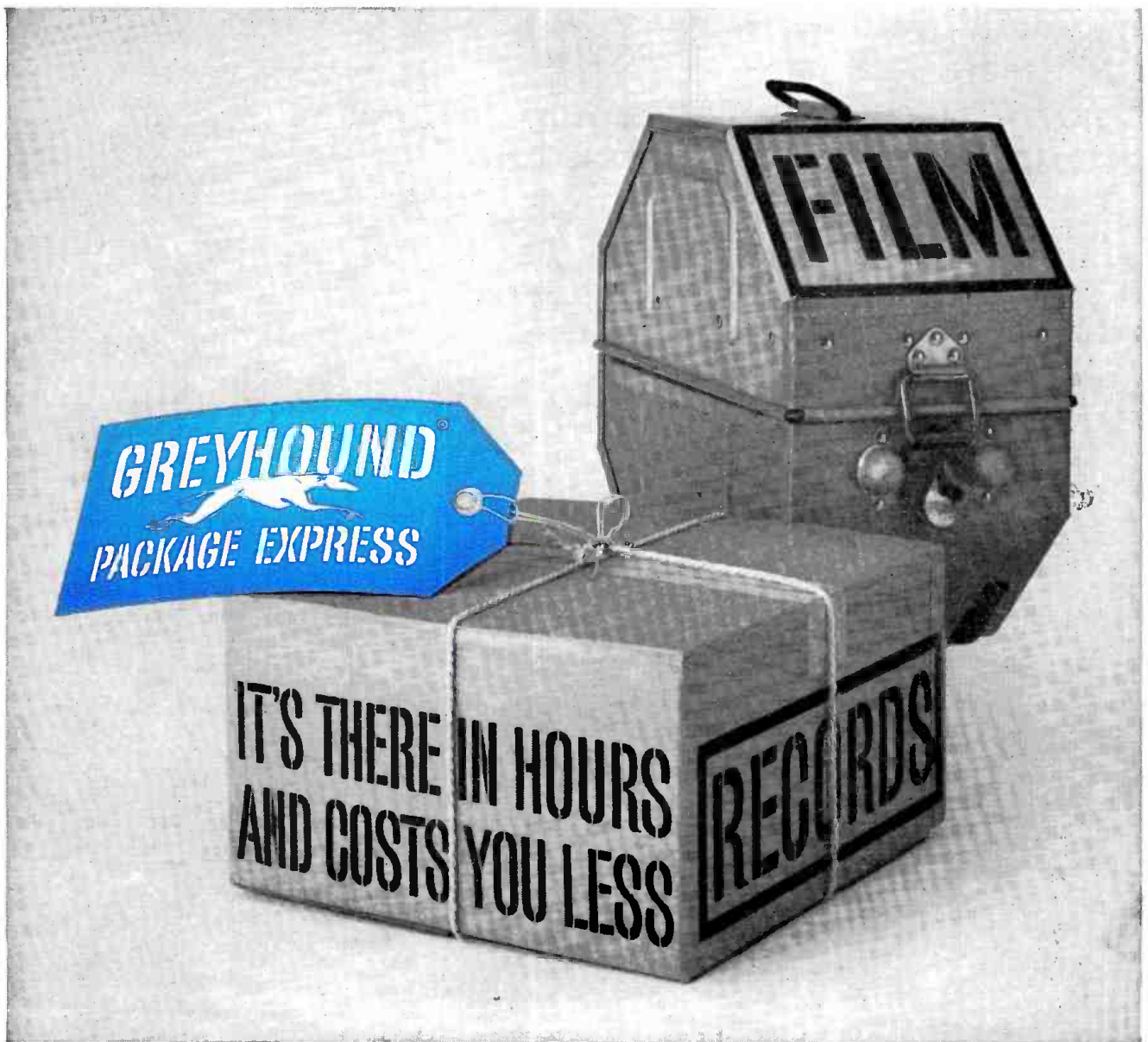
The effort by the Senate Space and Commerce Committees, which handled the nominations, to send them to the Senate before adjournment collapsed Wednesday night. Sen. Robert S. Kerr (D-Okla.), Space Committee chairman, notified President Kennedy that the pressure of the closing days made it impossible for the committees to act on the nominees.

As a result, the President is expected to give the 13 nominees recess appointments, and then to resubmit their names to the Senate after Congress reconvenes in January. The incorporators will set up the private corporation authorized by Congress to own the U. S. portion of the proposed communications satellite system.

Broadcast Connections ■ Five of the nominees have broadcasting interests. They are Edgar F. Kaiser of Kaiser Industries, which owns KHVH-TV Honolulu and KHJK (TV) Hilo, both Hawaii; Philip L. Graham, publisher of the *Washington Post* and *Times Herald*, which, along with *Newsweek* magazine, WTOP-AM-FM-TV Washington and WJXT (TV) Jacksonville, Fla., is owned by the Washington Post Co.;

Leonard H. Marks, a member of the Washington communications law firm of Cohn & Marks; George L. Killion, president of American President Lines and chairman of Loew's Inc. (MGM), which owned WHN (later WMGM but now WHN again) New York for many years until selling it to Storer Broadcasting Co. this year; and Bruce Sundlun, secretary and general counsel of The Outlet Co., which owns WJAR-AM-FM-TV Providence, and which is a 50% stockholder in Salt City Broadcasting Corp., one of the applicants for ch. 9 Syracuse, N. Y.

The other nominees are David M. Kennedy, chairman of the National Bank and Trust Co., Chicago; Sidney J. Weinberg, of New York, a partner in Goldman, Sachs & Co., a Wall Street investment firm, and director of a dozen companies; A. Byrne L. Litschgi, a former Washington attorney now with the Tampa, Fla., firm of Coles, Himes and Litschgi; Beardsley Graham, of Lexington, Ky., president of Spindletop Research Inc.; Leonard Woodcock, of Grosse Point Park, Mich., a vice president of the United Automobile Workers of America and a member of the board of governors of Wayne State U.; Sam Harris, a New York attorney and director of the Rio Algom Mines Ltd., and Callahan Mining Co.; George J. Feldman, counsel, vice president and member of the board of The Mastan Co., of New York; and John T. Connor, president and director of Merck & Co., of Rahway, N. J.



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Los Angeles- San Diego	38	2 hrs. 30 mins.	1.15	1.25	1.45
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Dent for 'dumb' public new network aim PROGRAM SERVICE FOR RADIO OPENS IN CALIFORNIA

The American Freedom Network, an information programming service "dedicated to the broadcasting industry" is soliciting U. S. radio stations with an offer of market exclusivity.

The organization describes itself as "a strictly non-profit, non-political, but informational" radio service, "most of which will be suitable for local sale." The policy of the American Freedom Network follows a "positive approach, as opposed to irresponsible denunciation," its introductory brochure states.

Located in Bonita, Calif., the new organization says it will provide taped programming to broadcasters on a weekly basis for the price of a station's open, hourly one-time rate.

"I want to see if I can put a dent in the dumbness of the average American who is too apathetic to see what's going on," said Morris C. Allen, a San Diego businessman who is chairman of the firm's board of directors and apparently the man who is backing the venture. "The FCC insists we give both the right and the left but we will emphasize right field and try to bring out

stuff that the ordinary news channels give the silent treatment to," Mr. Allen said.

Supporters ■ The venture's brochure lists congratulatory comments from Dr. Fred Schwarz, president of the Christian Anti-Communism Crusade; Rep. Bob Wilson (R-Calif.), who is also a partner in Champ, Wilson and Slocum Advertising Agency, San Diego; and Thomas J. Anderson, publisher of *Farm and Ranch With Southern Agriculturalist*, Nashville.

Jonathon Kirby, executive director, was news director at WAVI Dayton, Ohio, for 15 months prior to his departure in July to set up the Bonita organization. The average station lacks the facilities to provide provocative discussion programs on the air in prime time, Mr. Kirby contends. His firm's programs fill this gap, he said.

H. K. Crowl, president and general manager of WAVI, who is the service's first subscriber, said last week that Mr. Kirby is "basically a conservative," but that in repeated efforts to offer balanced viewpoints on controversial issues while

at WAVI, he sent copies of editorials to "the known opposition" and asked their comments for use in later broadcasts. Mr. Crowl said he thinks it is important for the venture's success that it offer opposing views.

The John Birch Society tried to identify itself with Mr. Kirby when he was at WAVI, but was rejected, Mr. Crowl claims.

Mr. Kirby was given an "Americanism Award" by the American Legion Third District of Ohio in June.

Others ■ Other persons the firm lists in its brochure include Mr. Allen, a 73-year-old Bonita real estate broker active in civic and patriotic affairs; Keath G. Allen, director of research and programming, and a former radio continuity and editorial writer; William R. Richards, a member of Hayworth, Erickson & Richards, a San Diego law firm; and James S. Duberg, an attorney practicing in Chula Vista, Calif., "well known for his participation in public and civic activities."

American Freedom Network offers each week: *Viewpoint*, a 15-minute commentary by Mr. Kirby; a 15-minute report by Mr. Kirby containing materials from political newsletters and other sources; five vignettes, each about 5 minutes long and two featurettes, each longer than 15 minutes.

This is some of what was heard on an audition tape furnished by the organization:

■ Sen. John Tower (R-Tex.) urging U. S. recognition of a Cuban government in exile and a U. S.-financed invasion of Cuba.

■ Excerpt from a news conference in which President Kennedy stated an invasion of Cuba would not be in the country's best interests.

■ Jonathon Kirby reading comment on the Berlin situation from *Washington Report*, a bi-weekly newsletter published by the American Security Council, described by its Washington editor as a business league.

■ An excerpt from a speech by Dr. Schwarz.

■ An assurance that the new service doesn't "overlook the viewpoints of the liberals and conservatives."

The service also offers personalized ID's. Many features are tagged with reminders that reprints are available.

Research seeks why of 'pay' in pay tv

Research in the Hartford (Conn.) pay-tv experiment is aimed at finding what sort of programs people will pay money for, not what kind they will merely sit still for, John J. Henderson told the Yale School of Drama in a



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7:00	 ART LINKLETTER • People Are Funny				
7:30	ADVENTURES IN PARADISE	MAVERICK	FIRST NIGHT Formerly "General Motors Presents"	SUGARFOOT	BOWERY BOYS First time on TV
8:30	 MILLION DOLLAR MOVIE Los Angeles' highest rated program for over 8 years!				
10:30	 TRAILS WEST (Death Valley Days)				

...AND SO HAVE THE VIEWERS!

According to ARB*, KHJ-TV is now THE NUMBER ONE INDEPENDENT IN LOS ANGELES IN PRIME TIME! During the very first week debut of the big new shows, Channel 9 reached more viewers than any other local station!

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*Source: our recent Pulse Audience Profile Study of Los Angeles. A free copy is available upon request.

Represented Nationally
by the Katz Agency

**KABC
conversation
RADIO 79**
Owned & Operated by American Broadcasting-Paramount Theatres, Inc.

speech last Wednesday night.

Mr. Henderson heads John J. Henderson & Assoc., New York, a research firm hired by RKO General and Zenith Radio Corp. to conduct studies as part of their pay-tv test in Hartford.

Pay television is not involved in "the race for boxcar numbers," he said, and added: "We are not so much concerned with what the most people are willing to watch night after night. Pay television, because it is pay television, will never have that kind of bland popularity. It will never be viewed because the viewer has nothing better to do.

"We are researching to find out what is so intensely interesting to people that they will be willing to lay out money to have it in their living rooms . . . specific tastes, interests and needs of the people in Hartford which are not now being satisfied by other media. We are not researching to find program ideas that everybody will watch [but] program ideas that will meet the interests and tastes of various segments and . . . satisfy the unfulfilled needs."

WESTINGHOUSE CLINIC

**New radio shows disclosed;
managers discuss techniques**

Westinghouse Broadcasting Co. announced eight new radio programs at an all-day radio programming seminar in New York last week. They consist of four continuing series and four one-hour specials and will be broadcast on all Westinghouse-owned radio stations in evening time starting Oct. 20. The shows will also be syndicated to other stations.

The seminar also presented four panel discussions: talks by radio critics about what they want to hear and what's wrong with radio; by agency and advertiser executives on "Which Programming Makes Sound Business?" program directors "What Do Programmers Want?" and three station managers—Steve Labunski of WMCA, Harold Neal Jr. of WABC and Elliot Sanger of WQXR, all New York City—on their management methods.

Mr. Labunski said he attempts to reach, appeal to and stimulate his station's audience by staying abreast of or ahead of broadcast trends. Citing the "public interest and necessity" provisions of station licenses, Mr. Neal said he aims in his activities to make his station "a necessity" to its audience by serving the public interest through entertainment and the public necessity through information. Mr. Sanger strives to preserve individuality in his station's approach to programming. There's too much imitation in radio, he said, and though his station has used the same basic "good music" formula for 26

years, it has "constantly changed" its methods of presentation.

The managers' panel was moderated by Mike Wallace.

Poor Promotion ■ The radio industry has done a "poor job of promoting many of its exciting new concepts of programming," according to Miles David, Radio Advertising Bureau vice president and moderator of the panel on "Which Programming Makes Sound Business?"

He noted there is more documentary and informational material on radio than broadcasting "has made clear."

Also on the panel were Carl Schuele, president of Broadcast Time Sales; Wilmot Losee, president of AM Radio Sales Co.; Daniel Whitney, vice president and creative director of Reidl & Freede Inc.; Leslie Dunier, vice president-director of radio-tv for Mogul Williams & Saylor, and Clark Sutton, director of advertising for First Federal Savings & Loan Co., Pittsburgh.

Mr. Schuele cited two basic methods of using radio—"mass programming," for broad exposure, and "select programming," for on-target exposure. He indicated that agencies tend to treat all stations alike with little regard to individual markets and audience composition. To reach specific audiences, he said, agencies should provide more commercials for the same product.

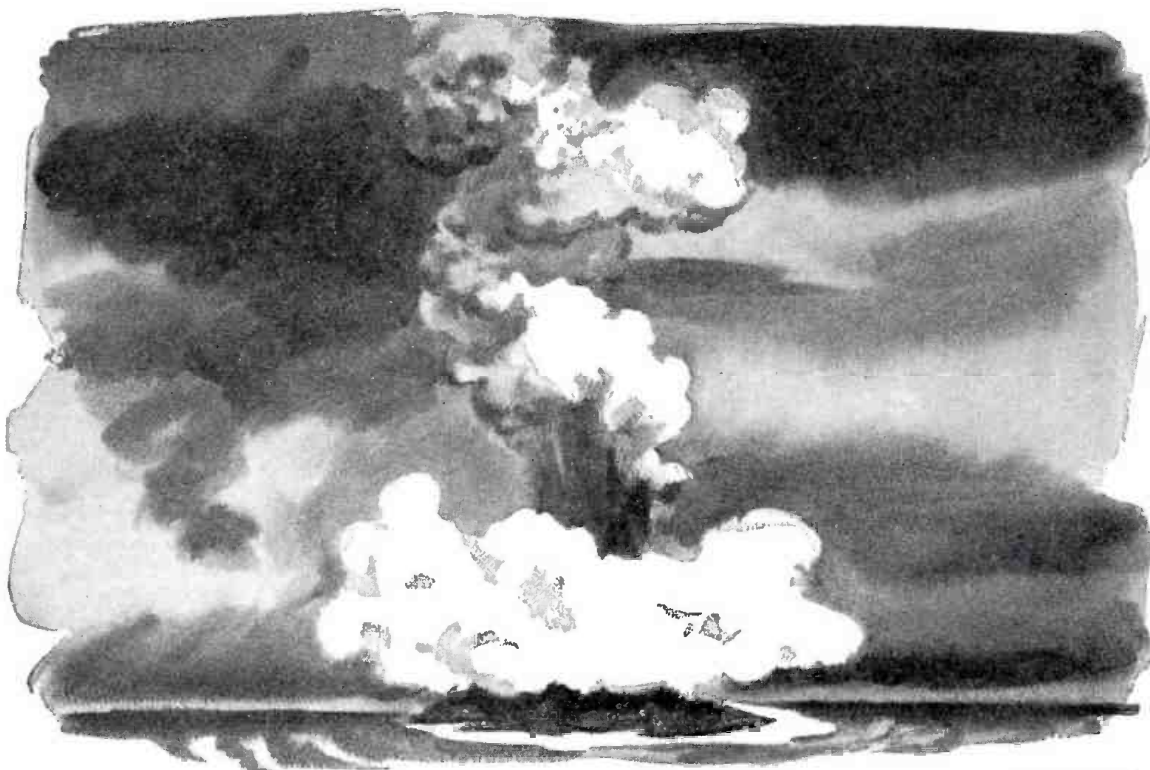
The Critics ■ Newspaper and magazine writers criticized radio programming for not "involving" the audience, ignoring "responsible programming" and appealing only to a "mass audience."

Members of the panel were Maybelle Joyce, *Christian Science Monitor*; Berenice Connor, *McCall's*; Terry Turner, *Chicago Daily News*; Win Fanning, *Pittsburgh Post-Gazette*; and John McMillan, *Sponsor Magazine*, who served as moderator.

Participating in the panel on what programmers want were George Skinner, programming consultant, The Katz Agency Inc.; William Schwarz, program manager, WNBC New York, and Robert Whitney, Mars Broadcasting Inc., Stamford, Conn.

The new Westinghouse radio series announced at the seminar are: *America Sing*, with Eddie Bracken; *Words in the News*, with Dr. Bergen Evans; *Africa: Peace Corps Plus One*, an examination of the Peace Corps on its first anniversary, and *The Voices and Sounds of World War II*, written and produced by Bud Greenspan.

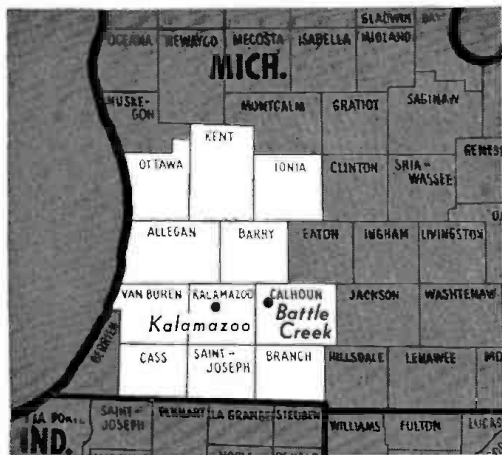
The new specials: *Chickie, the Cop*!, a study of crime on both sides of the law; *Prison Riots Plus Ten*, a comparison of penal institutions 10 years ago and today; *Man of the Century*, a biography of Sir Winston Churchill,



YOU MAY NEVER HEAR THE LOUDEST NOISE* —

**BUT... WKZO Radio Is Heard *Most*
in Kalamazoo-Battle Creek
and Greater Western Michigan!**

**WKZO RADIO MARKET
COVERAGE AREA • NCS '61**



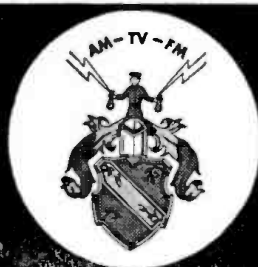
Count the decibels!—NCS '61 credits WKZO Radio with more circulation than *any* radio rival; with 40.4% more than *all other* Kalamazoo stations put together.

More: Pulse (Sept. '61) shows WKZO Radio outrating all competitors in Kalamazoo-Battle Creek and Greater Western Michigan in *all 360 quarter-hours surveyed*.

Still more: Greater Western Michigan is growing fast. Sales Management has predicted that Kalamazoo alone will outgrow all other U.S. cities in personal income and retail sales between 1960 and '65.

Let your Avery-Knodel man tell you the rest of the story.

**When Krakatoa (Indonesia) erupted in 1883, the explosion was heard loudly 3,000 miles away.*



The Feltzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTU-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTU/CADILLAC-TRAVERSE CITY
WWTU-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

Jose, can you see?

Spanish-speaking viewers will be able to watch baseball from Puerto Rico on tv this season and hear the Spanish-description via radio.

Baseball from Puerto Rico will be presented in condensed taped versions for the first time in broadcasting as a regular feature on radio over WHOM New York and on tv over WPIX (TV) in the same city. The games will be an attraction on the year long *Schaefer Circle of Sports*

series, sponsored by F & M Schaefer Brewing Co.

While tv will do an English version of the ball games, the radio commentary will be in Spanish.

The games will be heard on radio on Fridays at 10 p.m., Saturdays at 5 p.m. and Sundays at 1:30 p.m. They will be seen on tv on Sundays only from 1:30 to 2:30 p.m. There will be 60 games on radio and 13 on tv.

ings & Loan Assn., for over six years.

Tape for "show-me" state ■ *Missouri Forum*, a weekly series on state and national political topics aired on KOMU-TV Columbia, Mo., is audiotaped for replay each week on 32 Missouri radio stations. The program features the governor of the state with his "Governor's Report" once a month, and national officials and dignitaries in intermittent weeks.

West German episodes ■ Wolper Productions will produce two programs of the documentary *The Story of . . .* series in West Germany. Alex Grasshoff will leave for there within the next week to scout for subjects.

Infringement suit ■ Shapiro, Bernstein & Co. and new World Music Corp., both members of American Society of Composers, Authors & Publishers, have filed suit for copyright infringement against KOOS Inc., owner of KOOS Coos Bay, Ore. It's alleged that two songs were performed by station without permission.

Hour of news ■ WABC-TV New York joins the growing list of tv stations with daily one-hour news round-ups, beginning next Monday (Oct. 22). The 6-7 p.m. time period will be called *The Big News* and will include the 15-minute ABC-TV *Evening Report with Ron Cochran* moved from 6 to 6:30 p.m.

BERLIN TUNNEL TV SAGA

NBC-TV goes underground, records escape of 59 refugees

A special 90-minute NBC-TV documentary about the digging of a 450-foot tunnel into East Berlin to deliver 59 men, women and children from behind the Berlin Wall will be presented Wednesday, Oct. 31 (7:30-9 p.m. EDT). "The Tunnel," will be sponsored by Gulf Oil Co. and will pre-empt *The Virginian* on that date.

Reports that costs of digging the tunnel were borne by NBC were denied by Reuven Frank, who supervised the coverage. At a news conference describing the program last Thursday (Oct. 11), Mr. Frank pointed out that NBC "paid only for the privilege of taking pictures.

"If we hadn't paid, the tunnel would have been dug," he added. NBC said it learned of the tunnel after it had been under construction for about a month.

The special will show films of the underground work by a group of West Berlin students as well as pictures of the first escapees to come out of the passageway into a factory cellar in West Berlin.

Mr. Frank was assisted by Piers

and *Twisted Minds*, a study of schizophrenia.

The WBC radio stations are WIND Chicago, KDKA Pittsburgh, WOWO Ft. Wayne, KYW Cleveland, WBZ Boston and WINS New York.

Felton's sixth series based on Mead book

Tv rights to the Shepard Mead book, *The Four Window Girl*, or *How to Make More Money Than Men*, have been purchased by MGM-TV, to be produced by Norman Felton, director of programming, as a half-hour comedy series. This gives Mr. Felton six new projects being developed for his Arena Productions, in addition to serving as executive producer of two series now on NBC-TV, *Dr. Kildare* and *The Eleventh Hour*. The projects he has in preparation include: *Ship's Doctor*, half-hour comedy drama with Arthur Rose writing the pilot; *The Lieutenant*, with Gene Roddenberry writing; *Time of Decision*, Howard Rodman writing; *Sister Mike*, John T. Dugan writing; and *The Mosaic*, Jerry McNeely writing. The past four are all 60-minute programs.

'Lawman' in syndication

Warner Bros. Television Division simultaneously has announced the release for syndication of 156 half-hour episodes of *Lawman* and sale of the package to six stations. According to Joseph Kotler, vice president, Warner Bros. Television Div., the series has been sold to WNEW-TV New York; KTLA (TV) Los Angeles; WWJ-TV Detroit; KHOU-TV Houston; KPTV (TV) Portland, Ore.; and KFDX-TV Wichita Falls, Tex.

Skelton asks \$500,000

What is believed to be the highest re-run price in tv history (\$500,000) was asked of NBC last week by Red Skelton. In a suit filed Monday (Oct. 8) in Los Angeles Superior Court, Mr. Skelton alleged that his guest appearance on NBC-TV's *Jack Paar Show* of Nov. 13, 1961, was rebroadcast March 12, 1962, not only without his

permission but after he had expressly refused a request to authorize the re-broadcast. The comedian asks \$250,000 damages from NBC for disregarding his rights and repeating his taped performance for its own benefit. He asks the second \$250,000 as punitive damages and for the "sake of example."

Program notes...

Aviation and the economy ■ "Mr. Withers Stops the Clock," a 16-mm sound, color film demonstrating how aviation is related to the economy, has been released by Association Films, New York. The 28-minute film was produced by Paul Alley Productions in association with Air Transport Assn. of America.

Discussion programs ■ The Center for the Study of Democratic Institutions is offering radio stations programs resulting from meetings of the group on such areas as the economic order, political process, science and technology, communications, law, labor and war and peace. The programs may be purchased at a special introductory offer of \$5 per tape or \$60 for a series of 13. Some of the titles are "Democracy and the Emerging Nations," "The Technological Order," "Britain vs. the Common Market," "Capitalism and Democracy and Ghana; A Case Study." For information, write to the center, Box 4068, Santa Barbara, Calif.

New production firm ■ Pinafore Productions, a new television producing company, has been formed by Jean Dalrymple. The company has secured the rights to books by Emily Post and is producing a tv program called *Emily Post Says*, on etiquette and good taste. Pinafore Productions is located at 130 W. 56th St., New York. Telephone: JUdson 2-0514.

Agency named again ■ Marcus Advertising Inc., Cleveland, has been appointed sales representative for all foreign and domestic sales of the *Bishop Fulton J. Sheen* television series. Marcus has handled the series in the Cleveland area for their client, Womens' Federal Sav-

EUREKA!

You'd think that a local businessman who is getting outstanding results from his investment in KRNT-TV advertising would keep it to himself, like a gold prospector who had hit a rich mother lode.

But, it seems, one man can't keep from exclaiming to another "Eureka! I have found it." Result? Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. Amazing? It's a true testimonial by FCC figures! It's been true since KRNT-TV signed on more than 7 years ago.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on our station. Been doing it for years, too.

The best salesmen we have are satisfied local sponsors, who spend "the critical dollar" that must come back many fold the next day in profit from added sales.

Like we've been telling you in these pages for a long time, Think—'tis the till that tells the tale.

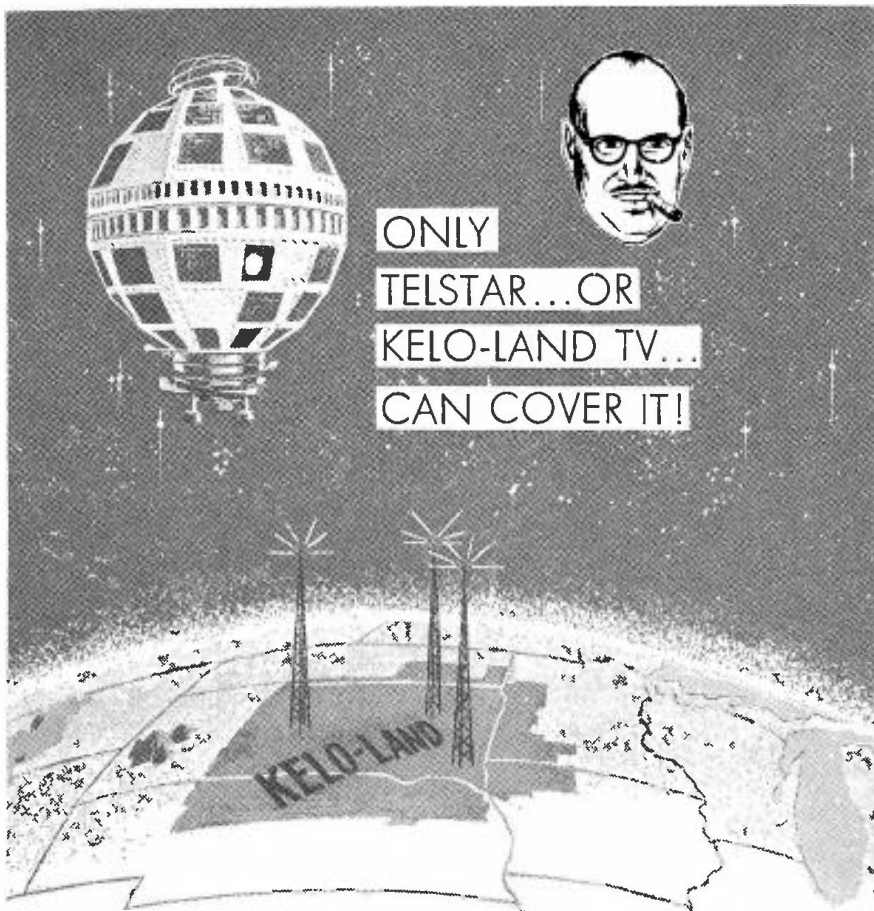
If you're not selling like you should in Iowa's capital and biggest city, you ought to be selling on KRNT-TV. We sell results. People believe what we say.

KRNT-TV

Des Moines Television

Represented by the Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.



How does an advertiser go about capturing a market that's 73,496 square miles big?

Through what magic, short of Telstar, can a tv commercial be projected so that it will be viewable at the same split-second in every city, town and tv home of such a vast area — the Sioux Falls-103 County trading zone? *Through KELO-LAND TV.*

How does KELO-LAND TV — and only KELO-LAND TV — do the job? Your sales message placed on KELO-TV SIOUX FALLS whips out automatically, simultaneously through KDLO-TV and KPLO-TV (our electronically connected stations) to cover every tv home in all 103 counties.

327,700 tv homes. More than 1,148,100 men, women and children. They call their heartland KELO-LAND, because KELO-LAND TV serves them all.

Big as it is, this husky slice of America is one market entity. Its distribution flow, shopping habits, product preferences and trademark loyalties are economic characteristics held in common. Yet because of its extraordinary size, no one medium existed for selling it as a single market until engineering skills (and a barrel of money) created the KELO-LAND TV Hookup.

To tackle this market piecemeal through so-called "packages" of unrelated stations results merely in your leaving choice portions of it untouched — whole counties free for your competitors to take unopposed. Only KELO-LAND TV delivers the KELO-LAND Market to you intact!

And at the cost efficiency of a single buy!

NO CAMPAIGN IS A NATIONAL CAMPAIGN WITHOUT

CBS • ABC **KELOLAND**

KELO-TV SIOUX FALLS and interconnected KOLO-TV & KPLO-TV

Joe Floyd, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by H-R In Minneapolis by Wayne Evans

Anderton, NBC News correspondent in West Berlin, and Gary Stindt, chief, NBC News Film, Central Europe. Mr. Anderton will do the narration.

Film coverage of the tunnel work began last June. Peter Dehmel, a 26-year-old NBC News cameraman from West Germany, volunteered to film the hazardous underground work while his brother Klaus acted as lightman. Some 6,000 feet of film was shot by Mr. Dehmel, lying on his back with the camera on his shoulder and chest. An equal amount of film was shot by Harry Thoess who filmed the Berlin scene at street level.

Digging lasted four months. Work was impeded twice by breaks in Berlin water mains.

Seven Arts announces new series on boxing

A new half-hour series of boxing programs has gone into production for tv. Seven Arts Assoc. Corp., New York, has announced the start of production on *The World's Amateur Boxing Championships*, which include bouts in 10 weight divisions sanctioned and supervised by the Amateur Athletic Union of the U. S.

Les Keiter, sportscaster and recently appointed sports director of WFIL Philadelphia, was named host and ring announcer for the video-taped series. Participating boxers will be appointed by the AAU from among Golden Gloves, Olympics, AAU and local boxing champions from weight divisions approved by the International Olympic Committee.

Film sales...

True Adventure (Teledynamics Corp.): Sold to WPIX (TV) New York, WLWT (TV) Cincinnati, WGN-TV Chicago and WAVE-TV Louisville. Now in 33 markets.

Bachelor Father (MCA Tv): New off-network series of 157 episodes sold to WNBC-TV New York; KRCA (TV) Los Angeles; WANE-TV Ft. Wayne, Ind.; WMAL-TV Washington, D. C.; WBRE-TV Wilkes-Barre-Scranton, Pa., and WNBQ (TV) Chicago. Now in six markets.

Bowery Boys Features (Allied Artists Tv): Sold to KTAL-TV Shreveport, La.; WFRV (TV) Green Bay, Wis.; KVOO-TV Tulsa and KONO-TV San Antonio, Tex. Now in 24 markets.

The Lone Ranger (Telesynd): Sold to KLP-TV El Paso, Tex.; WKST-TV Youngstown, Ohio, and WLOS-TV Asheville, N. C. Now in 58 markets.

United Artists Features (United Artists Assoc.): Sold to KPIX (TV) San Francisco. Now in 212 markets.

Doubleday bases book on White House tv tour

A new book based on CBS-TV's award winning "A Tour of The White House with Mrs. John F. Kennedy" has been released by Doubleday & Co.

The book, bearing the same title as the broadcast, was written by Perry Wolff and includes large portions of Mrs. Kennedy's dialogue with CBS news correspondent Charles Collingwood as well as 150 black and white and eight pages of full color photographs by William Warnecke.

In addition to re-creating the pattern of the tv tour, the book also has extensive annotations, anecdotal materials and shorts essays giving background to Mrs. Kennedy's remarks.

Chosen for distribution by the Better Homes & Gardens Book Club, the book contains 256 pages and will retail at \$7.95.

BOOK NOTES

For The Young Viewer, edited by Ralph Garry, F. B. Rainsberry. Charles Winick. McGraw-Hill Book Co., New York; 181 pp. \$5.95.

This new book will provide a vast reservoir of children's television programming ideas that broadcasters can adapt to local needs and facilities.

For the Young Viewer describes 425 programs aired during the 1960-61 and 1961-62 seasons by 223 tv stations in 146 communities from 45 states and the District of Columbia. The book is edited from data obtained in a survey made by the Television Information Office, New York.

Editors of the book were Ralph Garry, professor of educational psychology, Boston U. (chairman of committee of editors); Frederick B. Rainsberry, national supervisor of school broadcasts, Canadian Broadcasting Corp., and Charles Winick, consulting research psychologist, Columbia U.

A special paperback edition of *For the Young Viewer* is being distributed by TIO to tv stations, libraries, universities and other educational institutions, and community, government and religious leaders. The hardbound edition will be available to the general public at \$5.95.

When It's Laughter You're After, by Stewart Harral. U. of Oklahoma Press, Norman, Okla.; 414 pp., \$4.95.

A collection of some 4,000 short stories, ad libs, gags and jokes arranged in easy-to-find order, collected and compiled by one of the nation's busiest after-dinner speakers. Stewart Harral gives here some of his secrets for winning an audience and keeping them laughing. A valuable book for amateur or professional speakers.



WAVE-TV gives you 28.8% more MOTORISTS

— 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



**THE
FUTURE
OF
WORLD TELEVISION
BELONGS TO
WARNER BROS. TV**

CURRENT

ON NETWORK TV: ■ 77

SUNSET STRIP THE CHEYENNE

SHOW ■ HAWAIIAN EYE ■ THE GALLANT

MEN ■ JACK WEBB'S "TRUE" ■ NEW SERIES IN

PREPARATION ■ **THE KEY**—dramatic insights into life be-

Behind the walls of a major penitentiary ■ READY FOR THE PEOPLE

PLE—based on exclusive file material from the offices of America's

District Attorneys ■ BLACK CAT—the adventures of a PBY Navy Patrol

Bomber in the Pacific from Pearl Harbor to the Japanese surrender

REBEL WITH A CAUSE—the conflicts of a dedicated but unorthodox high school teacher ■ **G 18**—the Jack Webb production based on records of a Los

Angeles receiving hospital ■ TROUBLE ALONG THE WAY—the trials of a

Protestant football coach at a Catholic College—a Jack Webb Production ■ BRING

'EM BACK ALIVE—based on the Frank Buck movie series, featuring new authentic footage shot in Africa ■ **NINE TO FIVE**—the excitement and glamor of the gleaming

skyscraper world of the career executive ■ JETPORT—a series based on the inside stories of operations at the world's busiest international airport ■ A COMEDY

SERIES—as yet unnamed, to be co-produced with Red Skelton's Van Bernard Productions, under the supervision of Guy della Cioppa.



New brilliance in preparation that will all but eclipse the outstanding network successes of yesterday's and today's offerings from Warner Bros.



BOOM FOR FOREIGN TELEVISION?

Optimistic U.S. investors see speedy profits, conservatives expect slower payoff, but most are hunting additional buys

Foreign television looms more and more as a major investment market for U. S. broadcasters.

They now have money and know-how invested in stations and/or supporting services in some 25 countries dotting all of the world's continents but one—Antarctica.

The current size of this market is suggested by two statistics: There are

among the owners of ABC Television, the British programming contractor.

There seems little doubt that foreign tv, as an investment market, is on the way up. There are some clear differences, however, as to how fast it will move.

"We're sitting on the edge of a real boom," says one knowledgeable investor.

vesting in a number of carefully selected foreign stations than by putting the same amount into a U. S. station—even though in most cases they limit (or are required by local laws and regulations to limit) their foreign-station investments to relatively small minority interests.

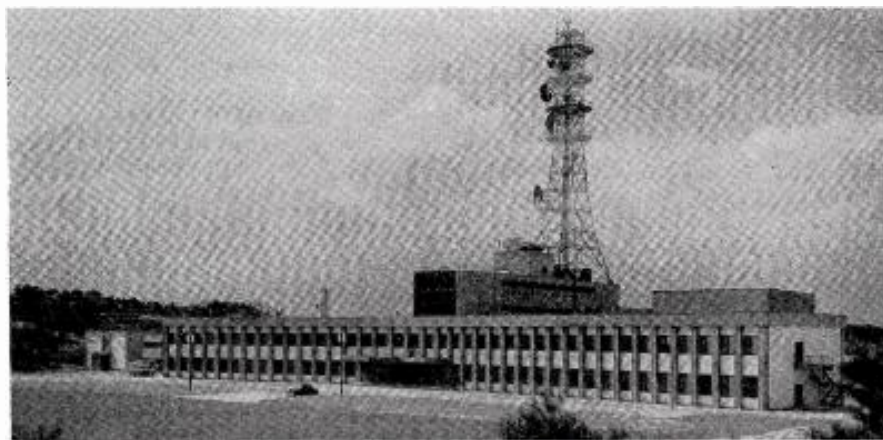
One authority estimated that pay-out on carefully screened foreign station investments may be achieved in five or six years as against perhaps 20 to 25 years in the case of the multi-million-dollar prices involved in U. S. television station sales today.

Others, again taking the more cautious approach, warned specifically and clearly against expecting short-term profits.

The Gambling Element ■ Even the most optimistic experts appeared agreed that in foreign investments there are elements of gamble, some serious, that are not normally present in television investments in this country. These include:

- The absence of any real assurance of (1) political and (2) economic stability in many countries. These often depend on each other; when political stability fails, economic stability falls—and vice versa.

- The extreme importance in many countries of being on the right side



Radio-Tv City on the outskirts of Osaka contains four tv and eight radio stu-

dios and broadcasts as JOOR-AM-TV. ABC has an interest in the operation.

currently approximately 40 free-world countries offering some sort of commercial television, and these countries have close to 44 million television sets. The countries include those with government-operated systems—Iraq, Colombia, Italy, Austria—which permit some degree of limited commercial tv.

By the standards U. S. broadcasters are accustomed to, the average tv market in most foreign countries is still far from big. Market set counts as low as 5,000 homes are unusual, perhaps, but not unique. Except in Canada, Britain and Japan, saturation is at best some distance away.

Thus it's clearly a market with much growth potential. The biggest question comes in trying to forecast the probable rate of growth.

The Big Investors ■ Thus far, the chief U. S. investors in the foreign broadcasting market have been the three tv networks and, more recently, Time Inc.'s Time-Life Broadcast International. But the field also includes such others as Screen Gems and Bartell Broadcasting (MacFadden-Bartell), both of which own stations outside the U. S.; ex-NBC executive Al Capstaff, who has a community antenna set-up in operation in the Virgin Islands, and Warner Bros., which is

Another export takes a much more conservative, long-range approach:

"The development of television throughout the world is more or less falling into a pattern of state operation rather than private operation. This leaves, broadly, a strictly minority—a very minority—position from which you hope to gain benefit by identification and some small income in terms of dividends while you're making some contribution to the more rapid development of television throughout the world."

A More Optimistic View ■ Whether it has any significance in terms of their respective outlooks, the more optimistic viewpoint represents a company which is approaching the break-even point on its foreign investments; the more cautious view comes from one that already is making a profit (but has been an overseas investor somewhat longer). Both companies are currently examining prospects for further investment.

Some investors feel that, with the FCC's limitations on station ownership in the U. S. and at the prices currently commanded by tv stations here, their best profit potential lies overseas.

The reason that they can get a quicker pay-out on their money by in-



Time-Life owns a minority interest in CLT Beirut, Lebanon, which telecasts on channels 7 and 9.

Foreign broadcasting interests of U.S. firms

Here are the principal foreign broadcasting interests of leading U.S. broadcasters and programmers, as compiled—in most cases—from the companies involved. One exception is the data on NBC: NBC officials declined for competitive reasons to give detailed information on their foreign interests and activities; the information shown here was compiled from an article in the spring issue of *Electronic Age*, a publication of NBC's parent, RCA. All companies are reluctant to give figures on the extent of their interests; in the case of investments in foreign stations, however, most are minority interests, many reportedly in the 10 to 20% area.

ABC International Television Inc.

Owens minority interests in and represents:

TG-Bol-Tv Guatemala City, Guatemala (ch. 3).

YSEB-TV and YSDR-TV San Salvador, El Salvador (chs. 6 & 8).

HRTG-TV Tegucigalpa, Honduras (ch. 5) and associated relay station (ch. 9), covering San Pedro Sula.

YNSA-TV Managua, Nicaragua (ch. 8).

TI-TVCR San Jose, Costa Rica (ch. 7).

HCPTVE-2 Guayaquil, Ecuador (ch. 4).

Venevision Tv Network in Venezuela, consisting of ch. 4 in Caracas; ch. 9, Central Coastal Region; ch. 9, Valencia and Maracay; ch. 6, Barquisimeto; ch. 9, Lake Maracaibo, and ch. 4, Metropolitan Maracaibo.

DZBB-TV Manila, Philippines (ch. 7).

JOEX-TV (network) Tokyo, Japan (ch. 10).

JOOR-TV Osaka, Japan (ch. 4).

Tele Orient in Beirut, Lebanon (ch. 11).

NWS-9 N. Adelaide, Australia (ch. 9).

Three radio stations in El Salvador: YSEB San Salvador, YSDR Santa Ana and YSDM San Miguel, which make up Cadena Radial Salvadorena.

ABC International also has invested in Telerama S. R. L., a production company in Buenos Aires. In addition it represents but owns no stock in Teleonce, ch. 11 in Buenos Aires; TV-2 Panama City, Panama (ch. 2) and CFTO-TV Toronto (ch. 9) and CJCH-TV Halifax, Nova Scotia (ch. 5), the last named including satellite stations at Annapolis Valley, Digby and Amherst.

CBS Inc.

Is one of the leading owners of Producciones Argentinas de Television (Proartel), program production company in Buenos Aires which serves the ch. 13 station there and a number of other South American stations, and in Panamericana Television (Pantel), a production company in Lima, Peru, which serves ch. 13 in Lima, among others.

Owens a minority interest in Trinidad & Tobago Television Co., owner of the new ch. 2 station in Trinidad, West Indies.

Has a mutual assistance agreement with Italy's RAI Network under which CBS furnishes engineering aid in return for help in programming.

MacFadden-Bartell Corp.

Owens Telecuracao at Curacao, Netherland Antilles (ch. 8) and is building a station at Aruba, also Netherland Antilles (channel to be assigned).

NBC International

Has "financial arrangements and associations" with ch. 9 in Buenos Aires and in Mar Del Plata, Argentina; "arrangements" with the Tapatia station in Guadalajara and with Tele-

vision Del Norte in Monterrey, Mexico; "an equity investment" in Radio Caracas, radio-tv network in Venezuela; "a 10% investment" in QTQ Brisbane, Australia; a contract as managing agent for the Nigerian Television Service; a license to invest in radio and tv stations being planned in Kenya; a management and representation contract with TWW, independent British program contractor; a "representation agreement" with Regie No. 1, advertising representative of French commercial interests, and "an arrangement" with Italy's RAI Network involving "plans for the development of a second RAI Network."

Screen Gems

Owens WAPA-TV San Juan, Puerto Rico (ch. 4) and has an interest in A. I. C. Dubbing Company in Sao Paulo, Brazil.

Time-Life Broadcast International

Owens minority interest in CLT Beirut, Lebanon (ch. 7 & 9). The station is slated shortly to acquire Advision, a separate company which handles its sales, as a subsidiary.

Owens half interest in DuMont-Time Production Co. in Cologne, Germany.

Last week acquired minority interest in Producciones Argentinas Television (Proartel), production company, in Buenos Aires.

Virgin Islands Tv Cable Corp.

Owens and operates catv system at St. Thomas, V. I. Company is headed by Albert L. Capstaff, former programs vice president for NBC Radio, who is associated with Bob Hope in plans for a radio station in San Juan.

Warner Bros.

Has about 25% interest in ABC Television, British commercial programming contractor.

politically. The alternative may be severe restrictions or even expropriation. The most outstanding victim in this respect probably was Goar Mestre, former Cuban broadcaster now associated with CBS in the ownership of production companies in Buenos Aires and Lima. When the Castro government came to power in Cuba it confiscated Mestre radio-tv properties reportedly valued at \$15 million.

■ The danger of programming without sufficient knowledge of the customs and cultures of the country and the needs and desires of the audience. To avoid this risk—and also, no doubt,

to steer clear of official complaints—U. S. investors usually seek local partners and let them take charge of programming.

■ The temptation to "run things" too much from U. S. headquarters. This not only gives the nationals the impression that they are not trusted, but frequently results in mistakes.

■ Drawing "too sharp" a contract with the nationals—making their guarantees to you so high, for instance, that the terms cannot be met or can be met only with the greatest difficulty.

In their non-film activities overseas the three networks have taken different

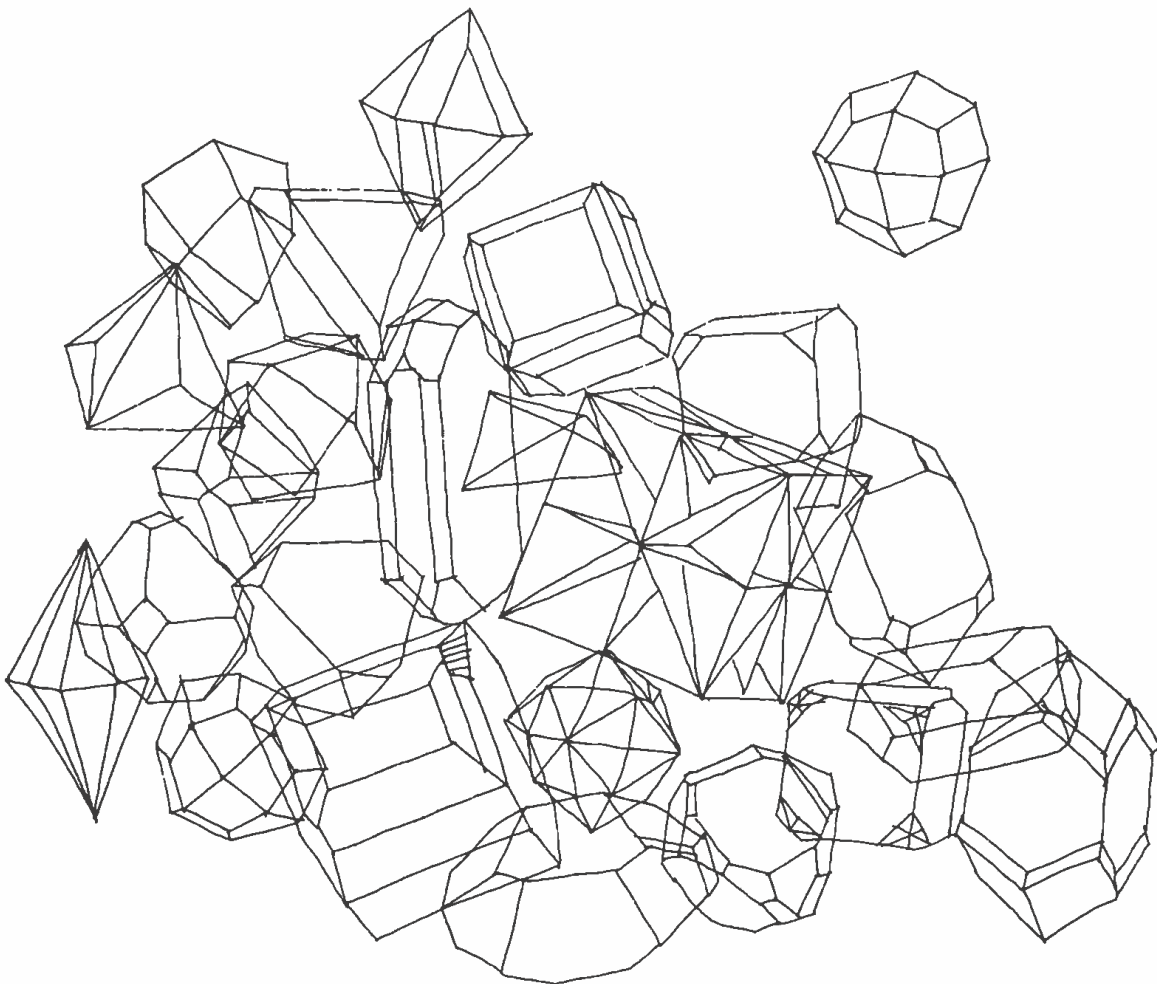
approaches.

Large ABC Holdings ■ ABC appears to have by far the most extensive holdings, claiming interests in some 20 tv stations in 11 countries and associations with at least four other tv stations in three other countries, plus some radio and production-company interests (see company-by-company breakdown above).

In addition to handling the company's foreign investments, ABC International Television Inc., headed by president Donald W. Coyle, offers a program-buying service which is used by all stations on its list except those

A cure for uncommon cold

Dunk an orange into liquid oxygen, then drop it on the floor and it will shatter like glass. A vital component of missile propulsion, liquid oxygen is so cold that it crystallizes many substances on contact, and embrittles some metals used for normal liquid storage vessels. But because both industry and national defense are using more and more liquefied gases at hundreds of degrees below zero, there was an urgent need for a constructional alloy steel that would retain its strength at extremely low temperatures. United States Steel worked with Chicago Bridge & Iron Company and The International Nickel Company to demonstrate the suitability of a remarkable new steel for cryogenic applications. Developed by International Nickel, it's called 9% Nickel Steel and is the most economical material available for pressure vessels that hold liquefied gas as cold as minus 320°F. It is easily fabricated into the storage vessels, intermediate containers, pipes and production equipment for America's growing industrial requirements. *America grows with steel.*



United States Steel



in Australia and Canada, and serves as international sales representative for all except its Australian station. The sales representation is handled by an organization of four salesmen headed by Charles Dwyer.

ABC emphasizes—as the other networks emphasize about their own operations—that associated foreign stations are not and cannot be used as a “captive market” for network-distributed film programming. ABC says that actually it's bought more programming from the NBC and CBS film arms than from ABC Films in its purchasing for overseas stations.

ABC International is reported to be making money now—2½ years after it was set up and about 2½ years before it had been expected to reach the break-even point.

CBS Conservative ■ CBS, through president Merle S. Jones' CBS Television Stations Div., appears to be taking a much more conservative approach than either ABC or NBC—but its foreign investments, too, are believed to be

well inside the black-ink columns of the ledger.

CBS is a partner with Goar Mestre in the ownership of a program production company in Lima, Peru, and with Mr. Mestre and Time Inc. in a production company in Buenos Aires. CBS also owns a minority interest in the new ch. 2 station in Trinidad, West Indies, and has a “mutual assistance” pact with RAI, the Italian network.

NBC, while declining to give detailed information, is reported to have financial interests in Mexico, Argentina, Australia, Venezuela and Peru, with management contracts in England and Nigeria. The English contract is with TWW, independent program contractor, and runs to 1964. The Nigerian contract is with the Nigerian Television Service's new ch. 10 station.

NBC 'Management Services' ■ NBC puts the emphasis on “management services” ranging from design layout to installation of equipment, training of personnel and, if the client wishes, di-

rection of the station's operation.

As a “by-product of management,” authorities report, NBC will make a minority financial investment if this is needed and desired.

NBC International, under director Joe Klein, is a division of NBC Enterprises, which is headed by George A. Graham Jr. There appears little doubt that it is a profitable operation; qualified sources indicate that it has made money for most of the five years since its formation in 1957.

Like the network operations, Time Inc.'s Time-Life Broadcast International Inc., headed by President Sig Mickelson, is actively seeking new prospects for investment. Last week it found its latest: the Proartel program production firm in Buenos Aires, in which it became a partner with CBS and Mr. Mestre. It already owned an estimated 2% of CLT Beirut, Lebanon, and about 50% of the DuMont-Time (DMT) production firm in Cologne, Germany. It reportedly is near—if it has not already reached—the break-even point.

Overseas program sales hit \$52 million

ANNUAL GROSS UP \$8 MILLION IN 1962; EVEN BIGGER GAINS PROMISED

The world market for U. S. television programs, which is expanding at a steady and substantial pace, is expected to reach a peak of approximately \$52 million in gross sales in 1962, a gain of \$8 million over 1961.

This glowing picture of the international tv distribution field emerged after talks with officials of leading U. S. distribution companies and at the two trade associations—the Television Program Export Assn. and the av division of the Motion Picture Export Assn.

The business outlook for the future is even brighter. Industry projections are that the 1963 gross should rise to about \$62 million.

Net is Good ■ Impressive as gross

figures are, net income results are reported to be even more formidable. Though there are understandable variations from company to company, many distributors acknowledge that overseas sales account for at least 40-50% of the net income of overall syndication (market-by-market) sales (separate story, p. 82).

Overseas sales have been rising steadily in different parts of the world, keyed to an upsurge in the number of stations (meaning more customers for U. S. films) and to a rise in set ownership (meaning higher prices generally for programs). The U. S. has been the prime outside source for programming (largely film but some tape), because,

in the words of one key distributor, “we got there first with the most and the best.”

Television is growing throughout the world, but citing precise statistics can be difficult and even misleading. For example, the latest published figures of the United State Information Agency show that at the end of 1961 there were 2,047 transmitting stations (excluding the U. S., Armed Forces and Canada), including all types of outlets such as relay and experimental stations. It is estimated that at least 400 new transmitting stations will be added in 1962.

Originators Important ■ But several film officials note that the significant number for the seller centers around *originating* stations. Italy is cited as a case in point. It has approximately 550 transmitting stations stretched across the country but sales are made only to the two networks and two individual stations. In Canada, the CBC-TV and the commercial network are the two prime customers, although more and more, individual stations of the CBC-TV and the commercial network are buying film.

Authorities estimate that for practical purposes there are 300 potential clients for film programs, embracing networks in a country, individual stations within the networks and single stations in a particular nation. In the Communist bloc, only Hungary and Poland buy a limited number of U. S. films. But film exporters agree that the number of

Tv costs, sets in use in leading tv countries

	Average Price (each half-hour episode)	Sets In Use (in Millions)
United Kingdom	\$2,800	12
Canada	\$3,000 (English) \$2,250 (French)	5
Japan	\$800	12
Australia	\$1,300	1.5
Germany	\$3,000	6.7
Latin America (minus Brazil)	\$3,800	5
Italy	\$600	3.3

Price applies to a single network run in the country, except Latin America where figure is projected for all stations, except those in Brazil. In Germany, approximately \$1,500 is spent by the distributor to dub each episode; in Latin America distributor bears about \$800 in dubbing expenses. In other countries there is no dubbing or it is performed by the buyer. Set figures are estimates as of Sept. 15, 1962.



This is how the title of "Twilight Zone" appears to the viewer in countries where Spanish is the language. The series (CBS Films) is now in 21 countries overseas and has been dubbed in Spanish, Japanese, Portuguese, German and Italian.

originating stations and networks is increasing and will expand even more within the next few years.

A better index of the growth of tv abroad is set ownership. It reached 54 million at the end of 1961, and, on the basis of present growth, should reach 58 million by the end of the year. As overseas set circulation expands, the prices paid for programs tend to rise (although, in some highly competitive markets, such as the United Kingdom, this does not necessarily follow).

The new areas of opportunities for the U. S. distributors in the immediate future are the emerging nations that will be starting television services; countries in which tv already is established but in which station facilities are being expanded; and nations in which tv set ownership is proliferating. The African nations are typical of the first example, Australia of the second, and Japan of the third. There are countries, too, which combine two or more of these characteristics.

Wide Distribution ■ U. S. television programs are being sold in more than 70 countries, according to distribution officials, but in some nations buying is so sporadic and limited, 55 are considered active buyers. During 1962, television service began in Eire and is scheduled to start in Kenya, Taiwan and Singapore. Next month stations are scheduled to open in Trinidad and other outlets are being planned for other nations in Africa and Southeast Asia.

Admittedly, revenues from the so-

called underdeveloped nations will be skimpy for some time to come. Based on prices currently received in similar population areas (Lebanon, \$30-\$35 per half hour program and Haiti, \$20 per half-hour program), distributors are aware that sales in the new tv nations will not represent a financial windfall by any stretch of the imagination. But past experience has taught American distributors that a limited market can develop into a flourishing one as set distribution widens.

The two geographical areas that distributors are eying carefully are Japan and Australia. Both are in boom periods. Japan has more than 60 tv stations on the air and others in the planning stages. There are almost 12 million tv receivers in Japan and this total is being supplemented by more than 200,000 a month. Australia has more than 50 stations on the air and other outlets are planned for the remainder of this year and next year. There are more than 1.5 million receivers there in an area that has more than 10 million people.

Best Markets ■ The consensus is that Canada, the United Kingdom, Australia, Japan, and Latin America as a whole are the most lucrative markets for the U. S. distributor. It is noteworthy that these are the nations in which commercial television flourishes. In other areas, advertising either is extremely limited or does not exist.

In both Italy and Germany, for example, commercials are used sparingly, and are placed in a special daily program. These "sell" programs are popular and bring in handsome revenues and advertisers are "waiting in line" for time periods, according to U. S. sources.

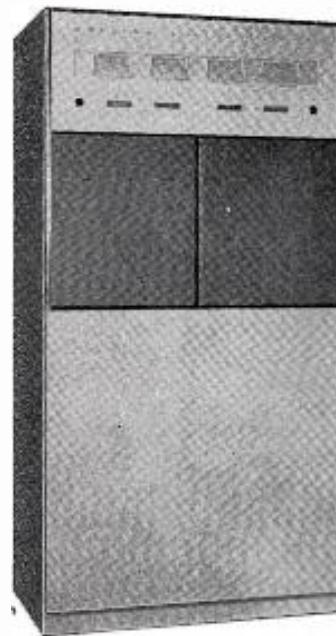
Distributors are awaiting with considerable interest the emergence of a full-scale, second television network in Germany. It was scheduled to go on the air this summer, but its start has been delayed until early next year. Germany is considered a prime prospect for the future, and an expansion in television facilities, distributors point out, will engender competition for programming and lead to higher prices.

The inviting vistas offered by overseas distribution have led U. S. companies to strengthen this area of their activities. This is accomplished by two major routes: licensing network programs abroad concurrent with their presentation in the U. S. and selling programs which have been shown here previously on networks or on a station-by-station basis (the latter method is more widespread).

Top Marketers ■ Distributors are inclined to believe that Screen Gems is the top international marketer, and sales of film series and feature motion pictures are expected to gross about \$12 million abroad this year. MCA, which

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Europe & Far East).

OVERSEAS PROGRAM SALES HIT \$52 MILLION *continued*

entered the global field more recently, is reported to be a close contender to SG. Behind these leaders are said to be CBS Films, NBC Films and United Artists Television (not necessarily in that order). It must be noted that SG and MCA derive a goodly portion of their sales from features and CBS Films and NBC Films from the sale of news and public affairs programs.

Virtually every distributor is active in the international field. In recent months, U. S. distributors have redoubled their efforts in this field. Among the larger companies operating in the global area are ABC Films, 20th Century-Fox, MGM-TV, Warner Bros. TV, Official Films, United Artists Assoc., Desilu Film Sales, Four Star Television, Seven Arts Assoc., Fremantle International, National Telefilm Assoc., William Morris Agency, Danny Thomas Enterprises Inc.

The increased tempo in overseas markets has had an effect that some distributors regard as deleterious. A feeling among some marketers is that the flood of U. S. programs offered abroad has reached torrential proportions and has created a strong "buyer's

market." It is known that distributors have held informal talks on this subject, but have not taken any concrete steps to withhold available programs from the market.

Prime Market ■ The United Kingdom is cited often as the exemplar of this economic rationale. Despite griping by distributors about certain conditions existing in the UK, the inescapable fact is that the British Isle is a prime market.

Programming from outside the UK constitutes about 14% of the schedule. A U. S. tv program carries a price tag of approximately \$2,500 per half hour, which is a substantial sum in comparison with the remainder of the world market but is low compared to value received, according to U. S. sources.

They point out that a comparable British-produced half-hour brings in \$8,000 or more on United Kingdom television. Conceding that the 86% spread in which the producer can operate is a significant factor, some Americans contend that if our product wasn't "dumped" on the UK market so indiscriminately, prices would be considerably higher. Even more to the point, they complain, prices in Britain

actually have been reduced slightly over the past four years, though sets in use have risen from 8 million to 12 million in that period.

This is only one of the problems that the American film distributor is going to face abroad in the future. Though the outlook is bright in an expanding television economy, distributors point to these other considerations that are likely to stiffen competition:

- Increased activity by foreign producers-distributors, particularly the British, in the global market.

- The likelihood that unions involved with tv films, particularly the Screen Actors Guild, will demand a residual formula on programs sold abroad, similar to the one already gained by the American Federation of Television & Radio Artists covering taped shows. (The current SAG pact expires in June 1964).

- The continued use of quotas and other restrictions by some nations of the world.

The competition from foreign producers-distributors has already begun but, according to U. S. film officials, "it hasn't hurt us yet." The British are in the vanguard of this movement, particularly the BBC-TV, which has been

Residual talent fees don't apply to overseas' sales

The relatively high return on sale of film programs abroad, reported to be at least 40-50% of most syndicators' net income, is said to stem from the comparatively low cost of selling operations (as compared with domestic sales) and to a more advantageous position vis-a-vis residual fees to talent, particularly actors.

Residual fees, in accordance with the latest contract signed by producers with the Screen Actors Guild, apply to film programs carried in the U. S., Canada and Mexico but not in the rest of the world. This can add a substantial financial burden to domestic syndication.

Residual Limits ■ A spokesman for the Screen Actors Guild in Hollywood noted that residual fees on tv entertainment films apply up to the sixth run (or the fifth re-run) of an episode, and a performer may earn up to 140% of the minimum fee. Some performers in demand establish their own residual payment scales in contracts with producers. The fees are 35% of the minimum for the first re-play; 30% for the second, and 25% for each of the third, fourth and fifth.

The growing importance of residuals in syndication is illustrated



Mr. Reed

in a recent report from SAG that these fees in August reached a record high for a single month—\$758,073. SAG's fiscal year starts on Nov. 1, and for the period ending last Aug. 31 residuals amounted to \$4,799,826. A conservative estimate is that residuals will be in the neighborhood of \$6 million for the fiscal year ending on Oct. 31. (This figure does not include residual fees on feature films carried on tv or re-run payments for commercials.)

Due to Come Up Again ■ The

SAG spokesman acknowledged that the union had sought to impose a residual clause for films sold abroad during the last negotiations with producers in 1960, but eventually agreed to withdraw this demand. He said it was "highly probable" that this demand would be incorporated in the 1964 negotiations with the producers of entertainment films, adding that SAG was "very much conscious" of the growth of the international market. (The American Federation of Television & Radio Artists has an overseas payment formula for live and taped shows sold abroad, but few of these shows actually are sold in foreign markets. Distributors claim the residual payment is one factor in choking off sales of shows overseas.)

Though actors are the largest beneficiaries of residual fees on filmed series, writers, directors and musicians also share in this disbursement. Seymour Reed, formerly treasurer and now president of Official Films, estimates that from \$7,000-\$8,000 is required to obtain residual clearances on an average half-hour filmed series for six runs but noted the figure is lower for fewer runs.

selling in the world market for 2½ years and claims to have sold its programs in almost 90 markets.

The British commercial television organization that has been successful in the world market has been Associated TeeVision, which reports it has placed its programs in more than 40 markets, including the U. S. through its subsidiary, Independent Television Corp., New York. Only last month Granada TV announced it had formed a subsidiary company, Granada (Overseas) to produce and sell programs in the world market.

U. S. producers-distributors complain that their British counterparts have a "built-in" advantage. The BBC-TV, they point out, is subsidized and doesn't have to show a profit; hence, it can sell at low prices. The commercial producers and distributors in the UK, called programmers, also have a distinct edge over U. S. distributors, they insist. Only a handful of programmers direct the design of commercial tv in the UK, and in this "monopoly position" enjoy "huge profits," U. S. marketers claim. They too can sell their programs cheaply in the world market.

British Pressure ■ Americans also claim that British officials have been voicing strong suggestions that U. S. networks and stations buy more British programs and hint pointedly that U. S. films may not enjoy the welcome mat unless this buying and selling becomes "a two-way street."

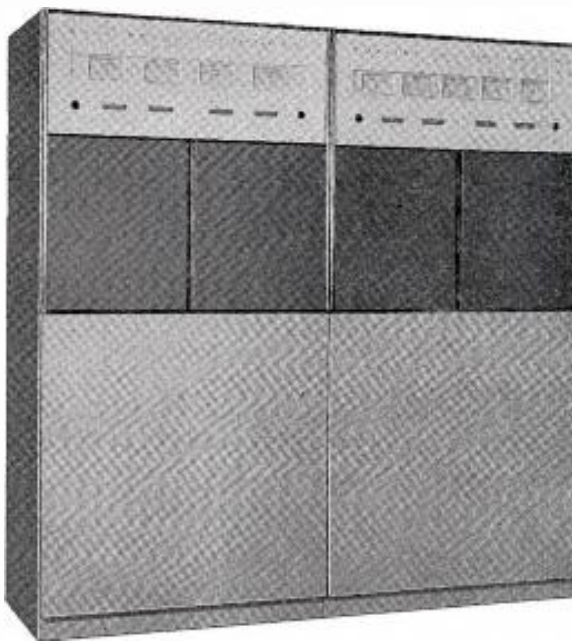
The competition from abroad is expected to be largely from Britain, although there are indications that Canadian producers will aim for the world market. This is likely to take the form of co-production with either American or British producers. In this connection two Canadian companies, Pied Piper Ltd. and Allan Wargon Ltd., recently entered into a co-production agreement with ITC to produce in Canada 39 half-hours of a color series, "Mr. Piper," which will be carried over CBC-TV and in the United Kingdom and offered throughout the world.

The labor union development is one which American producers would prefer not to discuss. SAG officials frequently have said that some formula must be devised to pay actors appearing in films which are sold abroad. At present, residual payment is made on films shown in this country. Distributors fear that overseas fees would raise costs to the point that it would impede sales abroad.

They point out there is a scarcity of tape programs (except news and documentaries) on overseas television stations, and attribute this circumstance, in large part, to AFTRA's and talent agents' demands for residual compensation.

"We hear so much about our 'pres-

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tige' shows not being carried abroad," one distributor noted. "But in many cases it would cost us more in residual fees than a price we could get in a market. If we're forced to pay residual fees on tv films shown abroad, the actor is going to get the same amount of money he gets now for working in a live or taped show—exactly nothing. Because we can't sell them."

Other Problems ■ The final roadblock to acceptance of U. S. programs abroad—quotas and other restrictions—are likely to be around for a long time. Americans may argue that U. S. programs are "superior" and "popular" with the viewers, but it is understandable that governments abroad want television in their countries to retain some

of the national flavor and protect the employment continuity of performers, technicians and executives.

Through the TPEA and the tv division of the Motion Picture Export Assn. the easing of quotas and the raising of dollar availabilities will be pushed. As the undisputed leader in the global film export field, the U. S. industry, to quote one distributor, "has got to expect criticism and resentment from some operators abroad."

But the overall feeling of the distributors is that the U. S. film industry will prosper and flourish in international markets simply because America knows how to produce programs that will provide the most entertainment for most of the people.

DISTRIBUTION RIGHTS VITAL

About one-third, taken from top, key to profits;
of \$52 million total \$20 million was for selling

The key to the money drawer in television film sales overseas lies more in the distribution rights than in the much more widely publicized profit-participation rights. Or, in the words of one highly placed sales official, "The distribution fee is the jugular we're all reaching for."

Among leading producers there is a fear that efforts to get to this jugular will develop into a full-scale battle, with networks seeking to become major producers in order to "control the negative" and therefore the distribution.

Importance of the distribution fee comes not only from its size (35 to 40 percent) but from the fact that it's

taken "off the top" in foreign sales (in domestic sales, residual payments come out before the distribution fee is computed).

Thus a \$30,000 foreign sale—typically the first-run foreign return from a single-hour negative—can yield the distributor \$12,000. Print costs and other expenses may come to \$3,000, leaving \$15,000 to be divided by the owners. If the profit participation is 50-50, each gets \$7,500, as compared to the distributor's \$12,000. And if one of the profit participants is also the distributor—as is usually the case—his total share, then, is \$19,500 of the \$30,000 sale.

On a total basis, distribution fees on

A program is in progress at a Proartel studio in Buenos Aires. The major tv program production firm is partially

owned by CBS Inc. and Time Inc. Its president is Goar Mestre, a broadcaster well known in America.



this year's estimated \$52 million in foreign tv film sales will come to about \$20 million.

There are no figures on how this \$20-million pie is split up.

Producers understandably cling to distribution rights for their properties if they have strong sales organizations of their own. The major motion picture producers, foreign sales arms predating television, to a great extent have dominated the syndication of U. S. television programming abroad.

Just how big these inroads are remains a matter for speculation.

The networks reportedly have agreed to furnish dollar figures on their revenues from (1) overseas distribution, (2) domestic distribution and (3) profit participation as part of FCC's years-old network study (CLOSED CIRCUIT, Oct. 1). The figures are to cover past several years and are slated for submission to FCC by Oct. 31; but there were indications that they would be accepted as "private" exhibits and nobody was betting that FCC will make them public.

Time's international ownership expanded

Time Inc. expanded its international tv interests last week by acquiring an interest in Producciones Argentinas de Television, S. A. (Proartel), a major television program production firm in Buenos Aires.

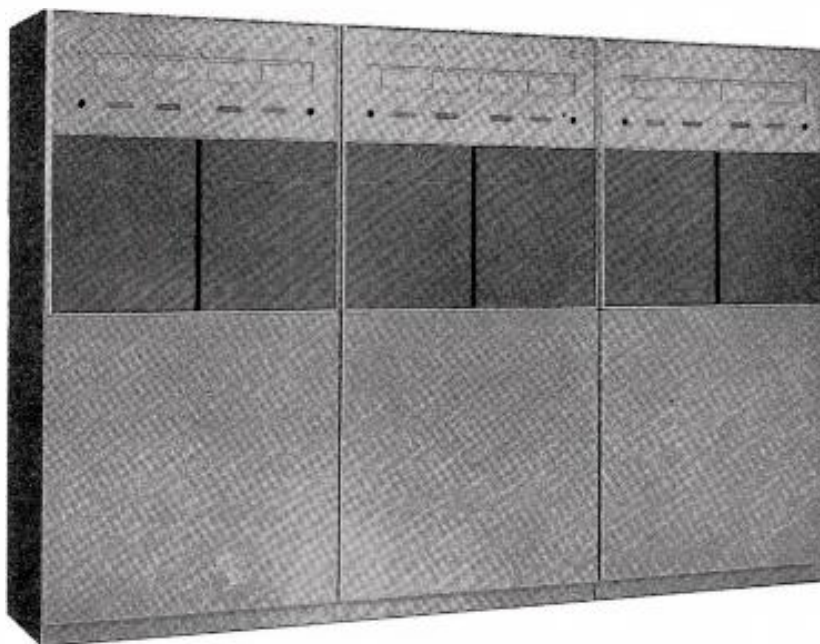
Time bought part of the interest held by Proartel president Goar Mestre and thus became a partner with CBS Inc., Goar Mestre & Asociados and local Argentine interests in ownership of the production firm. Extent of the acquisition and amount paid for it were not officially disclosed but it was understood that Time's interest was in the 10 to 15% area.

Proartel's programs are carried on ch. 13 in Buenos Aires and ch. 12 in Cordoba, Argentina, as well as a number of other stations throughout the Spanish-speaking countries.

Time's entry in the South American tv market was announced last Tuesday, coincident with Proartel's second anniversary. In Buenos Aires for the anniversary were Frank Stanton, CBS president; Merle S. Jones, president of CBS Television Stations Div.; Weston C. Pullen Jr., vice president of Time Inc. and head of its broadcast operations; Sig Mickelson, president of Time-Life Broadcast International Inc., and Mr. Mestre.

In addition to the Time-Life radio and tv stations in the U. S., Time Inc. owns a minority interest in CLT Beirut, Lebanon, and half interest in DuMont-Time, a program production company in Cologne, Germany.

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Agencies expanding overseas branches

AAAA REPORTS TENTH OF MEMBERS' BILLINGS FROM OFFICES ABROAD

U. S. advertising agencies are in the throes of an expansion overseas, opening new offices and adding new associations while noting a continued gain in international billing.

And a canvass of the dominating U. S. agencies overseas indicates that in those countries where tv (and often radio) is commercial, total billing shoots up—a major share of it in broadcasting. In Great Britain, for example, it's as high as 50-60% on the average.

The American Assn. of Advertising Agencies finds member agency offices in countries outside the U. S. now accounting for 10.84% of the total gross billing volume of all member agencies. This represents a 22% increase over last year.

The 4As in 1952 recorded 41 branch offices overseas. Today, 10 years later, the figure is at 134. And these do not include the growing number of overseas affiliations.

There are about 340 member 4A agencies and these include every major U. S. agency with but few exceptions. The member agencies together account for three-quarters of the total advertising placed in the U.S.

On a billing basis, the top 10 U. S. agencies in the international field are J. Walter Thompson; McCann-Erickson; Young & Rubicam; Grant Adv.; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Ted Bates & Co.; BBDO; Compton Adv. and Benton & Bowles. Last year they accounted for an estimated \$370 millions in non-

domestic billing.

The agencies trace their burst of activity overseas—it gathered steam in 1960 and has been continuing at a rapid rate—to several developments.

Among them: a growth of commercial television in countries abroad; the impetus of the Common Market in Europe and in the world; the continued marketing expansion overseas of U. S. companies and/or their subsidiaries.

Spreading umbrella-like is the American know-how—the U. S. agency which

tising for foreign clients.

But it is tv that is hastening the movement of many agencies abroad. Its limits, of course, are set only by the rate of commercial growth. Thus, the obvious climb in tv billing by agencies abroad follows the path of commercial development of the medium. These areas mainly are centered in the United Kingdom, Japan, Italy, West Germany, Australia and a sprinkling of other outlets over the world.

In the respect that it takes money to

Four agency roads for overseas business

The U. S. agency seeking business overseas usually takes one of these four courses when setting up shop in foreign countries:

(1) Ownership—the agency can invest in its own office, or open a subsidiary. These usually are wholly-owned.

(2) Mutual-exclusive representation—the agency has no ownership and no stock. A mutual agreement for representation of its clients is struck with a foreign advertising agency.

(3) Account affiliation—the

U. S. agency seeks out a foreign agency that is ascertained as best qualified to service a specific account or accounts but on an individual basis.

(4) Function as an export agency—in this context, the U. S. agency through its offices in this country places advertising abroad and direct.

Most large agencies functioning abroad use all four avenues. J. Walter Thompson, however, for the most part sticks to the first avenue (ownership), except in a few supplemental instances.

is employing its executive corps overseas, and in the process, changing methods of advertising placement and billing. All of the majors among U. S. advertisers abroad also handle adver-

advertise on tv, commercial tv overseas is no different than in the U. S. But there is a startling contrast for the U. S. tv advertiser abroad:

(1) There are advertisers who seek more commercial tv time than is available.

(2) The advertiser as a consequence usually hasn't a chance at the driver's seat; in fact, seldom can he take a back seat and more often he's lucky to go along for the ride.

This unusual seller's market in television overseas—alluded to by some as a "runaway" for the medium's commercial operators—hardly resembles the more flexible economic role enjoyed by the U.S. advertiser in his own country.

High Hurdle ■ But once this hurdle is passed—along with other numbing problems of language barriers, native customs, currency difficulties, changing market conditions (for his particular product) and tv facilities (even these are far from "static")—the marketing "race" can be fast and profitable.

But just how profitable for some agencies it's difficult to assess. The



Natives in Lagos setting up antennas for the Nigerian Television Service.

This is the federal network for which NBC International is managing agent.

big U.S. agency abroad is just as apt to be moving ahead of his billing potential by anticipating expansion of U.S. companies abroad. The timing can be off, as well as nicely attuned. As one high-placed executive in charge of his agency's international operations explains:

"There are financial problems. The record is strewn with losses (of U.S. agencies entering overseas markets). An operation in a foreign country can be useful but may not look good on the profit statement.

"There are nationalistic currents to master, the language barrier to crack, billing is on a reduced rate (compared to what the agency is familiar with in this country) and the media rates are often of chaotic structure."

Pros & Cons ■ As in most business endeavors, there are favorable points balancing the disadvantages. For example, in Great Britain there are no program costs for the advertiser to worry about. But he must pay extra for a "fixed spot" position in peak periods (generally from 7-10 p.m.). The "surcharge" runs as high as 80-95% of the rate.

It is the waiting line for prime time, however, that has a unique position in commercial tv's "foreign affairs." In England, peak commercial time is hard to get—there's a waiting period. It's a similar situation in Japan, where business is placed on "sponsored networks" made up of three to 25 stations with the "key station" (any one of four in Tokyo, four in Osaka or three in Nagoya) working with the ad agency clearing time. (There are at least 50 commercial tv stations in Japan.) Prime time roughly falls between 6:30-9:30 p.m. (Called "golden time" by the Japanese.)

Advertiser demand is unbelievable by U.S. standards in Italy where only a limited amount of commercial time is set aside. A Y&R account man, stationed in Europe, reports an average 18-month wait for the new advertiser in Italy.

It is not much better in West Germany. An account man in Frankfurt (also with Y&R) notes that advertisers there must place commercials some 12 months ahead of the schedule's starting date. In West Germany, moreover, an advertiser must resign himself to obtaining only half of what he seeks in tv. Commercials are permitted only in an hour segment (7-8 p.m.) in which a maximum of 16 commercials is permitted.

Italy gets tougher when the advertiser finally gets his buy: they are normally "must" for 26 weeks but the advertiser cannot be on more than twice in these weeks, and in addition his spots are rotated.

Because of the high demand and



Only last Monday (Oct. 8), Ted Bates & Co. opened its newest overseas agency affiliation—Ted Bates Werbegesellschaft mbH.—in Frankfurt, West Germany. Principals in the Frankfurt opening (l to r): Robert P.

Eaton, new agency's general manager; Rosser Reeves, Bates' board chairman; Fritz K. Wolff, director, creative operations of Frankfurt agency; J. Ross MacLennan, senior vice president of Bates' international operations.

limited supply, the return to commercial operators is the envy of even the most profitable tv enterprise this side of the Atlantic. In West Germany, where the going price is about \$3,000 per half-hour film (see table, page 78), the cost of a single 60-second "spot" is \$15,000 to the advertiser on a "national" basis.

Big Four ■ In England, most tv advertising revenue (about 90% of business placed) comes through the big four programmers: Associated-Rediffusion Ltd.; Granada Tv Network Ltd.; Associated Television Ltd., and ABC Television Ltd. While time is purchased in this fashion in England, clearances in Germany and Italy usually go station-by-station and are normal-

ly an agency function.

As commercial tv mushrooms and other business attractions lure more U.S. agencies abroad, American agency methods are making headway. The U.S. pattern in Britain, hastened by tv methods of mass selling, is causing a rapid changeover there to the U.S. agency compensation system that employs a conventional 15% commission, billed by the media.

(At one time, "agencies" in Great Britain acted as brokers, pocketing discounts and other such increments, a practice still prevalent in France. One executive from overseas calculated that British agencies in the past received whatever they could, as high as 40% in "commissions" in known instances.)

Here is a rundown on the "top 10" U.S. agencies in international field.

J. Walter Thompson Co. is the largest international billing agency. Last year it handled some \$125 million worth of advertising through its 38 branch offices in 22 countries (plus a few places where it has representation). An agency executive last week predicted international billing this year is "running ahead" of 1961.

JWT's first overseas office was in London in 1899. Later it was closed and then reopened in 1919, and it has been active ever since. Today, in fact, the London office is among JWT's largest overseas (also the Frankfurt, Germany, office where JWT reinstated its operation after World War II, and in Canada—Toronto and Montreal). In England, tv accounts for substantial billing: more than half of the total JWT places through the London office.

The first big wave of JWT foreign office openings came in the 1920s. But "size" is deceiving, too: In India, JWT is large in the number of people but



America's Television Bureau of Advertising is well aware of the great expansion in overseas tv. Norman E. Cash, president of TvB, is presently on a European tour of tv facilities. He is holding meetings in England and other European countries.

AGENCIES EXPANDING OVERSEAS BRANCHES continued

not necessarily in volume; in some Latin American offices, currency factors work against high dollar volume.

The JWT advertiser list is formidable, including such giants as Ford, Pan American, Eastman Kodak, Scott Paper, Aluminum Ltd., Kraft Foods, Standard Brands, Chesebrough-Pond's, Beecham Products, Champion Spark Plug, Douglas Aircraft, Lever Bros. (actually a subsidiary of Unilever), and such British firms as Rowntree & Co. (candy).

McCann-Erickson has been aggressively seeking out the international field in the past few years and this year may be billing at the rate of \$130 million.

Estimated M-E foreign business billed last year totaled \$98 million. M-E has 42 offices in 21 countries, sees tv "growing rapidly" in the operation, particularly in London and Germany and has Coca-Cola, Nestle, General Motors, Colgate-Palmolive and Esso among its overseas clients.

An approximate \$40-million billing operation overseas last year, Young & Rubicam continues to make billing headway, maintaining the agency as No. 3 internationally among its U.S. competitors. In the last four years alone, Y&R sources report the agency has quadrupled its personnel abroad.

Y&R maintains 10 main offices abroad (including Canada) and has other worldwide representation through 45 affiliations or associations. In Japan, for example, Y&R and Dentsu, one of the world's largest agencies, maintain a loose or "informal" account relationship though Dentsu also places account business for other U.S. agencies where there's no conflict.

Y&R's big accounts internationally include many companies such as General Foods Corp., Beech-Nut, Life Savers, Sanforized Div. of Cluett, Peabody & Co., Procter & Gamble (nearly all of P&G's budget in Great Britain is in television), Bristol-Myers and Kaiser Aluminum (many of these through a foreign subsidiary).

By some measure, Grant Adv. is bigger overseas than it is in this coun-

try: in 1961 for example, it's estimated that the agency billed \$26.5 million internationally, or \$1 million more than the \$25.5 million handled for its clients in the U.S. The agency is spread over a total of 31 foreign branch offices (including Canada) and has 36 affiliations with overseas agencies.

Grant reportedly expects its international billing this year to be some 10-15% higher. A substantial portion of that increase will be in broadcast (perhaps as high as 40%). According to Grant sources, tv is regarded as a "growing medium" abroad and commercial tv as "still very young."

A sample of its major U.S.-based clients on the international billing scene: Colgate-Palmolive (uses a lot of radio and tv where it is available); Coca-Cola (Grant handles in South Africa, Hong Kong and India), TWA in certain countries, Firestone Tire & Rubber Co., General Electric, Mobil Petroleum, Shaeffer Pen and First National Bank of New York.

The six international offices of Erwin Wasey, Ruthrauff & Ryan Inc., bill nearly \$30 million a year (some \$24 million in 1961). A very small part of it, however, is in broadcast. It operates three offices in Great Britain (London, Glasgow and Newcastle), two in Canada (Toronto and Quebec) and one in Sweden (Stockholm). Later this year, EWRR will open an office in Cologne, Germany.

The agency's London office, which employs about 500 people (more than any single EWRR office in the U.S.), services such American firms as Procter & Gamble, Goodyear Tire & Rubber Co., Quaker Oats Co. and S. C. Johnson & Son.

Foot, Cone & Belding last year billed close to \$19 million overseas, and will be near \$22 million in 1962. FC&B has four overseas offices and 85 affiliations in 84 countries. TWA, General Foods, Kraft, S. C. Johnson & Son, Kimberly Clark, Clairrol, R. J. Reynolds Tobacco (German subsidiary and brand) are among its clients.

Ted Bates & Co. last week added a

Frankfurt, Germany, office to its list of four international branches, in an overseas business sprint. The other four are in Paris, London, Toronto and Montreal. Together they bill between \$30-35 million annually, with an estimated 40% in broadcast. This contrasts with an estimated \$13 million in 1961 and indicates a substantial international billing increase for 1962.

Major accounts include Mobile Oil Co. (Paris), Mars Ltd., Colgate and Pakistan Airlines (London) and Kimberly-Clark and Boyle-Midway (Canadian offices). The new Frankfurt bureau will help service the Mobile and Pakistan Airlines accounts.

BBDO's branch offices total six (BBDO international) with 97 affiliations or associations in 54 nations. The agency's \$12.4 million in international billing last year is certain to be substantially higher in 1962. In England, at least a third of the billing is in television.

Accounts overseas include General Mills (Betty Crocker Products), Chesebrough-Pond's (entirely in tv), Coty and Skol Lager (this is a British brewery that is rated among the biggest in the area). Other accounts include Dupont, Timex, U. S. Travel Service, all through the Milan office; North American Aviation, Remington and the Sheraton Hotels, via Frankfurt; International General Electric and the New York Dept. of Commerce, through Paris.

Compton Adv., New York, which has minority interests in Garland-Compton, London, and Nixon-Compton, Sydney, Melbourne and Brisbane, all Australia, currently is working out contract arrangements for the creation of seven new European corporations.

These corporations will represent seven new offices for Compton, New York and Garland-Compton, London—Paris, Copenhagen, Amsterdam, Brussels, Frankfurt, Milan and Luzanne. They will be operated under the Garland-Compton name.

International billings for Compton are almost \$10 million (over 20% increase) of which just under 60% is in broadcast.

Garland-Compton clients include

ABC International Tv sets presentation in New York Oct. 31

A major presentation on television and its "unlimited international possibilities" has been scheduled by ABC International Television Inc. for Oct. 31 in New York.

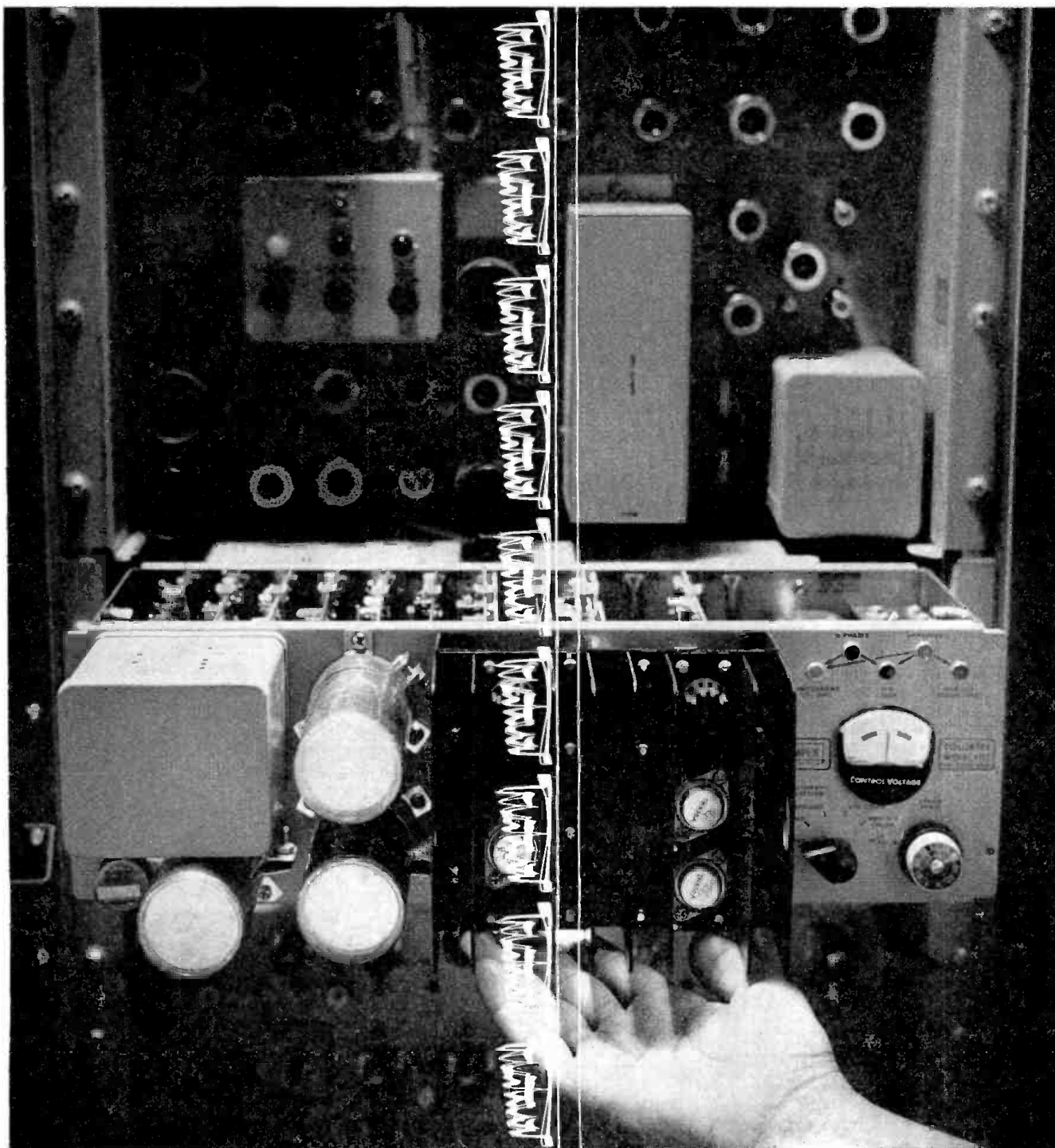
Officials said leaders in international broadcasting, advertisers and agencies, industry and government will participate in the meeting,

a breakfast session described as "the first of its kind under the banner of world-wide television." It will be held at the new Americana Hotel.

"Because of the vital need for a clear understanding of the possibilities international television opens to us, ABC International felt that such a meeting is essential at this

time," said President Donald W. Coyle. His company, said to be the largest for international commercial tv, is associated with 21 stations in 14 foreign countries.

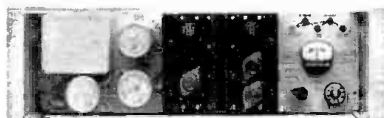
Informal discussions will follow ABC International's presentation, a Visualscope showing titled "World-vision—Your Passport to the Future."



What color tape playback system takes up only 5¼" of rack space?

AMPEX Colortec.

Ampex Colortec* color adapter eliminates a complete extra rack of electronics: it fits into a 5¼" panel on your Videotape* recorder. It gives you color. Bright, beautiful color—with full bandwidth luminance and chrominance signals. Sharp black and white, too. And it's accurate to 3 parts per billion. The luminance and chroma are never separated but are processed together so that the picture is synchronous to 3.58 mc subcarrier to within ± 3 nano-seconds. Furthermore, it's the only



color recovery system that meets N.T.S.C. standards. Operation? Extremely simple with only two principal controls. What do these facts indicate? Simply this: even if you aren't contemplating color transmission yet, Colortec color tape playback system should figure in long-range plans. For details write the only company

providing recorders and tape for every application: Ampex Corporation, 934 Charter St., Redwood City, Calif. Sales, service engineers throughout the world.

*TM Ampex Corp.

Rowntree & Co., Procter & Gamble and Alberto-Culver. Nixon-Compton has, among other accounts, Ampol Petroleum, the Associated Chambers of Manufacturers of Australia and the Melbourne Stock Exchange.

Benton & Bowles now has some \$10 million in international billing (about \$6.8 million estimated in 1961). About \$9 million of B&B's overseas business is in the United Kingdom, of which an estimated \$5.5 million is in television (B&B handles some of the P&G business there). Another heavy-tv advertiser in England is J. Lyon & Co. Ltd. (English-based). Among other top B&B international accounts: S. C. Johnson & Son, Philip Morris, Sarong Ltd. (International Latex in the U.S.), Florida Citrus Commission.

Colgate-Palmolive, Coca-Cola, Max Factor (in Japan) and Gillette are international conscious. Colgate has "invaded" Japan—called a "second U.S. invasion" in a century by some American observers—on behalf of its toothpaste. What makes this "attack" so different is C-P's head-on collision with native, more familiar brands. C-P is known as a broadcast-oriented advertiser, using commercial radio throughout the world, and commercial tv, too, where it is available.

In Japan, P&G and Lever are nibbling at the market, and close observers expect these two giant tv advertisers to move soon. Japan also has an interesting competitive battle between U.S. Cola advertisers (among them Coca-Cola, Pepsi-Cola and Royal Crown Cola).

Radio listening is on the rise in Britain

DAILY BBC SAMPLING SHOWS RADIO-TV PREFERENCES

A million more people in Britain now are listening to radio on the average day than in 1961. The current total is an estimated 26,300,000, well over half the population.

The average person's radio listening hours have jumped from 7.25 to 7.28, representing a 7% increase in listening for the entire population.

Evening radio listening has continued to decrease as more people buy or rent tv sets. The radio increase is between 9 a.m. and 6 p.m.

The rise in listening has been detected by the BBC's audience research department. The study includes the growing number of out-of-home radio users. The department questions 3,000 adults and 1,000 children every day, or 1.5 million every year. The basic question is always the same: "What programs did you listen to, or view, yesterday?"

It is asked by 300 trained interviewers over the country who are given quotas of people to interview categorized by sex, age, social class, and occupation. The aim is to sample not only the population as a whole but also important sections of it.

Adults may be interviewed any time of day, but children's interviews (conducted only by women) are confined to 4:30-6:30 p.m.—in specified homes, with parental permission, among children over the age of 5 who happen to be in.

Program Logs ■ Programs listened to are recorded on individual log sheets which are mailed in every day. An informant may not be checked as listening to a program if he has heard less than half of it. The interviewer is warned to be wary of the informant who says he "usually listens" to a given program for he may not have heard yesterday's. But background listening

is counted unless the informant can remember no details at all.

As a check on interviewer honesty a random 5% of those listed by the interviewer are written to and asked to confirm that the interview took place.

Research results are distributed to BBC executives in several forms:

(a) The audience barometer—it estimates daily audience of each BBC program throughout Britain and in each BBC region.

(b) The daily chart of tv audiences—it compares audiences for BBC and commercial network programs, and gives total audience, those who can receive only BBC-TV programs, those who can receive both, and a breakdown of the latter category for each region.

(c) The children's audience supplement—it deals only with programs intended for children, indicating the audience size in three age groups, 5-7, 8-11, and 12-14. Each month there is a summary of children's audience trends in the 5 p.m.-6 p.m. and 6 p.m.-9 p.m. periods.

(d) The audience research bulletin—it summarizes listening and viewing trends weekly and notes findings of special interest. At the end of each quarter, long-term trends are reviewed.

(e) The audience research reference book—it incorporates material of long term significance. Additional pages up date material from time to time.

Audience opinions ■ An important side of audience research to BBC is listeners' and viewers' opinions. A survey may show a series is gaining or losing audiences but can't show why. Two programs may be heard by an equal number of people, yet one is liked more than the other. Then there are programs for minority audiences. The audience research department continuously seeks listeners' and viewers'

opinions.

The panel method is used for this in-depth rating, separate for the radio and tv networks. There is a 700-member viewing panel; a listening panel for two of the three radio networks with 600 members in each of the seven BBC regions, and the highbrow *Third Programme* network has a 1,000-member panel.

So the panel will be broadly representative of the customers of each network, listening panel members serve about 15 months and viewing panel members three. The panel member receives weekly batches of questionnaires on selected programs and is specifically requested to view and listen as usual regardless of membership.

If the member has seen or heard a program on which there is a questionnaire he reports on it. Some questionnaires seek the panel members' opinions on additional specific facets of a program such as the acting, production and script of a play.

Total reactions ■ Every questionnaire seeks "your reactions to the broadcast as a whole." The member does this by awarding a mark from a five point scale which goes A+, A, B, C, and C-, ranging from exceptional enjoyment to extreme dislike, distaste or boredom. The answers provide data for a program's appreciation index from 4 to 0.

Most questionnaires use a choice of set answers for each item for rapid tabulation but the more elaborate ones are summarized to present prevailing attitudes while also showing minority feelings. Apt verbatim quotations are often added to illustrate attitudes.

Special investigations have included surveys of the Gaelic speaking population, the use made by farmers of agricultural programs, the incidence of vhf listening, car listening, tv programs for women, the leisure habits and interests of young people, and the public's use and attitudes towards the BBC news programs.

Limited commercial tv planned by Malaya

Malaya plans to begin television in that country within 18 months. The new service will be operated under the aegis of the Ministry of Information & Broadcasting, according to the Malayan embassy in Washington, D. C.

As a result of government studies the following proposals have been tentatively adopted: two channels of transmissions will be started in Kuala Lumpur, the capital, with future expansion when practicable; the 625 line picture system employing band I and band III will be adopted as this would facilitate exchange of programs; commercial advertising will be accepted although sponsored programs will be discouraged.

NOW A PROFESSIONAL PHOTO LIGHT THAT FITS THE PALM OF YOUR HAND... SO SIMPLE ANYONE CAN USE IT

COOLING VENTS
for instant
escape of heat.

ADJUSTABLE HEAD
tilts for bounce
lighting, is calibrated
30° below and 90°
above horizontal.
Control arm makes
it easy to tilt and
lock head at any angle.

**SILICON RECTIFIER
LIGHT SWITCH**
has dimmer control for
modeling and setup
lighting levels, is
conveniently located
on handle for
instant light control.

**ORIGINAL EQUIPMENT
ALSO INCLUDES:**

FLOOD LENS
Dual-purpose lens af-
fords choice of 110°
x 48° or 60° x 54°
beam for broader
light coverage of sub-
ject area.

PORTRAIT LENS
Made of specially
tempered glass for
close-up work. Soft-
ens light and reduces
contrast.

**SUN
GUN
PROFESSIONAL
PHOTO LIGHT**



BARN DOORS
of ruggedized aluminum
construction for
easy adjustment and
placement of light.

12-FOOT CORD

UNIVERSAL BRACKET
fits all cameras.
Special bi-position
mounting hole allows
unit to be located at
the side or 30° to the
rear of camera.

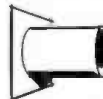
Optional accessories quickly
adapt SUN GUN Professional
Photo Light for every indoor
lighting need.



Accessory holder. Adapts
SUN GUN Professional Photo
Light to accept the wide va-
riety of specialized optional
accessories.



Daylight filter. Corrects
color temperature of basic
3400°K lamp to permit use
with daylight type color film.
Eliminates need for conver-
sion filters on camera, re-
taining full efficiency of
expensive camera lenses.



Snoots. Provide a finely con-
trolled beam for spot high-
lighting of small areas. Two
sizes—large, and special op-
tical "Sniper Snoot."



Super-Spread Lens. Spreads
beam to match field of extra-
wide-angle camera lenses.



Large Barn Doors. Permit
horizontal control of light
beam to conform to specific
area lighting requirements
or to keep light out of cam-
era lens.



Special 3200°K filter. Con-
verts color temperature of
light for use with Type B
color film.



Diffusing Filter. Spun-glass
scrims provides soft, even,
diffused light for close-up
work. Includes removable
spread lens.



Carrying case. For conven-
ient carrying of SUN GUN
and accessory lenses.

Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions—both movies and stills.

This SUN GUN® Professional Photo Light takes the place of studio lights 10 times bigger, 10 times heavier, 10 times more expensive. It pro-

duces 5000 watts of exposure at only 1000 watts' electrical cost—does the work of much studio lighting equipment easier and better.

Good? So good it won a 1962 Academy Award. Want to know more about this new SUN GUN Professional Photo Light? Ask your photo dealer—or mail the coupon below.



MAIL THIS COUPON TODAY FOR MORE INFORMATION

SYLVANIA

SUBSIDIARY OF

GENERAL TELEPHONE & ELECTRONICS



Sylvania Lighting Products
Division of Sylvania Electric Products Inc.
730 Third Avenue, New York 17, N. Y.

Please send me free technical information on the new
SUN GUN Professional Photo Light.

Name

Address

City Zone State

Labor Party supports Pilkington report

The annual convention of the Labor Party has unanimously approved a resolution backing the Pilkington Report. It urged Labor members of Parliament to support immediate implementation of the report's main proposals—the reorganization of commercial television, a second network for BBC-TV and the introduction of color television.

A representative of the Assn. of Cinematograph, Television and Allied Technicians wanted to soften the resolution by cutting out the words “immediate implementation of its [the report's] main proposals.” He suggested instead a call to BBC for union recognition. He said his union agrees with many of the Pilkington attacks on commercial tv but doesn't accept the report's view that BBC-TV is in the clear. The basic fault with the commercial network, he claimed, is that “every penny spent on program content was resented” because it cut profits.

The ITA, he said, operated as “the tool and not the master of the companies and merely shifting the balance as Pilkington recommended . . . would achieve no practical results. We have to halt the attitude that programs are sandwich fillings between commercials.”

The union spokesman called for a punitive profits tax on the commercial tv companies which could be used for general broadcast development, including the activities of BBC.

A Musicians' Union representative said the Pilkington Report did not state what the role of tv should be. “In our view television . . . should be used to bring events to the public as they are

happening. It should not be a medium for home cinema and the display of American and other foreign television films.”

The Labor Party's national committee welcomed the Pilkington Report as an indictment of Conservative policy. The committee wants local radio to be run as a public service and not on a commercial basis. It also favored tighter controls on content and timing of commercials and a cut in total advertising time. The use of some of the commercial network's profits to finance BBC-TV was put forward as a possibility.

Monte Carlo tv fete scheduled Jan. 10-19

The Third Annual International Television Festival of Monte Carlo will be held Jan. 10-19, 1963, in Monaco. Fifteen countries participated in last year's festival.

A change has been made in festival regulations to permit programs aired during the 1962 calendar year to be submitted to the festival committee by the Dec. 15 deadline. (The eligibility period in the previous two festivals was Nov. 1-Dec. 31 of the following year).

Denmark exhibition opens next week

Film salesmen and buyers from around the world will get a chance to meet without the glamor of film festivals beginning next Monday (Oct. 22). The International Television & Film Exchange will open in downtown Copenhagen, Denmark, with an exhibition hall, closed-circuit tv and screening

equipment for various sizes and types of film.

After this fall, the Exchange will be open for 10 days each April and October. The opening program includes a display of early and modern movie and tv equipment and an exhibit of a U. S. tv satellite.

Radio-tv advertising on rise in Canada

National radio and television advertising were both up the first half of this year, according to estimates made by Elliott-Haynes Ltd., Toronto market research firm, and published in the Toronto advertising weekly, *Marketing*. Radio advertising was up 8.2% to \$9,918,768, and television advertising up 22% to \$27,705,036.

Foods and food products were largest advertising group in radio with \$2,920,384 and also in television with \$7,133,603. Drugs and toilet goods came second in both media with \$1,508,617 in radio and \$5,707,684 in television.

N.Y. international meet to hear EBU president

The European Broadcasting Union's first meeting outside Europe will take place in New York, Oct. 22-27. Its opening session at the Waldorf-Astoria Hotel will be addressed by EBU President Olof Rydbeck, director general of the Swedish Broadcasting Corp.

Other speakers at the opening meeting will be Jean D'Arcy, director of radio and visual division, United Nations office of public information, and John F. White, president, National Educational Television & Radio Centre.

Closed business meetings will be held at the Carnegie Endowment Bldg., 345 E. 46th St.

On Oct. 24, the EBU delegation will fly to Washington as guests of the U. S. Information Agency and meet with President Kennedy and other government officials. They will see the Andover, Me., Telstar tracking station in operation on Oct. 27.

Canadian set sales up in first seven months

Sales of made-in-Canada radio and tv sets were up the first seven months of this year as against last year, according to a report by the Dominion Bureau of Statistics, Ottawa.

Television sales totaled 202,834 in the January-July 1962 period, as against 160,446 in the 1961 period. Radio sales were 328,848 against 292,122.

Imports of radio sets in the first three months of this year totaled 113,518 transistor type, 35,346 home receivers and 4,537 radio-phonograph combinations; 7,391 tv sets were imported in the period.

P&G PUTTING MORE STRESS ABROAD

Good year in foreign investments spurs expansion plans

Procter & Gamble has announced an expansion in its international business organization by setting up four new operating divisions and appointing executives to head them. The managers, all former associate directors of the P&G overseas division, will report to Donald H. Robinson, P&G's vice president-overseas operations.

Procter & Gamble is generally regarded as one of the top advertisers (through its subsidiary companies) in commercial television where it exists overseas. Domestically, P&G is no. 1 in allocation of advertising funds to television.

The divisions and managers to head them: Asia and Latin America (headquarters in Cincinnati, Ohio), Charles M. Fullgraf; Britain, Canada and Scandinavia (Cincinnati), William M. Ittman; European Common Market (Brussels), Thomas C. Bower; export

and special operations (Geneva), Eugene W. Gilson.

P&G owns manufacturing units in 10 foreign countries and has plants under construction in another three. The company's products are also manufactured under its supervision in 12 other countries, in plants partially owned by P&G or in plants of licensed manufacturing agents.

The company's annual report for fiscal 1961-62 showed \$20 million in net earnings from overseas operations and noted that the international business had an “unquestionably favorable effect” on the balance of payments in the U. S. In the past five years, P&G claims to have sent about \$9 million (U. S. dollars) overseas to finance business development programs, but reports \$48 million in overseas business were returned as dividends to the parent company.



PRODUCE IT TODAY SELL IT TOMORROW ANYWHERE IN THE U.S.A WITH



35th Anniversary
1927-1962
first and finest Air Shipping service

Airtime comes only once per program. Priority handling of tapes, films and platters is a must . . . and it's assured only when you insist on shipment by AIR EXPRESS. There is only one AIR EXPRESS—the coordinated service of R E A Express and all 38 scheduled U.S. airlines. It's top priority, right after U.S. mail and passengers, everywhere in the U.S.A., Puerto Rico and Canada. 13,000 R E A Express trucks provide speedy door-to-door service. Cost? Low: 5 lbs. travel 1,000 miles for \$3.53. For shipping or receiving, specify AIR EXPRESS. It's as close as your phone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

One global system for all, ITU chief urges

One, single, integrated, global satellite communication system; with the United Nations managing the system. This is the proposal suggested by Gerald C. Gross, secretary-general of the International Telecommunications Union, Geneva.

Capt. Gross makes the recommendation in a discussion on "Space Communications: The Need and Scope for Action" published by *Telecommunication Journal*, organ of the ITU. The document was prepared as a review of the subjects that he feels should be included in the Oct. 7, 1963, conference in Geneva which was specially scheduled to deal only with the assignment of space frequencies.

It is Capt. Gross' view that the conference must deal also with realities that will be involved in the discussion next year. He urges that they be met and answered at the same meeting.

Warning of the dangers of dual systems, the ITU secretary-general urges a "single universal space communication system." Economically,

as well as from an international aspect, more than one system would be disastrous, Capt. Gross says. He adds:

"... if the nations of the world do not agree to plan for a single space communications system, it is unlikely that there will be any viable international space communications systems at all, at least for a very long time."

Most of the countries to be presented at next year's conference, he warns, will not look kindly on giving up some of their frequencies for a space system in which they have no immediate interest. "These countries will need to be convinced," he says, "that they are making a wise investment, especially since this particular investment represents an initial sacrifice [the giving up of present frequency assignments]."

UN Arm ■ The need for international management is evident, Capt. Gross says, once the idea of a single international system is accepted. The remaining question is what organization shall carry out this work.

Although there is no doubt, he says, that the technical operations of space vehicles will belong to the nations that launch and own them, "it is obvious, in view of the tremendous technical and economic issues involved, that the people of the world cannot be satisfied with anything less than a U.N. agency."

There are two possibilities, he goes on. One is to establish a new agency, such as the International Civil Aviation Organization or the International Atomic Energy Agency. On the other hand, he said, there is the ITU, also a UN arm, which has been in existence for 97 years handling international telecommunications.

Capt. Gross was appointed secretary-general of the ITU on Jan. 1, 1960, and is the first American to hold the post. He served as deputy secretary-general from 1945 to 1958 when he became acting secretary-general. His term expires in 1965. He is a captain in the naval reserve and was FCC assistant chief engineer from 1928 until called to active duty in January 1943.

Abroad in brief...

Made-in-Japan ■ The Tokyo Broadcasting System has announced it will offer for distribution throughout the world various programs produced and telecast by TBS. The programs offered will include Japanese dramas, mystery

shows, music programs by symphonic orchestras and documentaries. Distributor is K. Fujita Assoc. Ltd., 26 Kotohira-cho, Shiba, Minato-ku, Tokyo, Japan.

Benedict in England ■ MGM-TV's new fall series, *Sam Benedict*, has been

licensed by Granada-Tv for telecast in the United Kingdom. The one-hour series began Sept. 19 over the commercial network in England. The program was licensed earlier to Procter & Gamble of Canada Ltd. for showing over Canadian television (CTV) throughout Canada.

THE MEDIA

ABC Radio lineup forms in New England

TO OFFER REGIONAL NEWS; WORL BOSTON KEY STATION

The formation of a new ABC Radio New England network tentatively scheduled to begin on Dec. 1 was announced last week.

The network has 15 charter affiliates and WORL Boston is designated as the "key station." The station's general manager and executive vice president, George Gray, in addition to his station responsibilities, will direct the operation, which will be affiliated with ABC Radio.

The regional network's goal is to obtain 30-35 stations. It will extend existing ABC Radio lines to feed the member stations in markets not now served. The initial programming plans anticipate about three regional news periods a day, and closed-circuit feeds of "actualities" that affiliates can excerpt for use

in their own newscasts.

The new regional operation will be represented in national sales by the new rep firm, ABC Radio Representatives. The rep also sells nationally for ABC Radio West (116 stations in 11 western states). ABC Radio President Robert R. Pauley said the new rep firm is not accepting requests from other stations for individual representation.

Hush on jury musings hit by broadcasters

Broadcast media opposed a suggested ban on use of information about jury deliberations at a hearing held Oct. 11 in Baltimore by a committee of the Maryland Bar Assn. Circuit Judge John

B. Gray Jr. is chairman of the committee, which is concerned about broadcasting and publishing of what goes on in the jury room.

The problem arose in Maryland, it was explained at the hearing, after WBAL-TV Baltimore had recreated jury deliberations in a murder trial, using some of the jurors as principals. The broadcast occurred after the defendant, Melvin Davis Reese, had been found guilty but before sentence had been pronounced by Presiding Judge Rosel Thompson.

Radio-tv spokesmen at the hearing said it often is in the public interest for the public to know how a verdict is reached. Among those representing broadcasting were Robert B. Cochrane, WMAR-TV; Charles Roeder, WCBM; and Galen Fromme, WBAL, all Baltimore; and Robert Cahill, of the NAB legal staff. Mr. Cahill said NAB had been instrumental in setting up liaison committees to work out court and indus-

try problems.

One proposal suggested at the hearing was the issuance of instructions by a trial judge to jurors directing them not to talk about the case during the trial or afterward.

The bar committee will submit its report to the bar association. A New York judge has requested media not to publicize information about the prior record of Dave Beck, once president of the teamsters union, and other defendants (BROADCASTING, Oct. 8).

Writers Guild starts picketing WHN New York

Writers Guild of America, East Inc., New York, set up picket lines at WHN New York early Thursday (Oct. 11).

WGA in taking strike action against Storer Radio Inc., owner-operator of WHN, formed picket lines at the company's premises at 400 Park Ave. and at the transmitter site in New Jersey. Radio branch members of WGA had voted to strike Sept. 24.

WHN has five WGA newswriters but the strike order, according to a guild spokesman, prohibits all guild members from rendering services or material to Storer Radio Inc., and such parent or other companies which control or are controlled by Storer.

Evelyn F. Burkey, chief WGA negotiator, called the contract provisions Storer offered "completely unacceptable and far below the going rates and standards for radio newswriters in New York. No negotiations have been held since late August.

WHN said its news operation would be handled indefinitely by internal personnel, and replacements for the news writing staff might be hired depending on how the strike situation develops. No other unions were reported to be involved.

Birmingham etv gets \$17,000 from WAPI-TV

A check for \$17,000 has been given to the Alabama Educational Tv Commission by commercial station WAPI-TV Birmingham, Ala. to help pay for a new transmitter for WBIQ-TV, ch. 10 etv station of the same city. The check will be used to match the new federal aid to etv funds when this money becomes available.

The ch. 10 station has been programming since 1955.

In addition to WBIQ-TV the state of Alabama (AETC) owns and operates WCIQ-TV Mount Cheaha and WDIQ-TV Dozier and is constructing WAIQ-TV in Montgomery.

Programming for these stations originates at Auburn U., the U. of Alabama and in a Birmingham studio maintained by the six Jefferson County school systems.

Radio-tv to carry pre-trial coverage BUT IT'LL BE DIFFERENT WHEN JURY CHOOSING BEGINS

Opening courtroom events at the trial of Billie Sol Estes, starting Oct. 22 in Tyler, Tex., will be covered by live television and radio as well as silent film cameras but live coverage will stop when selection of the jury begins.

WFAA-TV Dallas will have two live tv cameras inside the bar at about the same position they occupied at the first trial, which ended after two days of legal skirmishing (BROADCASTING, Oct. 1, 8). Judge Otis D. Dunagan placed broadcast coordination at the second trial in the hands of Marshall Pengra, WLTV (TV) Tyler, after ruling that only silent films would be allowed during testimony.

The Texas Criminal Code, Article 644, specifies no witness may hear the testimony of another witness in the same case. This provision was adopted in 1925.

Mike Shapiro, WFAA-TV general manager, said WFAA-TV's live coverage will be fed by concealed equipment over direct line to Dallas headquarters where it will be made available to any station or network desiring the service. No cables will be visible in the courtroom, he said. Audio is to be taken from the courtroom's p.a. system.

When live coverage of preliminary courtroom proceedings is stopped, probably about Oct. 23, one silent film camera each will be allowed AP, UPI, each of the three networks and the Tyler station. This will be a possible total of six silent cameras.

At the end of the trial, it's anticipated live broadcast coverage of the prosecution and defense summations will be allowed. Since about 100 witnesses are scheduled to appear, the taking of testimony may run two weeks or even a month.

A proposal to invoke Canon 35 (courtroom coverage ban) of the American Bar Assn. in the state of Texas was bypassed at an Oct. 19-20 meeting of the judicial section, Texas Bar Assn. An effort had been made to bring up the subject at the section's annual meeting in Austin but the plan was not brought before the meeting.

Equipment lack delays WCIV(TV) operation

WCIV (TV) Charleston, S. C., which intended to begin operations on ch. 4 Oct. 1 (BROADCASTING, Oct. 1), was not on the air as of Thursday (Oct.



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PAYS THE
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Jefferson Standard Broadcasting Company
Represented nationally
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Sources: U.S. Dept. of Commerce,
Spring 1961, Area Pulse and
Sales Management's Survey of
Buying Power, 1960

10) because of delays in delivery and installation of transmitting and studio equipment, explained William E. Lucas, station manager.

Mr. Lucas said he is unable to pinpoint the date the station will start regular operation, but he explained that the situation is "on a day-to-day basis," and scheduled activity will start as soon as an FCC proof of performance can be established.

WCIV is the third station in the Charleston market and is an NBC-TV affiliate. Harold E. Anderson, of Columbia, S. C., is president of The First Charleston Corp., owner and operator of WCIV. The staff includes: Mr. Lucas, Everett Martin, sales manager, and Steve Thomas, operations manager.

\$550,000 asked from CBS

CBS was sued for \$550,000 last week on charges that "My Dark Days," broadcast on CBS-TV as one of the General Electric Theatre series, was "substantially similar" to the motion picture, "Underground U.S.A.," which was based on the adventures of Paul and Marion Miller as undercover agents for the FBI. The Millers and Ronald Reagan, host of the tv series, were named as co-defendants with CBS in suits charging infringement of the movie's copyright filed in Los Angeles

Superior Court by James R. Beardsley, producer of the picture, who asked \$500,000 damages, and Alyce Canfield, a writer, who asked for \$50,000.

NBC, RCA to track voting via computer

A complex system of computers, reporting centers and data transmission links to provide minute-by-minute trends and early projection of voting results has been developed by RCA to furnish NBC-TV with extensive coverage of the elections Nov. 6.

The system consists of five electronic computers, a reporting team of political and data processing specialists and a series of data communications relay units. Known as "Operation Ballot 1962," it was demonstrated last Tuesday (Oct. 9) at RCA's electronic data processing center, Cherry Hill, N. J.

In addition to compiling returns in all congressional contests and key gubernatorial elections, the RCA data systems will also provide early projections of the post-election makeup of the House of Representatives; the split of seats in the Senate; and the outcome of the gubernatorial races in New York, Michigan, and California, including predictions of the candidates' pluralities.

Returns funneled into NBC's election headquarters in New York from wire services and 1,000 NBC reporters at key centers will be tabulated and used by newscasters headed by Chet Huntley and David Brinkley. These returns will be relayed to the Cherry Hill Center by DaSpan, an RCA-developed data communication unit, which will feed the information into the computers in the form of perforated tapes.

At the same time late reports from areas where trend shifts are apparent will be received at Cherry Hill and transferred to paper tapes again for the computers.

The computers will produce printed projections of election results after comparing the latest information with previously compiled voting performances. The projections then will be reported on the air by NBC commentator Richard Harkness who will be stationed near the computers. All data received at Cherry Hill will be relayed by another DaSpan link to RCA's data center in New York, where analyses will be turned out and relayed to studio headquarters.

Lesch to be honored for human rights aid

George H. Lesch, president and chairman of Colgate-Palmolive Co., will be honored "for distinguished leadership in behalf of human rights" by advertising and broadcasting professions at a dinner sponsored by the Joint Defense Appeal on Oct. 30 at the Plaza Hotel, New York.

Dore Shary, playwright and stage and film producer, will be a featured speaker at the dinner and Hugh Downs, network announcer, will serve as toastmaster.

The dinner will represent the high point of the campaign in the advertising and broadcasting fields to raise funds for the human relations programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Changing hands

ANNOUNCED - The following sales of station interests were reported last week subject to FCC approval:

■ WDEE Hamden, Conn.: Sold by Aldo DeDominicis and Vincent de-Laurentis to C/G Associates Inc., with Stuart M. Cadan, president, and Richard S. Greene, secretary-treasurer, for \$200,000 plus consulting fees. Mr. Cadan was originally associated with the sellers when they founded WNHC-TV New Haven. WDEE operates on 1220 kc with 1 kw daytime. Transaction was handled by George Romano of the Howard Stark organization.

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■ **KEYE** Perryton, Tex.: Sold by Carl Ellis and associates to group headed by Frank Junell for \$160,000. Mr. Junell has interests in KBYG Big Spring and KNIT Abilene, both Texas. KEYE operates on 1400 kc with 250 w fulltime. Broker was Hamilton-Landis & Assoc.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 106).*

■ **WINN** Louisville, Ky.: Sold by Glen A. Harmon, Glenn Snyder, Oldham Clarke, Charles M. Wheeler and Jesse L. Chambers to Garvis Kincaid for \$500,000. Conditioned on Mr. Kincaid disposing of his interest in WFKY Frankfort, Ky. Mr. Kincaid also owns WVLC-AM-FM Lexington, WCMI-AM-FM Ashland, both Kentucky, and WHOO-AM-FM Orlando, Fla.

WJMY, Detroit area uhf, starts ch. 20 operations

WJMY (TV) Allen Park, the Detroit area's first commercial uhf tv station, began operations on ch. 20 last week (Oct. 7).

The station is owned by Triangle Broadcasting Co. which is headed by Robert P. Spanos, the corporation's chief executive officer. Albert Vanden Bosch, broadcast consultant, is general manager and is in charge of promotion and news. Triangle is owned by 12 persons and is seeking a total of five uhf stations in the U. S. of which WJMY is the first to go on the air, Mr. Vanden Bosch said.

Other WJMY executives are Henry Faber, president; Michael Clarke, commercial manager; Mike Hawley, program manager and Gerald Dawes, chief engineer.

Highest hourly rate is \$300. According to an October 1961 survey, Mr. Vanden Bosch said, there are more than 150,000 uhf receivers in the Detroit area.

Couric urges radio for inns

Hotels and motels should take advantage of the "big, fast-moving audience served by radio, a big and fast-moving medium," John M. Couric, NAB public relations manager, said in a talk before the Eastern States Hotel-Motel & Restaurant Show at West Springfield, Mass., Oct. 9.

Radio, as the warmest, most direct and most personal of all media, should be made available in every hotel and motel room, Mr. Couric said, if guests are to feel less like strangers and more at home. "Radio can be that plus service that makes the difference between the traveler who stops and goes, and the tourist who comes and visits," he said.

SAYS MAN ABOVE SCIENCE IN TELSTAR

Stanton notes role of mankind in technological advance

Unless Telstar is used to "link minds in some significant way," it is "utterly worthless," according to CBS President Frank Stanton, who notes that the "miracle of Telstar" ought not to exist "only as a scientific marvel."

Dr. Stanton referred to Telstar as an example of technology being harnessed for man's enlightenment at a sesquicentennial (150-year) convocation lecture prepared for Oct. 12 delivery at Colby College in Waterville, Maine. He talked on the heritage of the mind in a civilization of machines.

Dr. Stanton based his theme on the conviction that only by becoming more, and not less, human can man rise above the machine he uses and above the complexities, rigidity and mechanization that can accompany scientific and technological advances.

In another reference to tv, Dr. Stanton raised the question of why critics, despite "the wide impact and obvious contributions of the 1960 presidential debates," worry about the "consequences of the actions and appearances" of the candidates as involving tv itself rather than placing the concern on the human factor. "Isn't it man that is

being worried about here, rather than science?" he asked.

He noted, too, that in the first major tv interview with Nikita Khrushchev in the U. S. (in 1957 on CBS-TV), "some, and among them men in high places, considered this communications triumph a desecration of the American living room." Dr. Stanton added, "some people just don't want communication or information."

Code can eliminate 'schlocks'—Carlisle

NAB's Radio Code "will go up in smoke" unless more stations, both NAB members and non-members, subscribe to and observe the program and commercial standards, William Carlisle, NAB station services vice president, said Oct. 12 in an address to the Alabama Broadcasters Assn.

Mr. Carlisle told the ABA meeting at Tuscaloosa there is nothing about the code that is potentially harmful or dangerous to responsible broadcasters. Instead, he said, it can insure future operational freedom in radio. He added, "It is the one and perhaps only way that

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EAST

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Newspaper gives tv tower for Hawaiian etv

When Hawaii's planned etv channel begins operations, it will use a 300-foot television tower donated to the U. of Hawaii by the Hawaiian Broadcasting System, which is owned by the *Honolulu Star-Bulletin* (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku and K70BW Lihue, all Hawaii).

Shown here at the tower presentation are Chinn Ho (l), president of the *Star-Bulletin* and Hawaiian Broadcasting System, Dr. Lawrence H. Snyder (r), president of the uni-

versity, and Joseph Herold, general manager of KGMB and the broadcasting system.

The gift was made "as a token of appreciation to the public school system for what it has done for Hawaii . . ." Mr. Ho told Dr. Snyder at the presentation.

KGMB-TV is using the tower until its new 420-foot structure is completed on Kapiolani Boulevard. The 300-footer will be dismantled and reconstructed on the university campus.

Court to award that station \$150,000 damages because KOA-TV did not carry a \$615 schedule of spot announcements and to order KOA-TV to carry the Miss Teenage Colorado show on Oct. 13 as scheduled.

RKO General Inc.'s net income rises

The net income of RKO General Inc. and its consolidated subsidiaries for the nine months of fiscal 1962 ended Aug. 31 was \$4,041,921, it was reported last week. This compares with \$3,744,152 for the same period in the 1961 fiscal year.

The RKO General income figures were given in a financial report by the General Tire & Rubber Co. for the fiscal three quarters of 1962. General Tire & Rubber owns RKO General. The parent company reported consolidated net sales of \$667,908,409 and estimated income after provision for federal income taxes, of \$17,201,394 (99 cents per share). For the same 1961 period, General Tire & Rubber had net sales of \$563,936,813 and income of \$18,061,334 (\$1.07 per share). General Tire & Rubber owns also Aerojet-General (rockets and missiles).

Station editorials get affirmative reaction

According to a survey of Wisconsin radio and television stations made by Jack Newman, director of the University of Wisconsin News Service, both listeners and broadcasters regard station editorializing favorably. Answers from 42 of the 100 stations that received questionnaires indicated that 26 did air editorials while 16 did not.

A majority of stations said that their editorials were broadcast on an occasional basis, from one to five days a week. Most average one to five minutes and are repeated two to six times.

The poll showed that most editorial topics concerned local and state issues; eight stations said they made editorial comment on national problems, while only six aired opinions on world issues.

Broadcaster to broadcaster

Broadcasting interests were involved last week in the sale of a Kentucky newspaper. The *Frankfort State Journal* was sold by John H. Perry (WESH-TV Daytona Beach, Fla.) to the Dix interests, publishers-broadcasters. The sales price was not announced.

The Dix group (Albert V., Robert C., Raymond E. and Gordon C. Dix) owns WTRF-TV Wheeling, W. Va.; WWST-AM-FM Wooster and WKNT-FM Kent, both Ohio, and WRAD

the vast majority who are good radio broadcasters can finally rid themselves of the schlock operators in their midst who make all this excessive regulation appear necessary to the FCC and others. He defined a schlock operator as one who consistently programs "20 to 30 spots an hour, day in and day out, and who acts as if he has a license to steal instead of to serve."

It's necessary for broadcasters, he said, "to come up with our own solutions, our own changes, and not leave a vacuum into which anyone, including the federal government, can move."

Kentuckians protest 'turnpike radio' plans

"Turnpike Radio" systems in which programming is made available to auto radios by means of signals transmitted along major highways would provide "detrimental, unlicensed competition to standard broadcast stations," according to a resolution adopted at the Oct. 2-4 meeting of Kentucky Broadcasters Assn., held in Paducah.

The resolution, directed to Gov. Bert Combs and state highway officials, stated no applications for such a system have been filed in Kentucky but have appeared in neighboring states.

KBA awarded "Kentucky Mike"

honors to James Caldwell, WAVE Louisville, retiring president, and Mike Layman, WSFC Somerset, Ky.

KICM sues KOA-TV over teen-age contest

KICM Golden, Colo., has filed a \$150,000 damage suit against KOA-TV, NBC affiliate, over what it charges is the latter's refusal to carry the Colorado portion of the Miss Teenage America contest.

KICM, which promotes the contest in Colorado, said KOA-TV had agreed not only to televise the state pageant 'live,' but also agreed to carry spot announcements advertising the contest. Jerry Fay, KICM station manager, says KOA-TV reneged on its contract. KICM later contracted with KTVR (TV), local independent station, to carry the show.

Ralph Radetsky, general manager of KOA-TV, said when the tv station first saw the KICM broadcast copy, ". . . it became clear that this was an all-out radio station promotion contest." He continued that it is not KOA policy to lend implied endorsement to any contest over which it cannot exercise supervisory control.

KICM has asked Denver District

Radford, Va. It also publishes the *Martins Ferry-Bellaire Times-Leader*, *Wooster Daily Record*, *Defiance Crescent-News*, *Ravenna-Kent Evening Record*, all in Ohio. Perry newspapers include the *Daytona Beach Journal* among others in Pensacola, Deland, Ocala, Panama City, Palm Beach, Leesburg, Palatka and Melbourne, all in Florida. The Kentucky transaction was handled by Blackburn & Co.

Panel program fair, WIBW tells farmers

An angry delegation of 140 farmers converged on WIBW Topeka, Kan., Oct. 3 in protest against an Oct. 1 panel program on the withholding of livestock from market, a serious question in the Midwest. The group talked two hours with Thad M. Sandstrom, WIBW general manager, and staff members including Wilbur Levering, farm director, and Charles Ross, associate director.

The group contended the position of National Farmers Organization had not been fully presented on the program, which included representatives of meat packers and NFO as well as lawyers. Threats not to use products advertised on the station were made.

Mr. Sandstrom explained the station has a policy of impartial treatment and had portions of the program played back to the delegation. He said the station felt it had covered the situation objectively and need not provide reply time to NFO as one element of the program.

Lucas radio purchase plan

To help timebuyers with purchases in radio for California coverage, J. A. Lucas Co., a Hollywood station representative firm, has formed two groups, JaLco No/Cal, consisting of KDAN

Eureka, KONG Visalia-Tulare, KTOB Petaluma, KQMS Redding, KAGR Yuba City, KPER Gilroy-Hollister and KIBS Bishop, and JaLco So/Cal, made up of KGEE Bakersfield, KBUC Riverside-Corona, KCMJ Palm Springs, KKAR Pomona, KGUD Santa Barbara and KRCX Ridgecrest.

In announcing the formation of the intrastate groups, Mr. Lucas said that in addition to a group purchase discount, the one-contract, one-billing arrangement would save time and expense for agencies. The minimum for a group rate is a three-station purchase, but stations from the second group may be added to the primary buy to earn the lower rate scale.

Tv news techniques shown in film series

A group of five 16mm sound films which demonstrate some techniques used in television news coverage has been produced by members of the Radio-Television News Directors Assn. and is available from Carroll McCaughey, news director, WSOC-TV Charlotte, N. C.

Films were developed by Mr. McCaughey for a television workshop at the news directors' convention in San Francisco last month (BROADCASTING, Sept. 24).

The five topics:

- Reporting election results without interrupting regular programming; produced by Mr. McCaughey.

- Interviews and panel shows for tv by long distance; two clips, one by Alex Gifford of WDSU-TV New Orleans and another by Robert H. Young, WNDU-TV South Bend, Ind.

- Use of the wireless microphone; Dick John, WKY-TV Oklahoma City.

- Courtroom techniques; produced by Ray Miller and Chuck Pharris, KPRC-

NAB fall conferences open today in Atlanta

Southeastern broadcasters meet today (Oct. 15) in Atlanta for the opening conference of NAB's annual regional series. Eight sessions, each 1½ days, will feature the schedule, which winds up Nov. 19-20 in Portland, Ore.

The conference series moves on to New York Thursday and Friday. In Atlanta sessions are being held at the Dinkler-Plaza Hotel; in New York at the Biltmore.

The first day's program includes reports by staff members; the main address will be delivered at luncheon by NAB President LeRoy Collins. Staff reports will cover research, editorializing, legislation, regulation, public relations, labor problems and

the NAB radio and tv codes (BROADCASTING, Oct. 1).

Agendas for the series call for concurrent radio and tv meetings the first afternoon. Topics include radio overpopulation, management affairs, community antenna tv systems and operation of the codes. National defense obligations of broadcasters will be discussed by Ernest C. Thelemann, of the FCC staff.

Spokesmen for all-industry radio and tv music licensing committees will review copyright developments. Tv delegates will hear a presentation by Roy Danish, director, Television Information Office. Sessions conclude at 12 noon the second day.

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How tv—and lack of it—trimmed Curtis

Matthew J. Culligan, president of Curtis Publishing Co., last week gave New York agency officials his ideas on why his company got into financial trouble.

One of the main errors, he thinks, was Curtis' failure to enter television at the close of World War II.

Other errors: trying to be self-contained operation (printing on its own presses with its own paper) and failure to enter the newsweekly and specialty magazine field. These, he said, have been affected less by tv than mass magazines.

Later in the week, Curtis announced plans for a television series built around editorial matter from its *Jack and Jill* magazine and creation of a line of Jack and Jill merchandise. The magazine, which has not carried advertising in the past but has been a profitable operation,

also will begin accepting advertising.

Frances R. Horwich, the Miss Frances of NBC-TV's *Ding Dong School* until this past August, has been named director of children's activities for Curtis. She is the third former NBC employee hired by Curtis since Mr. Culligan (a former NBC executive vice president) assumed the company presidency. The other two are J. M. Clifford, Curtis' new executive vice president of finance and operations, who was executive vice president at NBC until 1961; and James E. Fuchs, who was NBC-TV account executive for special program sales before joining Curtis as assistant to Mr. Culligan and general corporate executive.

Curtis already owns one tv series, NBC-TV's *Hazel*, and reportedly plans to develop still more tv programs.

TV Houston.

■ Use of still pictures on television; produced by WSOC-TV and includes clips from WTVD (TV) Durham, WBTV (TV) Charlotte and NBC-TV ("Meet Mr. Lincoln").

Maryland organizing machinery for etv

Responsibility for educational television in Maryland has been assigned to the State Board of Education by Gov. J. Millard Tawes. There is no etv station presently licensed in the state, but Maryland has been active in the use of some open and closed circuit etv on the local school level, notably a five-year Ford Foundation experiment involving the entire public school enrollment of Hagerstown.

As suggested by the board and the U. of Maryland, the governor also established an Educational Television Advisory Committee to be named later.

It will include seven persons representing the state, the U. of Maryland, the Baltimore City Department of Education, the Maryland Library Assn., the Maryland-D. C. Broadcasters Assn. and two members to be named by the committee to represent non-public institutions of higher learning and state cultural institutions.

It has been learned that Dr. Wesley N. Dorn, director of research and development on the state board, will represent that body.

Permanent research unit

A new NAB standing committee on research was named Oct. 11 by President LeRoy Collins to work with Mel-

vin A. Goldberg, NAB vice president and research director, in a long-range project.

Donald H. McGannon, Westinghouse Broadcasting Co., was named chairman. Others: William Schroeder, WOOD-AM-TV Grand Rapids, Mich., NAB Radio Board chairman, and Nathan Lord, WAVE Louisville, representing NAB radio members; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., and William Grant, KOA-TV Denver, representing NAB tv stations; Thomas K. Fisher, CBS; David C. Adams, NBC; Simon B. Siegel, ABC; Robert F. Hurleigh, MBS, representing networks. Two more members to represent non-broadcast groups will be named.

Media reports...

ABC affiliate ■ WBBR East St. Louis, Ill., today (Oct. 15) becomes an affiliate of ABC Radio. The station, formerly WAMV, operates on 1490 kc with 500 w. It is owned by Stanlin Inc.

Till tingles ■ Sales department of KNX Los Angeles rang up total billings in excess of \$125,000 during the week of Sept. 24, James Ingraham, general sales manager, has announced. Total of 19 spot and local accounts signed during the week included several political campaigns and considerable automotive business.

Law on the air ■ WCCO-TV Minneapolis has presented to the Library of Congress a 16mm film print of "There Ought to be a Law," a segment of *WCCO Television Reports*, which dealt with efforts by the Minnesota legisla-

ture to pass tougher laws to reduce traffic deaths. The program, written and produced by James Dooley, tv public affairs director, earned a National Safety Council award for WCCO-TV.

The world's largest ■ WSBT-TV South Bend, Ind., began operation last month from a new 830-ft. tower topped by a new 117-ft. antenna, designated by RCA as the world's largest uhf tv antenna. WSBT-TV is on ch. 22 with 480 kw ERP visual and 240 kw aural.

Old station, new home ■ KVOR Colorado Springs, Colo., a CBS affiliate in its 40th year of broadcasting, will move from downtown Colorado Springs to the Broadmoor Hotel, just outside the city. The move, scheduled for completion by December, is designed to gain a more direct access to the source of news material by moving to the center of activity, said Sheldon Singer, vice president and general manager.

New location ■ Blackburn & Co., Beverly Hills, Calif., media broker, has moved to new quarters at the Wilshire Beverly Centre. The firm, still in Beverly Hills, was formerly located at 9441 Wilshire Boulevard.

Regional sales office ■ KTTV (TV) Los Angeles has opened regional sales offices at 68 Post St., San Francisco, with Ed Hawkins, formerly account executive at Lennen & Newell, Los Angeles, heading the staff. As western sales and marketing manager, Mr. Hawkins has charge of an area including San Francisco, Seattle, Portland and the Western states. Telephone number of the San Francisco office is Sutter 1-3705.

Fm in K.C. ■ David C. Croninger, vp and general manager of KMBC Kansas City, Mo., has announced the opening of KMBC-FM. The new station, on 99.7 mc, operates with a power of 4.25 kw, using stereo multiplex equipment.

QXR adds one ■ WFMM-FM, Baltimore independent, has joined the QXR fm network. The station will broadcast QXR programming after 8 p.m. daily and all day Sunday.

AP adds 136 stations

A record total of 136 broadcasting stations were elected to Associated Press membership last week, according to Oliver Gramling, AP's assistant general manager.

The 136 stations had applied for membership since the election of 41 stations last April 17.

The new members, representing stations in 40 states, bring the number of radio and tv stations now in AP to 2,371 in 50 states.

RCA third-quarter profits soar upward

REPORTS NET UP 66% OVER 1961; MAY HAVE BEST OVERALL YEAR

RCA's profits for the third quarter of 1962 were 66% ahead of those in the same period of 1961, according to a statement last Tuesday (Oct. 9) by Gen. David Sarnoff, board chairman, and Elmer W. Engstrom, president.

They said that "barring a severe reversal of current economic trends, we

believe RCA is nearing realization of the best year in its 43-year history."

Net profit for the third quarter rose to \$10.3 million (56 cents a share) on record sales of \$411.6 million. Earnings in the same 1961 period were \$6.2 million (32 cents a share) on sales of \$368.3 million.

Profits for the first nine months of this year are 44% ahead of 1961's first three quarters: \$34.3 million (\$1.88 a share) against 1961's \$23.8 million (\$1.29 a share). Sales this year, up 16%, stand at \$1.265 billion compared with \$1.09 billion in last year's comparable period. (For the entire year 1961, RCA's earnings of \$1.95 a share were only 7 cents a share more than this year's nine-month total.)

The statement said the profit report reflects "a continued strong movement in color tv and other home instrument sales [color tv sales increased 110% in the first nine months], the record pace being set by NBC . . . and continued progress . . . being made in the reduction of data processing costs

through increased computer sales and rental income."

The statement concluded: "On a steadily broadening scale, RCA is converting pioneering into profits."

Pair of echoing balloons set for New Mexico tests

Two Echo-type passive reflector balloons for reflecting radio waves were tested last week at the White Sands Missile Range in New Mexico. The tests are preliminary to orbiting a rigid balloon sometime next year.

The first balloon, a non-rigid, 136 pound sphere, will be lofted Oct. 16. The second balloon, weighing 500 pounds, will be sent into flight two days later. The object is to determine how much internal pressure must be applied to the rigid balloon to maintain its smoothness after inflation. The balloons will be flown at 20-25 mile heights and destroyed after a short-flight.

Echo I was put into orbit in 1960 and is still circling the earth. It proved

Uhf set output shows an increase

Manufacturers are priming the uhf pump and a sizable increase in all-channel tv receivers is expected to be on the markets where they can be sold by Christmas.

The present rate of vhf-uhf set production runs about 8-10% of the total tv production. By Christmas, according to several manufacturer radio-tv sales chiefs, this proportion should reach 15%.

And, it was pointed out, as uhf markets open up, more and more production will be in the all-channel set.

Rumors that a company or two planned to concentrate solely on all-channel tv sets beginning with the new year could not be confirmed.

Spokesmen for some major manufacturers (RCA, Admiral, Philco, Warwick, Emerson, Olympic) all said that production of all channel receivers would increase in proportion to the market for them. One sales executive said he has noticed a "strengthening" of the market for uhf in recent months and observed he was sure all manufacturers would follow the market on this item.

Admiral receivers (all but the two low end leaders) are field convertible to uhf via a \$30 retail kit using what is called a "switch tuner."

Sears, Roebuck has been advertising in markets with uhf stations that regular Silvertone tv receivers (made by Warwick) are available with uhf for a \$30 differential.

Jerrold sales, profits up

Jerrold Corp., Philadelphia, last week reported that sales and net operating profits for the six months ended Aug. 31 reached new first-half highs.

The diversified electronics company had net operating profits of \$190,312 (9½ cents a share) compared to \$11,150 (six-tenths of one cent a share) in the same period of 1961. Sales this year were \$10,413,495 against \$5,953,074 in 1961's first half.



THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

The Davenport School System is appreciative of WOC's interest in the well-being and education of the community's children. To this end, WOC has provided open forums, informational programs, and extensive news coverage of all aspects of school life. It is good citizenship such as displayed by WOC that makes our community one of which we are proud.

DR. ANTHONY MARINACCIO
Superintendent
Davenport Public Schools



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

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Sony introduces new portable tv in U.S.

Sony Corp. of America introduced its second "miniaturized" portable tv unit in the United States two weeks ago (Oct. 1) at the opening of its new exhibit center in New York. The Japanese-imported all-transistorized, all-battery unit, with a suggested retail price of \$229.95, weighs eight pounds and has a five-inch picture tube. Its size is 7½ wide x 4¼ high x 7¼ inches deep. A battery-operated, transistorized tv

set with an eight-inch picture tube was introduced by Sony in 1960. The new "Micro TV" unit has 24 transistors and operates on its own rechargeable battery, car or boat battery or regular house current (AC). Sony will use local co-op tv and radio spots as well as national magazine and newspaper coverage to support introduction of its new product. Its new exhibit center is located at 585 Fifth Ave., New York.

the feasibility of using the 10-story high balloon as a radio reflector. However, as time passed it lost its surface smoothness which in turn detracted from its ability to reflect radio signals.

Last July, the National Aeronautics and Space Administration tested a method of sending up a satellite balloon folded in a canister, with the balloon ejected into orbit and inflated at the same time. Although successful, radar measurements indicated the sphere was not perfectly smooth. A previous attempt to launch a folded balloon failed when the sphere ruptured during inflation.

Airborne tv study out

A total of 75 airborne tv stations could saturate the United States with television coverage if their co-channel separation is 600 km. If the co-channel separation is increased to 1,000 km, only 27 flying tv stations can be accommodated. These are the significant findings of Martin T. Decker, National Bureau of Standards engineer, in a study of tv coverage in the presence of co-channel interference, underwritten by the Ford Foundation. The engineering report, now available from the

Office of Technical Reports, Department of Commerce (\$2), assumes a three-channel system, a "lattice" system of allocations, and an airplane height of 7,500 ft. The Ford Foundation is underwriting a major portion of the Purdue U. airborne educational tv operations.

1962 set sale pace keeping ahead of '61

Both tv and radio production and distributor sales are up for the eight months of 1962 compared with the same period in 1961, Electronic Industries Assn. reported last week.

For the third month this year, distributor sales of tv receivers edged over the half-million mark in August.

Production and sales for the eight months:

Period	PRODUCTION	
	Tv	Radio
Jan.-Aug. 1962	*4,132,603	**11,652,448
Jan.-Aug. 1961	3,699,188	9,952,790
SALES		
Jan.-Aug. 1962	3,692,017	***6,570,544
Jan.-Aug. 1961	3,366,805	6,023,224
*Includes 348,667 tv sets with uhf compared to 205,011 in same period last year.		
**Includes 4,103,170 auto and 626,154 fm radios compared to 3,153,293 auto and 473,799 fm radios in the same period last year.		
***Does not include auto radios.		

Italian antenna maker opens New Jersey office

CO. EL. (Complementi Elettronici S. P. A. Milan, Italy) a manufacturer of broadcasting and communications antennas, has announced the opening of a sales office in the U. S. The new CO. EL. outlet in Westfield, N. J., will be headed by R. J. Rainey, former manager of broadcast and television marketing for RCA's international division.

CO. EL.'s entire line of products will be sold in the U. S. including low and high band and uhf tv antennas, vsb filters, notch diplexers, filterplexers, harmonic filters, 10 mc bandwidth fm antennas, rigid transmission line, microwave parabolic antennas and passive reflectors, waveguides, parabolic tracking and radiotelescope antennas and short-wave fixed and rotating high power log periodic antennas.

Technical topics...

Record sales ■ Reeves Soundcraft Corp., New York, reported record sales of \$5,446,000 for the eight months ending Aug. 31 against \$4,120,000 in the same period of 1961. Hazard E. Reeves, president, predicted sales for the year ending Dec. 31 will exceed \$8.5 million and sales for 1963 will be about \$12 million.

Fact book published ■ The new, 1962 *Electronic Industry Fact Book*, a 70-page text including 78 tables and charts, has been issued by the Electronic Industries Assn. The new edition, available from EIA for \$2 per copy, covers the entire \$12.1 billion electronics industry. It includes a section on consumer products.

Webcor changes ■ Webcor Inc., Chicago, has consolidated all marketing, advertising and sales functions of its consumer product divisions at 5610 W. Bloomingdale Ave., there. Electronics division also has been relocated there.

Gates gear ■ Gates Radio Co., Quincy, Ill., has introduced a new 1-kw am radio transmitter, Model BC-1G, which is available with either silicon or tube rectifiers. Gates claims the low intermodulation distortion objective achieved in the transmitter's design results in cleaner sound and improved fidelity.

Earnings rise ■ Harris-Intertype Corp. (of which Gates Radio Co. is a division) reported net shipments for the fiscal year ended June 30 of \$89,126,000 compared to fiscal 1961's total of \$83,556,000. Earnings after taxes amounted to \$6,606,000 (\$3.54 cents per share) compared to previous year's \$6,140,000 (\$3.30 per share). Harris-Intertype had its annual stockholders meeting Oct. 11 in Cleveland.

BROADCAST ADVERTISING



Mr. Wilson



Mr. Manley

Frederic F. Manley, Charles G. Partington and John H. Wilson Jr. elected vps of BBDO Inc. Mr. Manley is creative director in agency's San Francisco office. Mr. Partington is senior account executive in New York. Mr. Wilson is supervisor of Dodge passenger cars account in BBDO's Detroit office.



Mr. Partington

Richard J. Newman, former advertising manager of Chock Full O' Nuts Corp., New York, elected vp of Garfield Adv. Assoc., Detroit. He will head agency's New York office.

Betsy Browdn, Vivian Koenigsberg and Peter Greeman, copy group heads at Norman, Craig & Kummel, New York, elected assistant vps.

Lewis F. Bonham, president of Miles Products, and vp of Miles Labs Inc., Elkhart, Ind., joins Norwich Pharmacal Co., New York, as executive assistant to president.

David Reider, vp and associate copy chief at Doyle Dane Bernbach, New York, appointed copy chief. He replaces **Mrs. Phyllis Robinson**, who relinquished post "because of the demands of motherhood." Mrs. Robinson will continue on DDB staff as "a major copywriter." **Mary Wells**, vp, named associate copy chief.

Robert W. Allrich, former vp and general manager of Keyes, Madden & Jones, Chicago, elected vp and account supervisor at John W. Shaw Adv., that city. **William R. Reder** and **William H. Buckman** join Shaw as account executives. Mr. Reder was formerly vp for advertising and marketing at Radiant Mfg. Co. and prior to that with Waldie & Briggs, Chicago. Mr. Buckman previously was with Lilienfeld & Co.



Mr. Allrich

Cliff Lewis, former advertising and publicity director of Ambassador Hotel, Los Angeles, named director of Grant

Adv. Agency's newly established travel and resort account group. First Grant Hollywood-based clients to receive this service are Ambassador Hotel, Los Angeles, and Schine Western Skies Hotel, Albuquerque, N. M.

Larry G. Spangler, account executive at Fred Niles Communications Center, Chicago, appointed supervisor of radio and tv programs.

Harry F. Renton, executive on Corn Products Co. account at Lennen & Newell, New York, named to new post of tv coordinator on same account.

Louis C. Lasday, former vp with Pittsburgh office of Gibbons Adv., joins Jay Reich Adv., that city, as account executive.

John E. Woods and **Jeff McGrath**, both formerly with Young & Rubicam, join Fuller & Smith & Ross, New York, as executive on Lestoil account and tv copywriter, respectively. **Dick Snider**, art director in F&S&R's San Francisco office, named tv art director. At Y&R, Mr. Woods had worked on General Foods account.



Mr. Buccello



Mr. Franklin

Henry L. Buccello, Ben Franklin and John H. Rolfs elected to board of directors of Guild, Bascom & Bonfigli, San Francisco. Mr. Buccello is manager of New York office and vp and supervisor on Best Foods account. Mr. Franklin is vp and general manager of agency and Mr. Rolfs is vp and treasurer. Latter two are in GBB's San Francisco headquarters.

Tom Scott, account executive at Cunningham & Walsh, Los Angeles, joins Smock, Debnam & Waddell, that city, in similar capacity. Mr. Scott was active on Van Camp sea food account at C&W.

Robert H. Leonhart and **Walter H. Zippler**, both formerly with Leo Burnett Adv., join Detroit office of Young & Rubicam as account supervisor and account executive, respectively.

Edward F. Lindner, formerly with Benton & Bowles, joins creative department of Street & Finney to work on Colgate-Palmolive account.

Lee D. Carlson appointed media director and manager of media department of Roche, Rickerd, Henri, Hurst,

Chicago. He formerly was with Buchen Co., that city, and earlier advertising research director of Toni Co. **Philip J. Dahlberg**, former director of Franklin-Mautner Assoc., Milwaukee, joins RRHH's Chicago pr affiliate, Corporate Public Relations Inc., as account executive.



Mr. Beneman



Mr. Harmon

Jay B. Beneman and **Lester J. Harmon**, account supervisors at Wermen & Schorr, Philadelphia advertising agency, elected vps. Mr. Beneman, who joined W&S in 1955, also serves as chairman of agency's plans board. Mr. Harmon joined W&S in 1957 as director of radio-tv. He moved to account work in 1959.

Si Bloom, former copy chief at Feldman & Kahn, Pittsburgh advertising agency, joins radio-tv staff of Fuller & Smith & Ross, that city.

Betty Fleming, formerly with Grey

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Lee Edwards
VOLKSWAGEN
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in Monroe, La.

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CHANNEL 10

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REPRESENTED NATIONALLY BY:
VENARD, RINTOUL & MCCONNELL
CECIL BEAVER SOUTHERN REP.

Adv., and **Bert Marcus**, previously with McCann-Erickson, join art department of Kudner Agency, New York. Miss Fleming will be art buyer and stylist; Mr. Marcus will serve as art group supervisor.

Harry H. Averill, national sales director of McFadden-Bartell Corp. broadcast properties, joins Radio Advertising Bureau, New York, as "a key executive." He will be active in areas of national and retail sales and in RAB member development. Mr. Averill was assistant to president of CKLW Windsor, Ont.-Detroit, Mich., for 12 years before joining Bartell organization in October 1960.



Mr. Averill

Teet Carle, publicity director of Paramount Studios, joins Cleary-Strauss-Irwin & Goodwin, Los Angeles pr firm, as senior account executive.



Mr. Weber

William H. Weber, for past nine years account executive with CBS-owned KMOX-AM-FM St. Louis, joins Richard C. Lynch Adv., that city, as vp and account executive.

Richard C. Larko and **Stuart Shryer** join Foote, Cone & Belding, Chicago, as merchandising supervisors. Mr. Larko formerly was national advertising manager and merchandising manager for Norge appliances and Norge's activity in coin-operated drycleaning industry. Mr. Shryer formerly was editor of *Food Business* magazine.

Frank J. Bardack, former senior copywriter at Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins S. E.

Officers installed

George Lewin, news director of KTLA (TV) Los Angeles, was installed as president of Radio & Television News Assn. of Southern California for 1962-63 Oct. 4 at organization's 13th annual awards banquet at Biltmore Hotel, Los Angeles. He succeeds **Sam Zelman**, west coast bureau manager for CBS News and news director of KNXT (TV) Los Angeles. Other new officers are: **Barney Miller**, news director of KNX-AM-FM Los Angeles, vp; **Jacqueline d'Leau Brown**, Los Angeles pr firm of Taylor, Bergen, Lynn & Lee, secretary-treasurer. Board members are: **Ed Conklin**, KRCA (TV); **Pat O'Reilly**, KNXT (TV); **Milton Fishman**, KABC-AM-FM; **Eugene Hoffman**, radio-tv coordinator, Los Angeles County Board of Supervisors; **Norman Alley**, Telenews; **Jack Latham**, KRCA (TV). (All stations, Los Angeles.)

Zubrow Co., that city, as copy chief.

Charles . Schiappacasse, formerly with Clinton E. Frank Inc. and Campbell-Ewald Co., joins Needham, Louis & Brorby, Chicago, as copywriter.

THE MEDIA

Bill Ellis, formerly with WSNW-AM-FM Seneca, elected vp of WFNL North Augusta, both South Carolina.

Robert G. Clarke, commercial manager of WKJF (FM) Pittsburgh, promoted to general manager, replacing **William L. Humphries**, who has been transferred in like capacity to another station in Greer Group (WAJR-AM-FM Morgantown, W. Va.; WJER

Dover, WCNS, WCNO [FM] Canton, both Ohio; WKJF [FM] Pittsburgh, Pa.).

John P. (Jack) Sholar, station manager of WJHG-TV Panama City, Fla., resigns upon purchase of half interest in *Western Carolina Tribune*, weekly newspaper of Hendersonville, N. C.



Mr. Sullivan



Mr. Henderson



Mr. Walker

C. George Henderson, general sales manager of WSOC-TV Charlotte, N. C., elected vp and general manager. He replaces **Larry Walker**, who retired Oct. 1. Mr. Walker had been with WSOC-TV since

1953. Before joining WSOC-TV in 1957, Mr. Henderson was general sales manager of Crosley Broadcasting Stations. **Henry Sullivan**, general manager of WSOC-AM-FM since 1958, elected vp and general manager of radio outlet.

J. Michael Collins, director of development, and **Anthony R. Cherubini**, director of instructional broadcasting, WNED-TV (educational ch. 17) Buffalo, N. Y., to assistant station manager and program manager, respectively.

Gene Litt, since July 1955 account executive with CBS Radio Spot Sales in New York, appointed general sales manager of CBS-owned WCAU-AM-FM Philadelphia. He replaces **Jack Kline**, who recently



Mr. Litt

resigned to join White Oaks Broadcasting Co., Albuquerque, N. M. (FATES & FORTUNES, Oct. 8). Before joining CBS in 1955, Mr. Litt had served as timebuyer with Kenyon & Eckhardt and Newell-Emmett in New York. He began his career with The Biow Co. in 1942.

Jack Gregory, assistant sales manager of KGO-TV San Francisco, promoted to sales manager.

Paul Levitt, casting director, program development department, CBS-TV, Hollywood, appointed Hollywood director of daytime programs.

Calvin P. Copsey, member of local sales department of KNBC-AM-FM San Francisco, appointed account ex-

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ecutive in San Francisco office of NBC Radio Spot Sales. First employed by NBC in 1957, Mr. Copsey has had previous service with NBC Spot both in San Francisco and in Chicago.



Mr. Wheeler, member of San Francisco tv sales staff of The Katz Agency, appointed manager of that office, succeeding **Stanley J. Reulman**, who died Sept. 28. Mr. Wheeler was account executive at Cunningham & Walsh, San Francisco, before joining Katz in January 1959.

Gilbert Keith, KTTN Trenton, and **Robert Tibbitts**, KWOS, KRCG-TV Jefferson City, re-elected chairman and vice chairman, respectively, of Missouri AP Radio-Tv Assn. at organization's annual meeting Oct. 7.



Mr. Ross



Mr. Mounsey

Duncan Mounsey, executive vp and general manager of WPTR Albany, N. Y., elected vp and general manager of Rand Broadcasting of Tampa-St. Petersburg Inc., owner and operator of WINQ Tampa-St. Petersburg, Fla. **Martin Ross**, WPTR station manager, named assistant manager of WINQ.

Robinson B. Brown, until recently project officer with Army Pictorial Center in Long Island City, N. Y., and formerly with Voice of America as producer-director in Washington, joins WCCO Minneapolis-St. Paul as assistant program promotion director.



Mr. Sullivan

John L. Sullivan, veteran California advertising executive, joins KMLA (FM) Los Angeles as vp in charge of sales. Mr. Sullivan's background includes service with BBDO as radio-tv director and member of plans board and as director of sales and marketing for Barker Bros. chain of retail furniture stores.

Norman Gorin, since 1955 producer-director with CBS News, Washington, transfers to New York, effective today (Oct. 15), in similar capacity. Mr. Gorin is succeeded by **Robert Camford**, former film control officer with CBS News in New York.

Warner Award selection

Lawrence W. Davee, president of Century Projector Corp., named recipient of Samuel L. Warner Memorial Award, presented annually by Society of Motion Picture & Television Engineers.

The Warner Medal recognizes outstanding contributions in the design and development of new and improved methods and/or apparatus for sound-on-film motion pictures, including any step in the process. Mr. Davee conceived the idea for a transistorized theatre sound system with transistorized switching and supported its engineering development. He also promoted the design and installation of improved 70-mm projection equipment which is contributing to improve picture quality.

The Warner Award will be presented to Mr. Davee at an awards session to be held Tuesday evening, Oct. 23, during the SMPTE's 92nd semi-annual convention at the Drake Hotel in Chicago.

ALLIED FIELDS

John Hawkinson, vp, treasurer and director of Central Life Assurance Co., Des Moines, Iowa, elected president of Television Shares Management Corp., investment manager and principal underwriter for Television-Electronics Fund, Chicago. He succeeds **William H. Cooley**, who continues as director of management company and vp and director of fund.

Warren J. Boorom has resigned from tv-radio brokerage firm of Hamilton-Landis & Assoc. He was assigned to firm's Washington office, working primarily out of New York. His new

association as well as successor at Hamilton-Landis are expected to be announced shortly.

PROGRAMMING



Mr. Benton



Mr. Everote

Warren Everote and **Charles Benton**, president and vp, respectively, of Encyclopaedia Britannica Films, elected to board of directors of parent Encyclopaedia Britannica Inc., Chicago. Mr. Benton, who recently succeeded **Wilbur S. Edwards** to his present post, was also elected to boards of directors of Britannica Films and F. E. Compton & Co. Mr. Benton joined Britannica Films in 1953. After two years in production he became producer in 1955 and assistant to Maurice B. Mitchell, then president of film company and now president of Encyclopaedia Britannica, in 1958. Mr. Everote, elected president of Britannica Films earlier this year (FATES & FORTUNES, April 30), has been with company in various capacities since 1946. From 1955, until his election as president, he served as vp in charge of research and production.

Georgia Hanni, an attorney and for past eight years executive administrator for Los Angeles chapter of AFTRA, accepts post of executive director of Composers & Lyricists Guild of America, Los Angeles. **Elsa Clay**, who has served as CLGA's executive secretary since its formation, will continue in guild's office as assistant to Miss Hanni.

Shirley Hartman, who recently resigned as production coordinator with Parthenon Pictures, appointed admin-



istration head of Animation Inc., Hollywood. In addition to her administration duties, Miss Hartman will also function as coordinator of sales, publicity and certain creative services.

Don Taylor signed by Four Star Television to direct *The Phil Ford-Mimi Hines Show*, first of company's projected series for 1963-64 season. Filming was scheduled to begin Oct. 9 at Four Star.



Mr. Starzel



Mr. Gallagher

Frank J. Starzel, general manager of Associated Press for past 14 years, announced his retirement effective today (Oct. 15). **Wes Gallagher**, assistant general manager for past eight years, has been named his successor. Mr. Starzel, who will continue as consultant to AP, plans to retire to his farm near South Londonderry, Vt. His announcement followed by two weeks that of Executive Editor **Alan J. Gould**, who is to retire Feb. 1 after 21 years in AP's top news post. Mr. Starzel joined

Top executive realignment at Capitol Records

Glenn E. Wallichs, president of Capitol Records Inc., elected board chairman in realignment of top executive personnel. **Alan W. Livingston**, vp, becomes president of CRI in addition to his presidency of four subsidiaries: Capitol Records Distributing Corp., Capitol Records International Corp., Ardmore Music Corp. and Beechwood Music Corp. **Daniel C. Bonbright**, president of EMI Corp., Capitol's electronic subsidiary, and Capitol Records Club, has been elected vice chairman of the parent company. Mr. Wallichs, who continues as Capitol's chief executive officer, in becoming board chairman fills position that has been

vacant since 1947, when Buddy de Silva, who founded Capitol with Mr. Wallichs and Johnny Mercer in 1942, resigned for health reasons.

Robert A. Schaefer, former vp of Technicolor, Eversharp and Papermate, has been elected treasurer of CRI. **Walter Theiss** was reappointed general controller of all Capitol companies and treasurer of several subsidiaries. **George R. Jones**, in charge of manufacturing and engineering, was elected a corporate vp. **James W. Abyless**, vp, appointed to new post of executive consultant to chairman. **Lloyd W. Dunn** and **Robert E. Carp** were re-elected corporate vp and secretary, respectively.

AP in February 1929. He began newspaper work during World War I on his father's weekly, *The Le Mars* (Iowa) *Globe Post*. Mr. Gallagher has been with AP since 1937, and directed AP field staff of war correspondents covering 1944 allied invasion of France.

Paul West, producer of *The Donna Reed Show*, has entered into long-term contract with Screen Gems as creator, writer and producer of tv series.

Jerry Goldsmith has been signed to compose title theme for *The Best Years*, hour-long series being produced by Revue Studios for ABC-TV.

EQUIPMENT & ENGINEERING

H. Leslie Hoffman, president of Hoffman Electronics Corp., Los Angeles, reappointed chairman of Electronic Industries Assn.'s spectrum committee. Committee represents electronic manufacturers in seeking to achieve consolidation of government administration of the radio spectrum. Other committee members: **W. P. Corderman**, Litton Industries; **Robert W. Galvin**, Motorola; **Richard P. Gifford**, GE; **William B. Lodge**, CBS; **David B. Smith**, Philco; **Robert C. Sprague**, Sprague Electric; **J. R. Veitch**, RCA. Members *ex officio* are **F. R. Lack**, EIA engineering unit; **Donald G. Fink**, Institute of Electrical & Electronic Engineers.

Louis W. Clark, advertising manager for Alabama branch of General Electric Appliance Co., appointed advertising and sales promotion manager of GE's audio products department in Decatur, Ill. He succeeds **Vincent F. Novak**, recently named advertising and sales promotion manager of GE's tv receiver unit in Syracuse, N. Y.

Selman M. Kremer, for past six years advertising and promotion manager of

Jerrold Electronics Corp., Philadelphia, named advertising manager of The Jerrold Corp., parent company of Jerrold Electronics (community antenna systems), Harman-Kardon Inc. (high fidelity components), Technical Appliance Corp. (antennas), Pilot Radio Corp. (receivers and components) and Analab Instrument Corp. (test instruments).



Mr. Macrae

R. M. Macrae, vp and general manager of distribution division of RCA Victor Co. Ltd., Montreal, appointed staff vp for southwestern distributor and commercial relations of RCA. He succeeds **H. R. Maag**, who retires before year's end.

William Karnes, former vp, chief engineer and technical advisor of Americantenna Corp. (catv system), Denver, Colo., named manager of Telesystem Services Corp.'s regional technical office in Dallas, Tex. Before joining Americantenna, Mr. Karnes was field engineer for Jerrold Corp., Philadelphia.

Austin J. White, midwest regional manager of Sylvania's sales branch, resigns to join Chicago branch of Olympic Radio & Tv Div. of Lear Siegler Inc. as general manager, replacing **Murray Krieger**, who resigned. He will be responsible for all sales and administrative functions of Olympic's wholly owned Chicago sales subsidiary. Mr. White served with distributorships for Crosley, Bendix and Philco before joining Sylvania sales branch in 1958 as general manager. In 1961 he was named Sylvania's midwest regional manager.

Denis Waitley appointed advertising and pr manager of Electronic Specialty

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Co., Glendale, Calif., developer and manufacturer of systems for communications, power control and space applications. For past two years, Mr. Waitley has held similar post with EMI-US, electronics subsidiary of Capitol Records. Earlier, he was with Ampex Corp.



Mr. Unrath

Ray Unrath named marketing manager of McMartin Industries (electronics manufacturer), Omaha, Neb. Mr. Unrath has been in electronics industry for 11 years, last five with McMartin where he served two years as southeastern district sales manager at Ft. Lauderdale, Fla., and two years southern regional sales manager at Dallas, Tex. Prior to joining McMartin he was with Admiral Corp., Delco Radio and NBC.

J. Gordon Schontzler, regional manager of Philco Corp.'s Lansdale (Pa.) division, named marketing product manager for Mountain View (Calif.) operation of Raytheon Co.'s semiconductor division. In this newly created post, Mr. Schontzler will conduct coordinated marketing programs for operation's silicon diodes, transistors, and integrated circuits. Mountain View operation was formerly Rheem Semiconductor Corp., subsidiary of Rheem Manufacturing Co., before it was purchased by Raytheon year ago.

INTERNATIONAL

Colin Golby, Masius & Ferguson Ltd., London, appointed managing director of Schwerin Adv. Research Ltd. of Great Britain. He succeeds A. J. Hemming, who joins Miles Labs Ltd. **Gerald de Groot**, British Market Research Bureau Ltd., joins Schwerin of Great Britain as research director.

Michael Hind-Smith, national program director of CTV Television Net-



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NATAS creates new committee—Ted Cott selected

Ted Cott, Oakland Productions, New York, and executive vp of National Academy of Television Arts & Sciences, appointed chairman of academy's newly formed international relations committee. Others serving with Mr. Cott are: **Hubbell Robinson**, CBS; **Mort Werner**, NBC; **Joseph Stamler**, ABC; **Lewis Shollen-**



Mr. Cott

berger, ABC News; **Louis Edelman**, T&L Productions; **Richard Reinauer**, American Medical Assn., and **Jean Bartel**, tv performer and talent agent.

The new committee has been formed, according to Robert F. Lewine, president of Emmy Award organization, so that the National Academy, "recognizing the important growth of international tv, may be continually responsive to this new frontier and a leader in developing constructive relationships with those practicing the arts and sciences of tv in countries around the world."

work Ltd., Toronto, elected vp in charge of programming. Mr. Hind-Smith joined Canadian network at its inception 18 months ago in his present capacity.



Mr. Jaeger

Ira D. Beck, who resigned to go into private business.

Bruce Gordon has been appointed sales director of Desilu Sales Inc. of Australia, eleventh foreign branch office for tv program syndication firm. Mr. Gordon, formerly with TCN (TV) Sydney, will represent Desilu Sales in Australia, New Zealand, Malay Peninsula, Singapore and Indonesia.

Edward J. Roth, director general of Radio Eireann Authority, Dublin, Ireland, announces his resignation, effective by end of 1962, to join Associated Television Ltd., London, in January 1963, as deputy managing director. He will, however, continue to serve REA in consultative capacity. Prior to joining Radio Eireann two years ago in his present capacity, Mr. Roth worked with NBC for number of years as tv management consultant.

Ralph Foster, former Toronto film producer, named advertising and pr director of CTV Television Network Ltd., that city.

Robin Armstrong, former manager of tv time sales of All-Canada Radio & Television Ltd., Toronto, named director of station rep firm's new business development division. **Robert Johnson**,

sales manager of CFCF-TV Montreal, and **Robert Elsdon**, national sales manager of CFPL-TV London, Ont., join All-Canada in senior posts in new division.

John Wilson, former senior staff announcer at CKGM Montreal, promoted to promotion supervisor.

Andy McDermott, Toronto radio station representative, named director of Toronto Sales & Marketing Club.



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DEATHS

Henry J. Zittau, 70, senior vp and treasurer of United Artists Assoc., died Oct. 5 at his New York City home after brief illness. Mr. Zittau, well known in tv and motion picture financing circles, was vp of Associated Artists Productions until it was absorbed by UAA. He was European banker—in his native Prague, and in Vienna and Paris—before coming to U. S. in 1941.



Mr. Zittau

Jack Dolph, 67, network and advertising executive, died Oct. 2 in San Diego, Calif. Mr. Dolph, producer and writer for Fred Waring for 29 years, formerly was in charge of CBS Pacific

Radio Network office in San Francisco. He also served with N. W. Ayer & Son in Philadelphia. Mr. Dolph was father of Jack Dolph, director of CBS-TV Sports, and Edward Dolph of Lennen & Newell.

Reed Browning, 46, veteran announcer, died Oct. 8 at UCLA Medical Center after long illness. Mr. Browning had been staff announcer for ABC in Los Angeles since 1943 and more recently conducted *Night Line*, late-evening telephone discussion program on KABC-AM-FM Los Angeles.

Lulu McConnell, 80, comedienne on many radio programs probably best remembered for her contributions as panel member of *It Pays To Be Ignorant*, died Oct. 9 in Hollywood.

Larry MacDonald, 40, morning personality on WELF (FM) Glen Ellyn,

Ill., died Oct. 7 of heart attack. Mr. MacDonald is former farm service broadcaster at WGN and WLS, both Chicago.



Mr. Whitaker

William H. Whitaker, 42, account executive at WRCV-TV Philadelphia, died Oct. 8 at his home in Media, Pa. Mr. Whitaker had been member of sales department of NBC-owned station since November 10, 1958. He had been associated with WRCV-TV as cameraman from 1947 to 1952 when station was identified as WPTZ (TV). Mr. Whitaker had also been on staffs of WFIL-TV and WIP-AM-FM, both Philadelphia, and WVUE (TV) New Orleans, La.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 4 through Oct. 10 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New am stations

ACTION BY FCC

Winslow, Ariz. — Willard Shoecraft. Granted cp for new am station to operate on 1230 kc, 250 w uni.; conditions. P.O. address 326 Hight St., Globe, Ariz. Estimated construction cost \$9,700; first year operating cost \$14,000; revenue \$18,000. Mr.

Shoecraft is sole owner of new station, KIKO Miami, and KATO Safford, both Arizona. Action Oct. 10.

ACTION BY REVIEW BOARD

Roswell, N. Mex.—Neil N. Levitt. Granted cp for new am station to operate on 960 kc, 1 kw-D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Estimated construction cost \$12,635; first year operating cost \$32,500; revenue \$37,800. P.O. address Box 1669, Phoenix, Ariz. Mr. Levitt is employed by KHAT Phoenix. (This is first decision issued by Review Board.) Ann. Oct. 9.

APPLICATION

Eminence, Ky.—J. W. Dunavent. Cp for new am station to be operated on 1600 kc, with power of 500 w-D. In lieu of constructing new facilities, applicant requests use of present facilities of WSTL, non-operative station, that city. Mr. Dunavent is foreclosing on mortgage on equipment, land and buildings required for operation of proposed station. First year operating cost \$45,000; revenue \$55,000. Applicant requests that license renewal hearing for WSTL be consolidated with hearing on application by him for new station. Ann. Oct. 8.

Existing am stations

ACTIONS BY FCC

■ By decision, commission granted following seven applications to increase day-

time power from 250 w to 1 kw, continued nighttime operation with 250 w: 1230 kc—Easton Publishing Co. (WEEB), with DA, Easton, Pa.; Westchester Bcstg. Corp. (WFAS), White Plains, N. Y.; 1240 kc—The Shore Bcstg. Co. (WCEM), Cambridge, Md.; Eastern Radio Corp. (WHUM), Reading, Pa.; Long Island's First Station Inc. (WGBB), Freeport, N. Y.; Eastern States Bcstg. Corp. (WSNJ), Bridgeton, N. J.; and Francis J. Matrangola (WCMC), Wildwood, N. J., to increase power on 1230 kc, uni., from 100 w to 250 w, each with interference condition, and (2) denied applications for new AM stations on 1230 kc, 100 w, uni., of Ocean County Bcstrs., Toms River, N. J., and Harlan Murrelle and Assocs., Lakewood, N. J.; (3) dismissed application of WFPG Inc., for new station with same facilities at Toms River; and (4) disposed of related filings in accordance with decision. Action Oct. 10.

APPLICATIONS

KEXO Grand Junction, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

WINK Fort Myers, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

WIRA Fort Pierce, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

WSNT Saundersville, Ga.—Cp to increase daytime power from 500 w to 1 kw and install new trans. Ann. Oct. 4.

WMTE Manistee, Mich.—Seeks cp to replace expired permit, as mod., which authorized increase in daytime power to 1 kw and installation of new trans. Requests waiver of Sec. 1.323(b) for acceptance for filing. Ann. Oct. 10.

KRIZ Phoenix, Ariz.—Seeks assignment of license from Richard B. Wheeler (33.3%), John L. Wheeler (33.3%) and Burton K. Wheeler (33.4%), d/b as Radio Denver Inc., to Frank Flynn (31.05%), Paul J. O'Brien (12.225%), Charles Cahill (7.675%), Helen K. Fleutsch (8.175%), Reno T. Ferrero (16.35%), J. Hise (8.175%), E. G. Shively (8.175%), and James Uhle (8.175%), tr/as Shamrock Bcstg. Inc. Stockholder of assignor is surrendering stock in assignor (for which he paid \$475,059) in exchange for assets of station KRIZ. Assets are being acquired by assignee corporation, newly formed by stockholder for purpose. Assignor is licensee of KTLN Denver, Colo. Mr. Flynn owns and manages KYOS Merced, Calif.; Mr. O'Brien works for state of Wyo.; Mrs. Fleutsch is housewife; R. T. Ferrero owns electric company; Mr. Hise owns turkey farm; E. G. Shively owns shoe store; Mr. Uhle is accountant. Ann. Oct. 10.

KDLR Devils Lake, N. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

Continued on page 115

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How to cope with political candidates

A COLLECTION OF TROUBLE-SAVING HINTS ON CAMPAIGN BROADCASTS

A guide for all broadcast licensees in dealings with political candidates during the current campaign was released last week by the FCC. It consists of a history of Sec. 315 of the Communications Act and past FCC interpretations and rulings on political questions raised under the section. It supersedes all previous FCC statements on the subject and will be mailed to all licensees.

The full text follows:

FCC 62-1019
25297
Public Notice—B
October 3, 1962

USE OF BROADCAST FACILITIES BY CANDIDATES FOR PUBLIC OFFICE

This Public Notice is a compilation of the commission's interpretive rulings under Sec. 315 of the Communications Act of 1934, as amended, and the commission's rules implementing that section of the act and brings up-to-date and supersedes all prior public notices issued by the commission entitled "Use of Broadcast Facilities by Candidates for Public Office." The Commission has carefully reviewed both its Revised Public Notice (Oct. 1, 1958; FCC 58-936), and its supplement thereto (Sept. 8, 1960; FCC 60-1050) which contained the 1959 amendments to Sec. 315 of the act, the amendments to the commission's rules and additional rulings. Significant rulings made subsequent to the 1960 supplement have been added, and editorial and other revisions have been made with respect to some of the interpretations previously published. Where appropriate, cumulative rulings have been cited. Included herein are the determinations of the commission with respect to problems which have been presented to it and which appear likely¹ to be involved in future campaigns. While the information contained herein does not purport to be a discussion of every problem that may arise in the political broadcast field, experience has shown that these documents have been of assistance to candidates and broadcasters in understanding their rights and obligations under Sec. 315.

The purpose of this notice is to apprise licensees, candidates, and other interested persons of their respective responsibilities and rights under Sec. 315, and the commission's rules, when situations similar to those discussed herein are encountered. In this way, resort to the commission may be obviated in many instances and time—which is of great importance in political campaigns—will be saved. We do not mean to preclude inquiry to the Commission when there is a genuine doubt as to licensee obligations and responsibilities to the public interest under Sec. 315. But it is believed that the following document will, in many instances, remove the need for such inquiries, and that licensees will be able to take the necessary prompt action in accordance with the interpretations and positions set forth below.

We emphasize that this discussion relates solely to obligations of broadcast licensees under Sec. 315 of the act. It is not intended

to include the wholly separate question of the treatment by broadcast licensees, in the public interest, of political or other controversial programs or discussions not falling within the specific provisions of that section. With respect to the responsibilities of broadcast licensees for insuring fair and balanced presentation of programs not coming within Sec. 315, but relating to important public issues of a controversial nature including political broadcasts, licensees are referred to the commission's "fairness doctrine" as enunciated in its report, "Editorializing by Broadcast Licensees" (Vol. 1, Part 3, R. R. 91-201), and the cases cited therein. We are of the view that the 1959 amendments to the act constituted an affirmation and codification by the Congress of the commission's "fairness doctrine."² With regard to programs not coming within the "equal opportunities" provision of Sec. 315, but relating to important public issues of a controversial nature, including political broadcasts, it is particularly important that licensees recognize that the specific obligations imposed upon them by the provisions of Sec. 315 of the Communications Act with respect to certain types of political broadcasts do not in any way limit the applicability of general public interest concepts to political broadcasts not falling within the "equal opportunities" provision of Sec. 315. On the contrary, in view of the obvious importance of such programming to our system of representative government, it is clear that these precepts as set forth in the report referred to above and in the commission's *Report and Statement of Policy* with respect to programming, issued July 29, 1960, are of particular applicability to such programming.

We have continued the question-and-answer format as an appropriate means of delineating the Sec. 315 problems. Wherever possible, reference to commission's decisions or rulings are made so that the researcher may, if he desires, review the complete text of the commission's ruling. Copies of rulings may be found in a "Political Broadcast" folder kept in the Commission's Reference Room. Citations in "R. R." refer to Pike and Fischer, Radio Regulations.

I. The statute. Sec. 315 of the Communications Act of 1934, as amended, provides as follows:

Sec. 315. (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting stations: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any—

- (1) bona fide newscast,
- (2) bona fide news interview,
- (3) bona fide news documentary (if the appearance of the candidate is incidental to

¹In amending Sec. 315 in 1959 so as to exempt appearances by legally qualified candidates on certain news-type programs from the "equal opportunities" provision, it was stated in the statute that such action should not be "construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." (Public Law 86-274, Approved Sept. 14, 1959, 73 Stat. 557.)

the presentation of the subject or subjects covered by the news documentary), or

(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.³

II. The commission's rules and regulations with respect to political broadcasts. The commission's rules and regulations with respect to political broadcasts coming within Sec. 315 of the Communications Act are set forth in §§3.120 (am), 3.290 (fm), 3.590 (non-commercial educational fm), and 3.657 (tv), respectively. These provisions are identical (except for elimination of any discussion of charges in §3.590 relating to non-commercial educational fm stations) and read as follows:

Broadcasts by candidates for public office —(a) *Definitions*: A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of dele-

²Sec. 315(a) was amended to read as above by Public Law 86-274, approved Sept. 14, 1959, 73 Stat. 557.

Public Law 86-677, approved Aug. 24, 1960, 74 Stat. 554, suspended the equal opportunity provision of Sec. 315(a) for the period of the 1960 Presidential and Vice Presidential campaigns with respect to nominees for the offices of President and Vice President of the U. S. It provided:

That that part of Sec. 315(a) of the Communications Act of 1934, as amended, which requires any licensee of a broadcast station who permits any person who is a legally qualified candidate for any public office to use a broadcasting station to afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, is suspended for the period of the 1960 presidential and vice presidential campaigns with respect to nominees for the offices of President and Vice President of the U. S. Nothing in the foregoing shall be construed as relieving broadcasters from the obligation imposed upon them under this Act to operate in the public interest.

(2) The FCC shall make a report to the Congress, not later than March 1, 1961, with respect to the effect of the provisions of this joint resolution and any recommendations the Commission may have for amendments in the Communications Act of 1934 as a result of experience under the provisions of this joint resolution.

¹A few of the questions taken up within have been presented to the commission informally—that is, through telephone conversations or conferences with station representatives. They are set out in this Public Notice because of the likelihood of their recurrence and the fact that no extended commission discussion is necessary to dispose of them; the answer in each case is clear from the language of Sec. 315.

HOW TO COPE WITH CANDIDATES *continued*

gates or electors, and who:

(1) Has qualified for a place on the ballot or

(2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) General requirements. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all such other candidates for that office to use such facilities: *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) Rates and practices. (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Records: inspection. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

(e) Time of request. A request for equal opportunities must be submitted to the licensee within one week of the day on which the prior use occurred.

(f) Burden of proof. A candidate requesting such equal opportunities of the licensee, or complaining of non-compliance to the commission shall have the burden of proving that he and his opponent are legally qualified candidates for the same public office.⁴

In addition, the attention of the licensees is directed to the following provisions of §§3.119, 3.289 and 3.654, which provides in identical language:

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material

or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however*, That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangement with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

III. "Uses", in general. In general, any use of broadcast facilities by a legally qualified candidate for public office imposes an obligation on licensees to afford "equal opportunities" to all other such candidates for the same office.

Sec. 315 of the act was amended by the Congress in 1959 to provide that appearances by legally qualified candidates on specified news-type programs are deemed not to be a "use" of broadcast facilities within the meaning of that section. In determining whether a particular program is within the scope of one of these specified news-type programs, the basic question is whether the program meets the standard of "bona fides." To establish whether such a program is in fact a "bona fide" program, the following considerations, among others, may be pertinent: (1) the format, nature and content of the programs; (2) whether the format, nature and content of the program has changed since its inception and, if so, in what respects; (3) who initiates the programs; (4) who produces and controls the program; (5) when the program was initiated; (6) is the program regularly scheduled; and (7) if the program is regularly scheduled, specify the time and day of the week when it is broadcast. Questions have also been presented by the appearances on news-type broadcast programs of station employees who are also legally qualified candidates. In such cases, in addition to the above, the following considerations, among others, may be pertinent to a determination of the applicability of Sec. 315: (1) what is the dominant function of the employee at the station; (2) what is the content of the program and who prepares the program?; (3) to what extent is the employee personally identified on the program? In the rulings set forth below, wherein the commission held that the "equal opportunities" provision was applicable, it should be assumed that the news-type exemptions contained in the 1959 amendments were not involved.

A. Types of uses.

1. Q. Does Sec. 315 apply to one speaking for or on behalf of the candidate, as contrasted with the candidate himself?

A. No. The section applies only to legally

qualified candidates. Candidate A has no legal right under Sec. 315 to demand time where B, not a candidate, has spoken against A or in behalf of another candidate. (*Felix v. Westinghouse Radio Stations*, 186 F. 2nd 1, cert. den. 341 U.S. 909.)

2. Q. Does Sec. 315 confer rights on a political party as such?

A. No. It applies in favor of legally qualified candidates for public office, and is not concerned with the rights of political parties, as such. (Letter to National Laugh Party, May 8, 1957.)

3. Q. Does Sec. 315 require stations to afford "equal opportunities" in the use of their facilities in support of or in opposition to a public question to be voted on in an election?

A. No. Sec. 315 has no application to the discussion of political issues, as such, but is concerned with the use of broadcast stations by legally qualified candidates for public office. In the 1959 amendment of Sec. 315, relating to certain news-type programs, Congress stated specifically that its action was not to be construed "... as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." The commission has considered this statement to be an affirmation of its "fairness doctrine," as enunciated in its *Report on Editorializing by Broadcast Licensees*.

B. What constitutes a "use" of broadcast facilities entitling opposing candidates to "equal opportunities"?

4. Q. If a legally qualified candidate secures air time but does not discuss matters directly related to his candidacy, is this a use of facilities under Sec. 315?

A. Yes. Sec. 315 does not distinguish between the uses of broadcast time by a candidate, and the licensee is not authorized to pass on requests for time by opposing candidates on the basis of the licensee's evaluation of whether the original use was or was not in aid of a candidacy. (Letter to WMCA, Inc., May 15, 1952, 7 R.R. 1132.)

5. Q. Must a broadcaster give equal time to a candidate whose opponent has broadcast in some other capacity than as a candidate?

A. Yes. For example, a weekly report of a congressman to his constituents via radio or television is a broadcast by a legally qualified candidate for public office as soon as he becomes a candidate for reelection, and his opponent must be given "equal opportunities" for time on the air. Any "use" of a station by a candidate, in whatever capacity, entitles his opponent to "equal opportunities." (Letter to station KNGS, May 15, 1952, 7 R.R. 1130; see Q. and A. 15; for a joint Congressional Report, see also letter to Sen. Joseph S. Clark, Jan. 25, 1962; and for a judge's report, see also telegram to station KSHO-TV, April 24, 1961.)

6. Q. If a candidate appears on a variety program for a very brief bow or statement, are his opponents entitled to "equal opportunities" on the basis of this brief appearance?

A. Yes. All appearances of a candidate, no matter how brief or perfunctory, are a "use" of a station's facilities within Sec. 315.

7. Q. If a candidate is accorded station time for a speech in connection with a ceremonial activity or other public service, is an opposing candidate entitled to equal utilization of the station's facilities?

A. Yes. Sec. 315 contains no exception with respect to broadcasts by legally qualified candidates carried "in the public interest" or as a "public service." It follows that the station's broadcasts of the candidate's speech was a "use" of the facilities of the station by a legally qualified candidate giving rise to an obligation by the station under Sec. 315 to afford "equal opportunities" to other legally qualified candidates for the same office. (Letter to CBS

⁴On July 31, 1959, the commission amended §§3.120, 3.290, 3.590 and 3.657 of its rules (FCC 59-757) by adding subsections (e) and (f).

[WBBM], Oct. 3, 1952; Letter to KFI, Oct. 31, 1952.)

8. Q. If a station arranges for a debate between the candidates of two parties, or presents the candidates of two parties in a press conference format or so-called forum program, is the station required to make equal time available to other candidates?

A. Yes. The appearance of candidates on the above types of programs constitutes a "use" of the licensee's facilities by legally qualified candidates and, therefore, other candidates for the same office are entitled to "equal opportunities." (Letter to Harold Oliver, Oct. 31, 1952; Letter to Julius F. Brauner, Oct. 31, 1952. However, see S. J. Res. 207 [P.L. 86-677] [suspension statute], fn. 2, *supra*; and III, C, *infra*, concerning news-type programs.)

*9. Q. Where a candidate delivers a non-political lecture on a program which is part of a regularly scheduled series of lectures broadcast by an educational fm station, is that station required to grant equal time to opposing candidate?

A. Yes. Unless the candidate's appearance comes within the category of broadcasts exempt from Sec. 315's "equal opportunities" provision, equal time must be granted. The use to which the candidate puts this broadcast time is immaterial. (See Q. and A. 4, *supra*.) (Telegram to station WFUV-FM, Oct. 27, 1961.)

10. Q. Are acceptance speeches by successful candidates for nomination for the candidacy of a particular party for a given office, a use by a legally qualified candidate for election to that office?

A. Yes, where the successful candidate for nomination becomes legally qualified as a candidate for election as a result of the nomination. (Letter to Progressive Party, July 2, 1952, 7 R.R. 1300; but see Sec. 315 [a][4].)

11. Q. Does Sec. 315 apply to broadcasts by a legally qualified candidate where such broadcasts originate and are limited to a foreign station whose signals are received in the U. S.?

A. No. Sec. 315 applies only to stations licensed by the FCC. (Letter to Gregory Pillon, July 19, 1955.)

12. Q. A candidate for the Democratic nomination for President appeared on a network variety show. A claimant for "equal opportunities" showed that his name had been on the ballots in the Democratic presidential primary elections in two states; that the network had shown him in a film on a program concerned with the various 1960 presidential candidates; and that he was continuing his efforts as a candidate for the Democratic nomination. Would the claimant be entitled to "equal opportunities"?

A. Yes, since the appearance of the first candidate was on a program which was not exempt from the "equal opportunities" requirement of Sec. 315 and the claimant had shown that he was a "legally qualified" candidate for the nomination for the same office. (Telegram to NBC, July 6, 1960.)

13. Q. If a station owner, or a station advertiser, or a person regularly employed as a station announcer were to make any appearances over a station after having qualified as a candidate for public office, would Sec. 315 apply?

A. Yes. Such appearances of a candidate are a "use" under Sec. 315. (Letters to KUGN, April 9, 1958; to KTTV, Jan. 23, 1957, 14 R.R. 1227; to Kenneth Spengler, Nov. 19, 1956, 14 R.R. 1226b, respectively; and letter to Jack Williams, May 18, 1962. But cf. letter to KWTX Broadcasting Co., March 16, 1960; Brigham vs. FCC, 276 F. 2d 828 [C.A. 5], April 19, 1960 and Q. and A. 18.)

14. Q. When a station, as part of a newscast, uses film clips showing a legally qualified candidate participating as one of a group in official ceremonies and the newscaster, in commenting on the ceremonies, mentions the candidate and others by name and describes their participation, has there been a "use" under Sec. 315?

A. No. Since the facts clearly showed that the candidate had in no way directly or

indirectly initiated either filming or presentation of the event, and that the broadcast was nothing more than a routine newscast by the station in the exercise of its judgment as to newsworthy events. (Letter to Allen Blondy, Feb. 6, 1957, 14 R.R. 1199; cf. CBS, Inc. [Lar Daly case], 26 FCC 715, 18 R.R. 701 [1959] and letter to Lar Daly, Sept. 9, 1959, 18 R.R. 750.)

C. What constitutes an appearance exempt from the equal opportunities provision of section 315?

*15. Q. Does an appearance on a program subject to the equal opportunities provision of Sec. 315 such as a *Congressman's Weekly Report*, attain exempt status when the *Weekly Report* is broadcast as part of a program not subject to the equal opportunities provisions, such as a *bona fide* newscast?

A. No. A contrary view would be inconsistent with the legislative intent and recognition of such an exemption would in effect subordinate substance to form. (Letter to Congressman Clark W. Thompson, Feb. 9, 1962, 23 R.R. 178.)

*16. Q. Are appearances by an incumbent-candidate in film clips prepared and supplied by him to the stations and broadcast as part of a station's regularly scheduled newscast, "uses" within the meaning of Sec. 315?

A. Yes. Broadcasters of such film clips containing appearances by a candidate constitute uses of the station's facilities. Such appearances do not attain exempt status when the film clips are broadcast as part of a program not subject to the equal opportunities provision, for the reasons set forth in Q. and A. 15, above. (Letter to Congressman Clem Miller, June 15, 1962.)

17. Q. A sheriff who was a candidate for nomination for U. S. Representative in Congress conducted a daily program, regularly scheduled since 1958, on which he reported on the activities of his office. He terminated each program with a personal "Thought for the Day." Would his opponent be entitled to "equal opportunities"?

A. Yes. In light of the fact that the format and content of the program were determined by the sheriff and not by the station, the program was not of the type intended by Congress to be exempt from the "equal opportunities" requirement of Sec. 315. (Letter to station WCLG, April 27, 1960.)

18. Q. A local weathercaster who was a candidate for re-election for representative in the Texas Legislature was regularly employed by an am and tv station in Texas. His weathercasts contained no references to political matters. He was identified over the air while a candidate as the "TX Weatherman." Would his opponent be entitled to "equal opportunities"?

A. No. The Court of Appeals, Fifth Circuit, ruled that the weathercaster's appearance did not involve anything but a *bona fide* effort to present the news; that he was not identified by name but only as the "TX Weatherman;" that his employment did not arise out of the election campaign but was a regular job; and that the facts did not reveal any favoritism on the part of the stations or any intent to discriminate among candidates. (Letter to KWTX Broadcasting Co., March 16, 1960; Brigham vs. FCC, 276 F. 2d 828 [C.A. 5], April 19, 1960.)

19. Q. A Philadelphia tv station had been presenting a weekly program called *Eye on Philadelphia*. This program consisted of personalities being interviewed by a station representative. Three candidates for the office of mayor of Philadelphia, representing different political parties, appeared on the programs. Would a write-in candidate for mayor be entitled to "equal opportunities"?

A. No, since it was ascertained that the appearances of the three mayoralty candidates were on a *bona fide*, regularly scheduled news interview program and that such appearances were determined by the station's news director on the basis of newsworthiness. (Telegram to Joseph A. Schafer, Nov. 2, 1959.)

*20. Q. A New York television station had

been presenting a weekly program called *Search Light*. This program consisted of persons, selected by the station on the basis of their newsworthiness, interviewed by a news reporter selected by the station, a member of the Citizens Union (a permanent participant initially selected by the station), and a station newsmen who acted as moderator. Two candidates appeared on the program and were interviewed. Is a third opposing candidate entitled to "equal opportunities"?

A. No. The format of the program was such as to constitute a *bona fide* news interview pursuant to Sec. 315(a)(2), since the program was regularly scheduled, was under the control of the licensee, and the particular program had followed the usual program format. (Telegram to Ethel B. Lobman, Nov. 1, 1961.)

*21. Q. A Washington, D. C., television station had been presenting a weekly program called *City Side*. This program consisted of persons being interviewed by a panel of reporters. The panel was selected by the station and the persons interviewed were selected by the station on the basis of newsworthiness. Three candidates for the Democratic nomination for the office of governor of Maryland were invited to appear on the program and one of them accepted. Would a fourth candidate for the same nomination, not invited by the station to appear, be entitled to "equal opportunities"?

A. No. It was determined that *City Side* was a regularly scheduled, weekly, live, news-interview program on the station for approximately six years; that the normal format of the program consisted of the interview of a newsworthy guest or guests by a panel of reporters; that the appearances on the program were determined by the station on the basis of newsworthiness; and that it was on this basis that the three candidates were invited to appear. Such a program constitutes a *bona fide* news-interview program pursuant to Sec. 315(a)(2). (Telegram to Charles Luthardt, Sr., May 12, 1962.)

*22. Q. A New York television station had been presenting a weekly half-hour program series for over two years. The program, *New York Forum*, was presided over by a station moderator and consisted of interviews of currently newsworthy guests by a panel of three lawyers. The guests were selected by the station in the exercise of its *bona fide* news judgment and not for the political advantage of any candidate for public office. The local bar association suggested the lawyer-interviewers to be used on a particular program but their final selection remained subject to the station's approval. The Democratic and Republican candidates for the office of governor of New Jersey had appeared on separate programs in the series. Would a third party candidate be entitled to "equal opportunities"?

A. No. Such a program is a *bona fide* news interview and, as such, appearances on the program are exempt pursuant to section 315(a)(2). (Telegram to Socialist Labor Party of New Jersey, Nov. 2, 1961.)

23. Q. Certain networks had presented over their facilities various candidates for the Democratic nomination for President on the programs *Meet the Press*, *Face the Nation* and *College News Conference*. Said programs were regularly scheduled and consisted of questions being asked of prominent individuals by newsmen and others. Would a candidate for the same nomination in a state primary be entitled to "equal opportunities"?

A. No. The programs were regularly scheduled, *bona fide* news interviews and were of the type which Congress intended to exempt from the "equal opportunities" requirement of Sec. 315. (Letter to Andrew J. Easter, April 28, 1960; letters to Charles V. Falkenberg, May 12 and June 13, 1960; and letter to Congressman Frank Kowalski, July 10, 1962.)

24. Q. A candidate for the Democratic nomination for President was interviewed on a network program known as *Today*. It was shown that this was a daily program emphasizing news coverage, news documen-

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ties and on-the-spot coverage of news events; that the determination as to the content and format of the interview and the candidate's participation therein was made by the network in the exercise of its news judgment and not for the candidate's political advantage; that the questions asked of the candidate were determined by the director of the program; and that the candidate was selected because of his newsworthiness and the network's desire to interview him concerning current problems and events. Would the candidate's opponent be entitled to "equal opportunities?"

A. No, since the appearance of the candidate was on a program which was exempt from the "equal opportunities" requirement of Sec. 315. (Telegram to Lar Daly, July 6, 1960.)

*25. Q. Does the appearance of a candidate on any of the following programs constitute a "use" under the "equal opportunities" provisions of Sec. 315: *Meet the Press*, *Youth Wants to Know*, *Capitol Cloakroom*, *Tonight*, and *PM*?

A. The programs *Meet the Press* and *Youth Wants to Know* were specifically referred to during the Senate debates on the 1959 amendments as being regularly scheduled news interview programs of the type intended to be exempt from the "equal opportunities" provision of Sec. 315. Thus, if the format of these programs is not changed in any material respect, appearances by a candidate on such programs would not constitute a "use" under Sec. 315. (See also Q. and A. 23.) As to the *Tonight* program, see Q. and A. 12. (Letter to Senator Russell B. Long, June 13, 1962.)

*26. Q. A New Jersey television station had been presenting for approximately two and one-half years a weekly program called *Between the Lines*. This program consisted of interviews by a station moderator of persons involved with current public events in New Jersey and New York. The incumbent, candidate for re-election to the state assembly, appeared on the program. Would his opponent be entitled to "equal opportunities?"

A. No. The commission ruled that "... the program in question is the type of program Congress intended to be exempt from the equal time requirements of Sec. 315." (Letter to George A. Katz, Esq., Nov. 2, 1960.)

*27. Q. The *Governor's Radio Press Conference* is a weekly 15-minute program which has been broadcast approximately two years employing essentially the same format since its inception. In the program, the governor-candidate is seated in his office and speaks into a microphone; each of the participating stations has selected a newsman, who, while located at his respective station, asks questions of the governor which the newsman considers to be newsworthy. The questions are communicated to the governor-candidate by telephone from the respective stations and the questions and the governor's answers are communicated to the stations by the means of a broadcast line from his office to the stations. The questions and answers are taped both by his office and each of the participating stations, and no tapes are supplied by the governor to the stations. Questions asked of the governor and all of the material, including his answers, are not screened, or edited by anyone in his office or on his behalf. The program is unhearsd and there is no prepared material of any kind used by the governor or by anyone on his behalf. The newsmen are free to ask any question they wish and each program is under the control of the participating stations. Does the appearance of the governor-candidate on said program constitute a "use" under the "equal opportunities" provision of Sec. 315?

A. No. Since the program involves the collective participation of the stations' newsmen, is prepared by the stations, is under their sole supervision and control, has been regularly scheduled for a period of time, and was not conceived or designed to fur-

ther the candidacy of the governor, it was held to be a *bona fide* news interview program and, therefore, exempt from the "equal opportunities" provision of Sec. 315. (Letter to Gov. Michael DiSalle, June 8, 1962.)

*28. Q. The *Governor's Forum* program has been broadcast for approximately eight months by several participating stations. In this program, the governor-candidate is seated in his office and speaks into a microphone. The program consists of his answers to and questions submitted by the listening public. Questions asked are either telephoned or written to the stations or directly to his office. The questions which are telephoned or written to the several stations are forwarded to the principal participating station, which then selects the questions, edits the questions, and accumulates them on a tape. The questions telephoned or written to the governor's office are likewise selected and edited by his office for taping. The tape or tapes containing the questions are played in his office and the questions and the Governor's answers are then recorded on a master tape prepared by his office. Additional questions are asked of the Governor by the principal station's newsman, present in the governor's office, to amplify any prior question and answer. On occasion, further editing of the tape has been made by the governor's office or by the stations. The tape is sent to each of the participating stations by the governor's office. There is no prepared material or rehearsal by the governor's office. Would the appearance by the governor-candidate on the above program constitute a "use" under the "equal opportunities" provision of Sec. 315?

A. Yes. Such a program is not a news-interview program as contemplated by Sec. 315(a)(2). This conclusion has been reached since the selection and compilation of the questions, as well as the production, supervision, control, and editing of the program are not functions exercised exclusively by the stations. (Letter to Gov. Michael DiSalle, June 8, 1962.)

*29. Q. CBS Television Network presented a one-hour program entitled *The Fifty Faces of '62*. The program consisted of a comprehensive news report of the current off-year elections and campaigns. It included a brief review of the history of off-year elections, individual and group interviews, on-the-spot coverage of conventions and campaigns, and flash-backs of currently newsworthy aspects of the current campaigns and elections. In addition to the appearances on the broadcast of private citizens, voters, college students, and candidates, there were approximately twenty-five political figures, none of whom was on camera for more than approximately two or three minutes. Some of the candidates appearing on the program mentioned their candidacy; others, including the minority leader of the House of Representatives, who appeared in that capacity and discussed the prospect of his party in the fall elections, did not discuss their candidacies. The determination as to who was to appear on the program was made solely by CBS News on the basis of its *bona fide* news judgment that their appearances were in aid of the coverage of the subject of the programs and not to favor or advance the candidacies of any of those who appeared, such appearances being incidental and subordinate to the subject of the documentary. Is the appearance on the program of a candidate, in his capacity as minority leader of the House of Representatives, a "use" within the "equal opportunities" provision of Sec. 315?

A. No. Such a program is a *bona fide* news documentary pursuant to Sec. 315(a)(3). The appearance of the candidate therein is incidental to the presentation of the subject covered by the documentary and the program is not designed to aid his candidacy. (Telegram to Judge John J. Murray, June 12, 1962.)

*30. Q. A television station had been presenting since 1958 a weekly 30 minute pro-

gram concerning developments in the state legislature with principal Democratic and Republican party leaders of both houses of the legislature participating. At the close of each legislative term, the station televised a one hour summary of the legislature's activities, using film and recordings made during its meetings. Is the appearance, in the latter program, of an officer of the state legislature, who is also a candidate, in which he and others express their views on the accomplishments of the legislative session a "use" under the "equal opportunities" provision of Sec. 315?

A. No. For the reasons stated in Question and Answer 29, above.

31. Q. A former President expressed his views with respect to a forthcoming national convention of his party. A candidate for that party's nomination for President called a press conference to comment on said views, which conference was broadcast by two networks. Would said candidate's opponent for the same nomination be entitled to "equal opportunities?"

A. No, since the appearance of the first candidate was on a program which constituted "on-the-spot coverage of *bona fide* news events", pursuant to Sec. 315(a)(4). (Telegram to Falkenberg & Falkenberg, July 7, 1960.)

IV. Who is a legally qualified candidate?

32. Q. How can a station know which candidates are "legally qualified"?

A. The determination as to who is a legally qualified candidate for a particular public office within the meaning of Sec. 315 and the commission's rules must be determined by reference to the law of the state in which the election is being held. In general, a candidate is legally qualified if he can be voted for in the state or district in which the election is being held, and, if elected, is eligible to serve in the office in question.

33. Q. Need a candidate be on the ballot to be legally qualified?

A. Not always. The term "legally qualified candidate" is not restricted to persons whose names appear on the printed ballot; the term may embrace persons not listed on the ballot if such persons are making a *bona fide* race for the office involved and the names of such persons, or their electors can, under applicable law, be written in by voters so as to result in their valid election. The commission recognizes, however, that the mere fact that any name may be written in does not entitle all persons who may publicly announce themselves as candidates to demand time under Sec. 315; broadcast stations may make suitable and reasonable requirements with respect to proof of the *bona fide* nature of any candidacy on the part of applicants for the use of facilities under Sec. 315. (§13.120, 3.290, 3.657, esp. subsection [f]; letters to Socialist Labor Party, Nov. 14, 1951, 7 R.R. 766; Julius F. Brauner, May 28, 1952, 7 R.R. 1189; Press Release of Nov. 28, 1941 [Mimeo 55732].)

34. Q. May a person be considered to be a legally qualified candidate where he has made only a public announcement of his candidacy and has not yet filed the required forms or paid the required fees for securing a place on the ballot in either the primary or general elections?

A. The answer depends on applicable state law. In some states persons may be voted for by electorate whether or not they have gone through the procedures required for getting their names placed on the ballot itself. In such a state, the announcement of a person's candidacy — if determined to be *bona fide* — is sufficient to bring him within the purview of Sec. 315. In other states, however, candidates may not be "legally qualified" until they have fulfilled certain prescribed procedures. The applicable state laws and the particular facts surrounding the announcement of the candidacy are determinative. (Letter to Senator Earle C. Clements, Feb. 2, 1954; and see also subsection [f] of §13.120, 3.290, 3.657.)

35. Q. May a station deny a candidate "equal opportunities" because it believes that the candidate has no possibility of being elected or nominated?

A. No. Sec. 315 does not permit any such

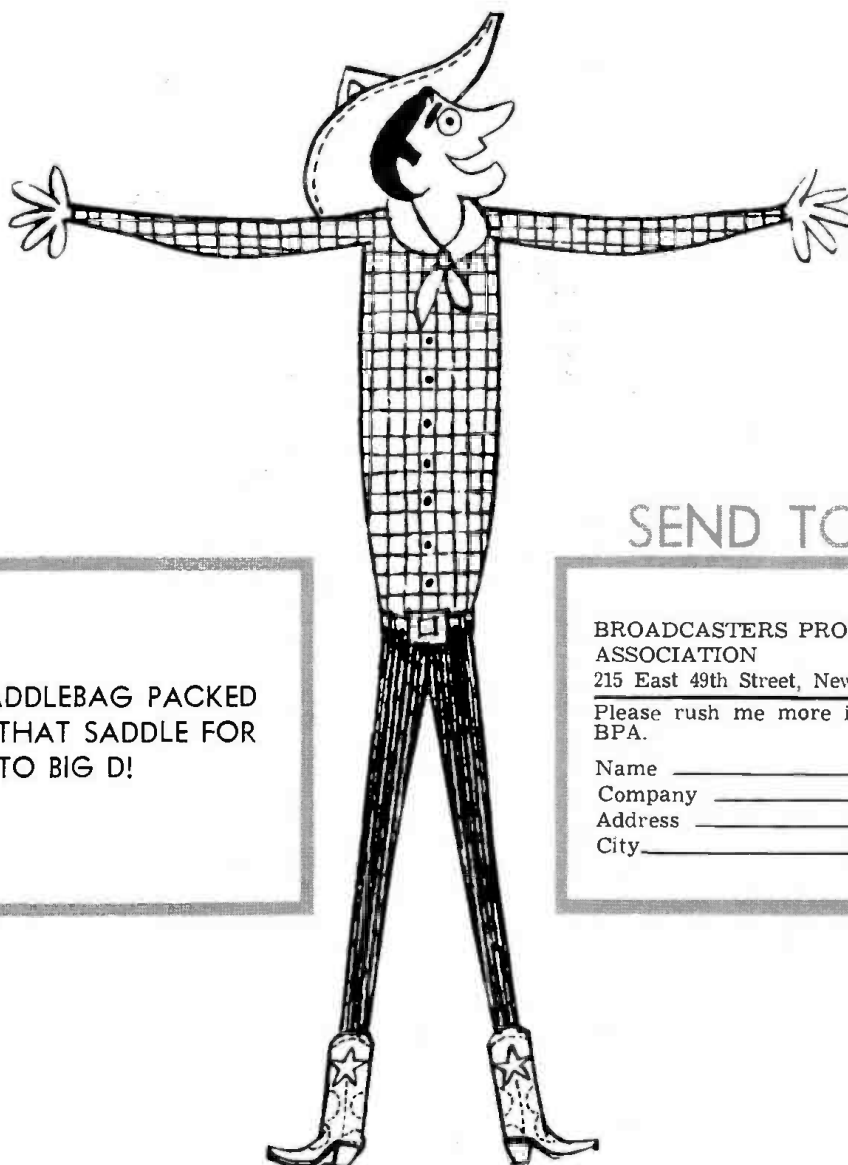
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subjective determination by the station with respect to a candidate's chances of nomination or election. (Letter to Julius F. Brauner, May 28, 1952, 7 R.R. 1189.)

36. Q. When is a person a legally qualified candidate for nomination as the candidate of a party for President or Vice President of the U. S.?

A. In view of the fact that a person may be nominated for these offices by the conventions of his party without having appeared on the ballot of any state having presidential primary elections, or having any pledged votes prior to the convention, or even announcing his willingness to be a candidate, no fixed rule can be promulgated in answer to this question. Whether a person so claiming is in fact a *bona fide* candidate will depend on the particular facts of each situation, including consideration of what efforts, if any, he has taken to secure delegates or preferential votes in state primaries. It cannot, however, turn on the licensee's evaluation of the claimant's chances for success. (Letter to Julius F. Brauner, May 28, 1952, 7 R.R. 1189; and see also subsection (f) of §§3.120, 3.290, 3.657.)

37. Q. Has a claimant under Sec. 315 sufficiently established his legal qualifications when the facts show that after qualifying for a place on the ballot for a particular office in the primary, he notified state officials of his withdrawal therefrom and then later claimed he had not really intended to withdraw, and where the facts further indicated that he was supporting another candidate for the same office and was seeking the nomination for an office other than the one for which he claimed to be qualified?

A. No. Where a question is raised concerning a claimant's legal qualification, it is incumbent on him to prove that he is in fact legally qualified. The facts here did not constitute an unequivocal showing of legal qualification. (Letter to Lar Daly, April 11, 1956; letter to American Vegetarian Party, Nov. 6, 1956.)

38. Q. If a candidate establishes his legal qualifications only after the date of nomination or election for the office for which he was contending, is he entitled to equal opportunities which would have been available had he timely qualified?

A. No, for once the date of nomination or election for an office has passed, it cannot be said that one who failed timely to qualify therefor is still a "candidate." The holding of the primary or general election terminates the possibility of affording "equal opportunities," thus moots the question of what rights the claimant might have been entitled to under Sec. 315 before the election. (Letter to Socialist Workers' Party, Dec. 13, 1956; letter to Lar Daly, Oct. 31, 1956; 14 R.R. 713, appeal sub.nom. Daly v. U.S. Case No. 11,946 [C.A. 7th Cir.] dismissed as moot Mar. 7, 1957; cert. den. 355 U.S. 826.)

39. Q. Under the circumstances stated in the preceding question, is any post-election remedy available to the candidate, before the commission, under Sec. 315?

A. None, insofar as a candidate may desire retroactive "equal opportunities." But this is not to suggest that a station can avoid its statutory obligation under Sec. 315 by waiting until an election has been held and only then disposing of demands for "equal opportunities." (See citations in Question and Answer 38.)

*40. Q. A, a candidate for the Democratic Party nomination for President, appeared on a variety program prior to the nominating convention because of the prior appearance of B, his opponent. After the closing of the convention, A claimed he was entitled to additional time in order to equalize his appearance with that afforded B. Would A be entitled to additional time?

A. No. A licensee may not be required to furnish the use of its facilities to a candidate for nomination for President after the

convention has chosen its nominee. (Telegram to Lar Daly, Nov. 3, 1960.)

41. Q. When a state attorney general or other appropriate state official having jurisdiction to decide a candidate's legal qualification has ruled that a candidate is not legally qualified under local election laws, can a licensee be required to afford such "candidate" "equal opportunities" under Sec. 315?

A. In such instances, the ruling of the state attorney general or other official will prevail, absent a judicial determination. (Telegram to Ralph Muncy, Nov. 5, 1954; letter to Socialist Workers' Party, Nov. 23, 1956.)

V. When are candidates opposing candidates?

42. Q. What public offices are included within the meaning of Sec. 315?

A. Under the commission's rules, Sec. 315 is applicable to both primary and general elections, and public offices include all offices filled by special or general election on a municipal, county, state or national level as well as the nomination by any recognized party of a candidate for such an office.

43. Q. May the station under Sec. 315 make time available to all candidates for one office and refuse all candidates for another office?

A. Yes. The "equal opportunities" requirement of Sec. 315 is limited to all legally qualified candidates for the same office.

44. Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Sec. 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Sec. 315, the primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and, therefore, insofar as Sec. 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention. The station's actions in this regard, however, would be governed by the public interest standards encompassed within the "fairness doctrine." (Letters to KWFT, Inc., Oct. 22, 1948, 4 R.R. 885; Arnold Peterson, May 13, 1952, 11 R.R. 234; WCDC, April 3, 1953; Senator Joseph S. Clark, Jan. 25 and April 13, 1962; and telegram to Dr. Edward J. Leuddeke, Oct. 25, 1961.)

45. Q. If the station makes time available to all candidates of one party for nomination for a particular office, including the successful candidate, may candidates of other parties in the general election demand an equal amount of time under Sec. 315?

A. No. For the reason given above. (Letter to KWFT, Inc., Oct. 22, 1948, 4 R.R. 885.)

VI. What constitutes equal opportunities?

(a) In general.

46. Q. Generally speaking, what constitutes "equal opportunities"?

A. Under Sec. 315 and §§3.120, 3.290, and 3.657 of the commission's rules, no licensee shall make any discrimination in charges, practices, regulations, facilities, or services rendered to candidates for a particular office.

47. Q. Is a licensee required or allowed to give time free to one candidate where it had sold time to an opposing candidate?

A. The licensee is not permitted to discriminate between the candidates in any way. With respect to any particular election it may adopt a policy of selling time, or of giving time to the candidates free of charge, or of giving them some time and selling them additional time. But whatever policy it adopts it must treat all candidates for the same office alike with respect to the time they may secure free and that for

which they must pay.

48. Q. Is it necessary for a station to advise a candidate or a political party that time has been sold to other candidates?

A. No. The law does not require that this be done. If a candidate inquires, however, the facts must be given him. It should be noted here that a station is required to keep a public record of all requests for time by or on behalf of political candidates, together with a record of the disposition and the charges made, if any, for each broadcast. (§§3.120 [d], 3.290 [d], 3.657 [d]; and telegram to Norman William Seemann, Esq., May 18, 1962.)

*49. Q. If a station desires to make its facilities available on a particular day for political broadcasts to all candidates for the same office, is one of the candidates precluded from requesting "equal opportunities" at a later date if he does not accept the station's initial offer?

A. This depends on all of the circumstances surrounding the station's offer of time and, particularly, whether the station has given adequate advance notice. The commission has held that a four day notice by a Texas station to a congressman while Congress is in session does not constitute adequate advance notice and the congressman is not foreclosed from his right to request "equal opportunities." (Letter to Jack Neil, station KTRM, April 18, 1962.)

*50. Q. With respect to a request for time by a candidate for public office where there has been no prior "use" by an opposing candidate, must the station sell the candidate the specific time segment he requests?

A. No. Neither the act nor the commission's rules contain any provisions which require a licensee to sell a specific time segment to a candidate for public office. (Letter to Mr. Bill Neil, station KTRM, March 9, 1962.)

*51. Q. Is a station required to sell to a candidate time which is unlimited as to total time and as to the length of each segment?

A. Neither the act nor the commission's rules contain provisions requiring stations to sell unlimited periods of time for political broadcasts. Sec. 315 of the act imposes no obligation on any licensee to allow the use of its station by any candidate. Commission's programming statement contemplates the use of stations for political broadcasting. Where the station showed that sale of limited time segments to candidates was based on its experience and the interests of viewers in programming diversification, no commission action was required. (Telegram to J. B. Lahan, May 18, 1962; and telegrams to Grover C. Doggett, Esq., May 22 and 23, 1962. Cf., letter to station WLBT-TV, April 17, 1962 and letter to station WROX, May 2, 1962, where the commission indicated that a public interest question would be raised if the station failed to provide any broadcast time to candidates in a major election being held within the station's coverage area.)

52. Q. If a station offers free time to opposing candidates and one candidate declines to use the time given him, are other candidates for that office foreclosed from availing themselves of the offer?

A. No. The refusal of one candidate does not foreclose other candidates wishing to use the time offered. However, whether the candidate initially declining the offer could later avail himself of "equal opportunities" would depend on all the facts and circumstances. (Letter to Leonard Marks, June 13, 1956, 14 R.R. 65.)

53. Q. If one political candidate buys station facilities more heavily than another, is a station required to call a halt to such sales because of the resulting imbalance?

A. No. Sec. 315 requires only that all candidates be afforded "equal opportunities" to use the facilities of the station. (Letter to Mrs. M. R. Oliver, Oct. 23, 1952, 11 R.R. 239.)

54. Q. Can a station contract with the committee of a political party whereby it commits itself in advance of an election to

furnish substantial blocks of time to the candidates of that party?

A. Neither Sec. 315 nor the commission's rules prohibit a licensee from contracting with a party for reservation of time in advance of an election. However, substantial questions as to a possible violation of Sec. 315 would arise if the effect of such prior commitment were to disable a licensee from meeting its "equal opportunities" obligations under Sec. 315. (Letter to Congressman Frank M. Karsten, Nov. 25, 1955.)

*55. Q. Where a television station had previously offered certain specified time segments during the last week of the campaign to candidate A, who declined the purchase, and then sold the same segments to A's opponent, was the station obligated under Sec. 315 to accede to A's subsequent request for particular time periods immediately preceding or following the time segments previously offered to him and refused by him and subsequently sold to his opponent?

A. No. But the time offered to candidate A must be generally comparable. The principal factors considered in this situation were: (a) the total amount of time presently scheduled for each candidate; (b) the time segments presently offered to candidate A; (c) the time segments presently scheduled for candidate A's opponent and previously rejected by candidate A; (d) the time segments now scheduled for candidates for other offices, if any, and previously rejected by candidate A; and (e) the station's possible obligations to other candidates for office. (Telegram to Major General Harry Johnson, Nov. 1, 1961.)

56. Q. If a station has a policy of confining political broadcasts to sustaining time, but has so many requests for political time that it cannot handle them all within its sustaining schedule, may it refuse time to a candidate whose opponent has already been granted time, on the basis of its established policy of not cancelling commercial programs in favor of political broadcasts?

A. No. The station cannot rely upon its policy if the latter conflicts with the "equal opportunities" requirement of Sec. 315. (Stephens Broadcasting Co., 11 F.C.C. 61, 3 R.R. 1.)

57. Q. If one candidate has been nominated by Parties A, B, and C, while a second candidate for the same office is nominated only by Party D, how should time be allocated as between the two candidates?

A. Sec. 315 has reference only to the use of facilities by persons who are candidates for public office and not to the political parties which may have nominated such candidates. Accordingly, if broadcast time is made available for the use of a candidate for public office, the provisions of Sec. 315 require that "equal opportunities" be afforded each person who is a candidate for the same office, without regard to the number of nominations that any particular candidate may have. (Letter to Thomas W. Wilson, Oct. 31, 1946.)

(b) Comparability.

58. Q. Is a station's obligation under Sec. 315 met if it offers a candidate the same amount of time an opposing candidate has received, where the time of the day or week afforded the first candidate is superior to that offered his opponent?

A. No. The station in providing "equal opportunities" must consider the desirability of the time segment allotted as well as its length. And while there is no requirement that a station afford candidate B exactly the same time of day on exactly the same day of the week as candidate A, the time segments offered must be comparable as to desirability.

59. Q. If candidate A has been afforded time during early morning, noon and evening hours, does a station comply with Sec. 315 by offering candidate B time only during early morning and noon periods?

A. No. However, the requirements of comparable time do not require a station to make available exactly the same time periods, nor the periods requested by candi-

date B. (Letter to D. L. Grace, July 3, 1958.)

60. Q. If a station broadcasts a program sponsored by a commercial advertiser which includes one or more qualified candidates as speakers or guests, what are its obligations with respect to affording "equal opportunities" to other candidates for the same office?

A. If candidates are permitted to appear without cost to themselves, on programs sponsored by commercial advertisers, opposing candidates are entitled to receive comparable time also at no cost. (Letter to Sen. A. S. Mike Monroney, Oct. 16, 1952, 11 R.R. 451; and telegram to WWIN, May 3, 1962.)

61. Q. Where a candidate for office in a state or local election appears on a national network program, is an opposing candidate for the same office entitled to equal facilities over stations which carried the original program and serve the area in which the election campaign is occurring?

A. Yes. Under such circumstances an opposing candidate would be entitled to time on such stations. (Letter to Sen. A. S. Mike Monroney, Oct. 9, 1952.)

62. Q. Where a candidate appears on a particular program—such as a regular series of forum programs—are opposing candidates entitled to demand to appear on the same program?

A. Not necessarily. The mechanics of the problem of "equal opportunities" must be left to resolution of the parties. And while factors such as the size of the potential audience because of the appearance of the first candidate on an established or popular program might very well be a matter for consideration by the parties, it cannot be said, in the abstract, that "equal opportunities" could only be provided by giving opposing parties time on the same program. (Letter to Harold Oliver, Oct. 31, 1952; letter to Julius F. Brauner, Oct. 31, 1952.)

63. Q. Where a station asks candidates A and B (opposing candidates in a primary election) to appear on a debate-type program, the format of which is generally acceptable to the candidates, but with no restrictions as to what issues or matters might be discussed, and candidate A accepts the offer and appears on the program and candidate B declines to appear on the program, is candidate B entitled to further "equal opportunities" in the use of the station's facilities within the meaning of Sec. 315 of the act? If so, is any such obligation met by offering candidate B, prior to the primary, an opportunity to appear on a program of comparable format to that on which candidate A appeared, or is the station obligated to grant candidate B time equal to that used by candidate A on the program in question unrestricted as to format?

A. Since the station's format for reasonable in structure and the station put no restrictions on what matters and issues might be discussed by candidate B and others who appeared on the program in question, it offered candidate B "equal opportunities" in the use of its facilities within the meaning of Sec. 315 of the act. The station's further offer to candidate B, prior to the primary, of its facilities on a "comparable format" was reasonable under the facts of the case, consistent with any continuing obligation to afford candidate B "equal opportunities" in the use of the station which he may have had. (Letter to Congressman Bob Wilson, Aug. 1, 1958.)

*64. Q. A licensee offered broadcast time to all the candidates for a particular office for a joint appearance, the details of which program were determined solely by the licensee. If candidate A rejects the offer and candidate B and/or other candidates accepts and appears, would candidate A be entitled to "equal opportunities" because of the appearance of candidate B and/or other candidates on the program previously offered by the licensee to all of the candidates?

A. Yes, provided the request is made by the candidate within the period specified by the rules. The commission stated that li-

censees should negotiate with the affected candidates and that where the offer was mutually agreeable to such candidates, "equal opportunities" were being afforded to the candidates. Where the candidate rejected the proposal, however, and other candidates accepted and appeared, the commission stated: "Where the licensee permits one candidate to use his facilities, Sec. 315 then—simply by virtue of that use—requires the licensee to 'afford equal opportunities to all other such candidates for that office in the use of such broadcasting station.' This obligation may not be avoided by the licensee's unilateral actions in picking a program format, specifying participants other than and in addition to the candidates, setting the length of the program, the time of taping, the time of broadcast, etc., and then offering the package to the candidates on a 'take it or leave it—this is my final offer' basis. For . . . Sec. 315 provides that the station 'shall have no power of censorship over the material broadcast.' (Cf. *Port Huron Broadcasting Co.*, 4 R.R. 1.) Clearly, the 'take it or leave it' basis described above would constitute such prohibited censorship, since it would, in effect, be dictating the very format of the program to the candidate—and thus, an important facet of 'the material broadcast.' We wish to make clear that the commission is in no way saying that one format is more in the public interest than another. On the contrary, the thrust of our ruling is that the Act bestows upon the candidate the right to choose the format and other similar aspects of 'the material broadcast', with no right of 'censorship' in the licensee." Cf. *Farmers Educational and Cooperative Union of America, North Dakota Division vs. WDAY, Inc.*, 360 U. S. 525. (Letter to Nicholas Zapple, Oct. 5, 1962.)

65. Q. In affording "equal opportunities," may a station limit the use of its facilities solely to the use of a microphone?

A. A station must treat opposing candidates the same with respect to the use of its facilities and if it permits one candidate to use facilities over and beyond the microphone, it must permit a similar usage by other qualified candidates. (Letter to D. L. Grace, July 3, 1958.)

VII. What limitations can be put on the use of facilities by a candidate?

66. Q. May a station delete material in a broadcast under Sec. 315 because it believes the material contained therein is or may be libelous?

A. No. Any such action would entail censorship which is expressly prohibited by Sec. 315 of the Communications Act. (*Port Huron Broadcasting Co.*, 12 FCC 1069, 4 R.R. 1; *WDSU Broadcasting Co.*, 7 R.R. 769.)

67. Q. If a legally qualified candidate broadcasts libelous or slanderous remarks, is the station liable therefor?

A. In *Port Huron Broadcasting Co.*, 12 FCC 1069, 4 R.R. 1, the commission expressed an opinion that licensees not directly participating in the libel might be absolved from any liability they might otherwise incur under state law, because of the operation of Sec. 315, which precludes them from preventing a candidate's utterances. In a subsequent case, the commission's ruling in the *Port Huron* case was, in effect, affirmed, the Supreme Court holding that since a licensee could not censor a broadcast under Sec. 315, Congress could not have intended to compel a station to broadcast libelous statements of a legally qualified candidate and at the same time subject itself to the risk of damage suits. (*Read; Farmers Educational & Cooperative Union of America vs. WDAY, Inc.*, 79 S. Ct. 1302 [Oct. 1958] 89 N.W. 2d 102, 164 F. Supp. 928.)

68. Q. Does the same immunity apply in a case where the chairman of a political party's campaign committee, not himself a candidate, broadcasts a speech in support of a candidate?

A. No, licensees are not entitled to assert the defense that they are not liable since the speeches could have been censored without violating Sec. 315. Accordingly, they

HOW TO COPE WITH CANDIDATES continued

were at fault in permitting such speeches to be broadcast. (Felix vs. Westinghouse Radio Stations, 188 F. 2d 1, cert. den. 341 U. S. 909.)

*69. Q. A candidate prepared a 15-minute video tape which contained the opinions of several private citizens with respect to an issue pertinent to the pending election. If the station broadcast such program in which the candidate did not appear, would the immunity afforded licensees by Sec. 315 from liability for the broadcast of libelous or slanderous remarks by candidates be applicable?

A. No. The provision of Sec. 315 prohibiting censorship by a licensee over material broadcast pursuant to Sec. 315 applies only to broadcasts by candidates themselves. Sec. 315, therefore, is not a defense to an action for libel or slander arising out of broadcasts by non-candidates speaking in behalf of another's candidacy. Since Sec. 315 does not prohibit the licensee from censoring such a broadcast, the licensee is not entitled to the protection of Sec. 315. (Letter to Mr. William P. Webb, April 24, 1962.)

70. Q. If a candidate secures time under Sec. 315, must he talk about a subject directly related to his candidacy?

A. No. The candidate may use the time as he deems best. To deny a person time on the ground that he was not using it in furtherance of his candidacy would be an exercise of censorship prohibited by Sec. 315 (Letter to WMCA, Inc., May 15, 1952, 7 R.R. 1132.)

71. Q. If a station makes time available to an office holder who is also a legally qualified candidate for re-election and the office holder limits his talks to non-partisan and informative material, may other legally qualified candidates who obtain time be limited to the same subjects or the same type of broadcast?

A. No. Other qualified candidates may use the facilities as they deem best in their own interest. (Letter to Congressman Allen Oakley Hunter, May 28, 1952, 11 R.R. 234.)

72. Q. May a station require an advance script of a candidate's speech?

A. Yes, provided that the practice is uniformly applied to all candidates for the same office using the station's facilities, and the station does not undertake to censor the candidate's talk. (Letter to H. A. Rosenberg, Louisville, Ky., July 9, 1962, 11 R.R. 236.)

73. Q. May a station have a practice of requiring a candidate to record his proposed broadcast at his own expense?

A. Yes. Provided again that the procedures adopted are applied without discrimination as between candidates for the same office and no censorship is attempted. (Letter to H. A. Rosenberg, Louisville, Ky., July 9, 1962, 11 R.R. 236.)

VIII. What rates can be charged candidates for programs under Sec. 315?

74. Q. May a station charge premium rates for political broadcasts?

A. No. Sec. 315, as amended, provides that the charges made for the use of a station by a candidate "shall not exceed the charges made for comparable use of such stations for other purposes."

75. Q. Does the requirement that the charges to a candidate "shall not exceed the charges for comparable use" of a station for other purposes apply to political broadcasts by persons other than qualified candidates?

A. No. This requirement applies only to candidates for public office. Hence, a station may adopt whatever policy it desires for political broadcasts by organizations or persons who are not candidates for office, consistent with its obligation to operate in the public interest. (Letter to Congressman Charles C. Diggs, Jr., March 16, 1955.)

76. Q. May a station with both "national" and "local" rates charge a candidate for local office its "national" rate?

A. No. Under §§3.120, 3.290 and 3.657 of the commission's rules a station may not charge a candidate more than the rate the station would charge if the candidate were

a commercial advertiser whose advertising was directed to promoting its business within the same area as that within which persons may vote for the particular office for which such person is a candidate.

77. Q. Considering the limited geographical area which a member of the House of Representatives serves, must candidates for the House be charged the "local" instead of the "national" rate?

A. This question cannot be answered categorically. To determine the maximum rates which could be charged under Sec. 315, the commission would have to know the criteria a station uses in classifying "local" versus "national" advertisers before it could determine what are "comparable charges." In making this determination, the commission does not prescribe rates but merely requires equality of treatment as between 315 broadcasts and commercial advertising. (Letter to Congressman Richard M. Simpson, Feb. 27, 1957.)

78. Q. Is a political candidate entitled to receive discounts?

A. Yes. Under §§3.120, 3.290 and 3.657 of the commission's rules, political candidates are entitled to the same discounts that would be accorded persons other than candidates for public office under the conditions specified, as well as to such special discounts for programs coming within Sec. 315 as the station may choose to give on a non-discriminatory basis.

79. Q. Can a station refuse to sell time at discount rates to a group of candidates for different offices who have pooled their resources to obtain a discount, even though as a matter of commercial practice, the station permits commercial advertisers to buy a block of time at discount rates for use by various businesses owned by them?

A. Yes, Sec. 315 imposes no obligation on a station to allow the use of its facilities by candidates, and neither that section nor the commission's rules require a station to sell time to a group of candidates on a pooled basis, even though such may be the practice with respect to commercial advertisers. (Letter to WKBT-WKBH, Oct. 14, 1954.)

80. Q. If candidate A purchases ten time segments over a station which offers a discount rate for purchase of that amount of time, is candidate B entitled to the discount rate if he purchases less time than the minimum to which discounts are applicable?

A. No. A station is under such circumstances only required to make available the discount privileges to each legally qualified candidate on the same basis.

81. Q. If a station has a "spot" rate of two dollars per "spot" announcement, with a rate reduction to one dollar if 100 or more such "spots" are purchased on a bulk time sales contract, and if one candidate arranges with an advertiser having such a bulk time contract to utilize five of these spots at the one dollar rate, is the station obligated to sell the candidates of other parties for the same office time at the same one dollar rate?

A. Yes. Other legally qualified candidates are entitled to take advantage of the same reduced rate. (Letter to Senator A. S. Mike Monroney, Oct. 16, 1952.)

82. Q. Where a group of candidates for different offices pool their resources to purchase a block of time at a discount, and an individual candidate opposing one of the group seeks time on the station, to what rate is he entitled?

A. He is entitled to be charged the same rate as his opponent since the provisions of Sec. 315 run to the candidates themselves and they are entitled to be treated equally with their individual opponents. (Report and Order, Docket 11092, 11 R.R. 1501.) (Cf. Question and Answer 60; and telegram of WWIN, May 3, 1962.)

83. Q. Is there any prohibition against the purchase by a political party of a block of time for several of its candidates, for allocation among such candidates on the basis of personal need, rather than on the amount each candidate has contributed to the party's campaign fund?

A. There is no prohibition in Sec. 315 or

the commission's rules against the above practices. It would be reasonable to assume that the group time used by a candidate is, for the purposes of Sec. 315, time paid for by the candidate through the normal device of a recognized political campaign committee, even though part of the campaign funds was derived from sources other than the candidates' contributions. (Letter to Edward de Grazia, Oct. 14, 1954.)

84. Q. When a candidate and his immediate family own all the stock in a corporate licensee and the candidate is the president and general manager, can he pay for time to the corporate licensee from which he derives his income and have the licensee make a similar charge to an opposing candidate?

A. Yes. The fact that a candidate has a financial interest in a corporate licensee does not affect the licensee's obligation under Sec. 315. Thus, the rates which the licensee may charge to other legally qualified candidates will be governed by the rate which the stockholder candidate actually pays to the licensee. If no charge is made to the stockholder candidate, it follows that other legally qualified candidates are entitled to equal time without charge. (Letter to Charles W. Stratton, March 18, 1957.)

IX. Period within which request must be made.

*85. Q. When must a candidate make a request of the station for opportunities equal to those afforded his opponent?

A. Within one week of the day on which the prior use occurred. (Subsection [e] of §§3.120, 3.290, and 3.657 of the commission rules; and telegram to WWIN, May 3, 1962.)

*86. Q. A U. S. senator, unopposed candidate in his party's primary, had been broadcasting a weekly program entitled *Your Senator Reports*. If he becomes opposed in his party's primary, would his opponent be entitled to request "equal opportunities" with respect to all broadcasts of *Your Senator Reports* since the time the incumbent announced his candidacy?

A. No. A legally qualified candidate announcing his candidacy for the above nomination would be required to request "equal opportunities" concerning a particular broadcast of *Your Senator Reports* not later than one week after the date of such broadcast. Thus, any of the incumbent's opponents for the nomination who first announced his candidacy on a particular day, would not be in a position to request "equal opportunities" with respect to any showing of *Your Senator Reports* which was broadcast more than one week prior to the date of such announcement. (Letter to Sen. Joseph S. Clark, April 18, 1962.)

X. Issuance of interpretations of Sec. 315 by the commission.

87. Q. Under what circumstances will the commission consider issuing declaratory orders, interpretive rulings or advisory opinions with respect to Sec. 315?

A. Sec. 5(d) of the Administrative Procedure Act, Title 5, U.S.C.A., provides that "The agency is authorized in its sound discretion, with like effect as in the case of other orders, to issue a declaratory order to terminate a controversy or remove uncertainty." However, agencies are not required to issue such orders merely because a request is made therefor. The grant of authority to agencies to issue declaratory orders is limited and such orders are authorized only with respect to matters which are required by statute to be determined "on the record after opportunity for an agency hearing." See Attorney General's Manual on the Administrative Procedure Act, pp. 59, 60; also, *In re Goodman*, 12 FCC 678, 4 Pike and Fischer R.R. 98. In general, the commission limits its interpretive rulings or advisory opinions to situations where the critical facts are explicitly stated without the possibility that subsequent events will alter them. It prefers to issue such rulings or opinions where the specific facts of a particular case in controversy are before it for decision. (Letter to Pierson, Ball & Dowd, June 18, 1958.)

*An asterisk denotes a new question and answer (not included in previous political broadcasting statements).

Continued from page 106

WEUC Ponce, P. R.—Cp to increase day-time power from 1 kw to 5 kw and install new trans. Ann. Oct. 4.

New fm stations

ACTIONS BY FCC

St. Louis, Mo.—The Pulitzer Publishing Co. Granted cp for new class C fm to operate on 107.7 mc, ch. 299, 100 kw. Ant. height above average terrain 849 ft. P.O. address 1111 Olive St., St. Louis. Estimated construction cost \$63,000; first year operating cost and revenue to be figured with am and tv operation. Principals: applicant company is complex of individuals and other firms having ownership interests. The Pulitzer Publishing Co. is licensee of KSD-AM-TV (and publishes St. Louis Post-Dispatch). Action Oct. 10.

Manchester, N. H.—Knight Radio Inc. Granted cp for new class B fm to operate on 101.1 mc, 5 kw. Ant. height above average terrain 920 ft. P.O. address 490 Commonwealth Ave., Boston. Estimated construction cost \$21,000; first year operating cost and revenue to be figured jointly with am operation. Norman Knight sole owner of new station and WHEB Portsmouth, N. H. Action Oct. 10.

APPLICATIONS

Panama City, Fla.—Mus-Air Inc. 92.9 mc, ch. 225, 90.8 kw. Ant. height above average terrain 743 ft. P.O. address Box 561, Panama City. Estimated construction cost \$38,900; first year operating cost \$25,000; revenue \$27,000. Principals: John T. Patronis and Jimmy T. Patronis (each 50%). Both are part owners of restaurant. Ann. Oct. 5.

Clarion, Iowa—Wright County Radio Co. 95.7 mc, ch. 239, 48.7 kw. Ant. height above average terrain 126 ft. P.O. address Box 930, Henryetta, Okla. Estimated construction cost \$850 (broadcast equipment to be rented & included in operating cost); first year operating cost \$29,377; revenue \$36,000. Marvin L. Hull is sole applicant; is gen. man. of KHEN Henryetta. Ann. Oct. 4.

Big Rapids, Mich.—WBRN Inc. 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 78 ft. P.O. address Big Rapids. Estimated construction cost \$9,800; first year operating cost \$13,800; revenue \$15,000. Principals: John A. and Elaine E. White (80% jointly) and Marjorie Denison (20%). Principals also hold majority interest in WBZI Brazil, Ind. Ann. Oct. 5.

Geneseo, N. Y.—State University of New York. 88.1 mc, ch. 201, 8 w. Ant. height above average terrain 32 ft. P.O. address Albany, N. Y. Estimated construction cost \$2,000; first year operating cost \$1400. Principals: board of trustees. Ann. Oct. 5.

Meadville, Pa.—Allegheny College. 88.1 mc, ch. 201, 330 w. Ant. height above average terrain 79 ft. P.O. address Box 28, Meadville. Estimated construction cost \$10,364; first year operating cost \$2,125. Principals: officers of college. Ann. Oct. 5.

Existing fm station

APPLICATION

***WIPR-FM San Juan, Puerto Rico**—Mod. of cp (as modified, which authorized change in frequency, increase in effective radiated power; installation of new trans.; installation of new ant. and make change in ant. system) to change frequency from 91.5 mc, ch. 218 to 91.3 mc, ch. 217. Ann. Oct. 5.

Ownership changes

ACTIONS BY FCC

WINN, WINN Bestg. Corp., Louisville, Ky.—Granted (1) renewal of license and (2) assignment of license and cp to Kentucky Central Bestg. Inc. (owned by Bluegrass Bestg. Co. Inc.); consideration \$500,000; conditioned that assignment not be consummated until assignee disposes of all interest in WFKY Frankfort, pursuant to prior commission consent. Bluegrass is licensee of WVLC-AM-FM Lexington, and owns WFKY Frankfort, WCMJ-AM-FM Ashland, and WHOO-AM-FM Orlando, all Florida. Action Oct. 10.

KAJI, Helmer Inc. Little Rock, Ark.—Granted assignment of license to Glen A. Harmon; consideration \$105,000. By letter, reminded Harmon of past laxity in logging programs by WINN (of which he was president, general manager and 45% owner) and, that, consequently, expects KAJI operation to comply. Action Oct. 10.

KRAL, Rawlins Bestg. Co., Rawlins, Wyo.

—By order, commission waived Sec. 1.365 of rules and granted assignment of cp and license to Radio Twelve-Forty Inc. (owned by Northern Wyoming Bestg. Co.); consideration \$52,152. Northern Wyoming is licensee of KBBS Buffalo, and KASL Newcastle, both Wyoming. Action Oct. 10.

KYSN, KYSN Bestg. Co., Colorado Springs, Colo.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted (1) renewal of license and (2) transfer of control from WKID Bestg. Co. to Donald T. Harding Jr.; consideration \$26,250 which includes \$6,250 for 23.8% interest in transferor's station WKID Urbana, Ill. Action Oct. 10.

WQSR (formerly WQSY), Entertainment and Amusements of Ohio Inc., Solway, N. Y.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of license to WQSR Inc. (Malcolm Richards, Jean N. Erickson and Sophie S. Morrison) for \$30,000 and other considerations. Action Oct. 10.

APPLICATIONS

KSEA (FM) San Diego, Calif.—Seeks assignment of cp from Alex M. Victor (100%), d/b as Seaboard Bestg. Inc., to Clinton Dan McKinnon and Michael Dee McKinnon (each 50%), tr/as Broodmoor Bestg. Corp. Consideration \$5,000. Assignee also operates KSON San Diego. Ann. Oct. 9.

KTUX Pueblo, Colo.—Seeks assignment of license to H. Myers Bumgardner (100%), trustee in bankruptcy, from Wayne D. Costner, sole owner, d/b as Steel City Bestg. Inc. Ann. Oct. 5.

WSOL Tampa, Fla.—Seeks assignment of license from WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bestg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRCP-TV Chattanooga, Tenn. Assignor also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WRDW-TV Augusta, Ga. Ann. Oct. 10.

WRDW-TV Augusta, Ga.—Seeks assignment of license and cp from WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bestg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. Assignor also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WSOL Tampa, Fla. Ann. Oct. 10.

KGHL-AM-TV Billings, Mont.—Seeks assignment of license from P. N. Fortin (50%) and Warren J. and Kenneth L. Hancock (each 25%, d/b as Midland Empire Bestg. Co., to Paul Crain, Dan Snyder (each 30%), Mr. Fortin (12.5%), Messrs. Hancock (each 6.25%), Thor Myhre, Bjarne Johnson, and James Battine (each 5%), tr/as Crain-Snyder Tv Inc. Consideration \$745,000. Mr. Crain owns 42% KQTY Everett, Wash.. 25% KQDI Bismarck, N. D., 50% KUDI Great Falls, Mont., sole owner KUDY Spokane, Wash., and 38% of KRTV (TV) Great Falls. Mr. Snyder is 51% owner of KRTV (TV) Great Falls. Ann. Oct. 10.

KGHL Billings, Mont.—Seeks assignment of license from above principals of Crain-Snyder Tv Inc., to George C. and Wilda G. Hatch (each 50%), tr/as Copper Bestg. Co., through 100% ownership by Salt Lake City Bestg. Inc. Consideration \$204,285. Crain-Snyder expects no financial gain from transaction. Assignment is contingent upon grant of KGHL-AM-TV from Midland Empire to Crain-Snyder. Salt Lake City is licensee of KALL Salt Lake City. Ann. Oct. 10.

KATL Miles City, Mont.—Seeks transfer of control of licensee corporation to Robert J. Scanlan (81.16%), son and executor of estate of Sarah M. Scanlan (deceased). No financial consideration involved. Mr. Scanlan is vp, general manager and publisher of Miles City Star, daily newspaper. Ann. Oct. 4.

KPTL Carson City, Nev.—Seeks assignment of license to Capital Bestg. Co. of

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Nevada from John E. Verner (100%). Mr. Verner remains sole owner, as assignment is for operational and business reasons and involves no consideration. Ann. Oct. 5.

WENE Endicott, N. Y.—Seeks assignment of license to Southern Tier Radio Inc. (G. Allan and Florence B. Bengtson, each 50%) from Ottaway Stations Inc. (James H. Ottaway, 40%, and Ruth B. Ottaway, 30%; also Mr. Ottaway and Nikolai Sokoloff as co-executors under will of Mrs. Ruth O. Sokoloff, 30%). Consideration \$177,500. Assignors own WVPO Stroudsburg, Pa., and WDOS Oneonta, N. Y. Ann. Oct. 9.

WLFH Little Falls, N. Y.—Seeks assignment of cp and license to Carmen Hentosh Gaines (100%), executrix of estate of Walter T. Gaines (deceased). No financial consideration involved. Ann. Oct. 5.

KNDC Hettinger, N. D.—Seeks transfer of control of licensee corporation from D. J. Schults (115 shares), Gary Hendricks (9 shares), Ralph Schults (1 share), and Jonas Johnson (8 shares), d/b as Hettinger Bcstg. Co. (191 shares issued), to Sturgis Radio Inc. (Leslie J. Kleven, 56.4% owner, Marguerite E. Kleven, 35%, and Clarence Glover and Russell Molstad, each 4.3%) and Kenneth L. Hirsch (each 66½ shares). Remainder of shares held by Cecil Clark, 57, and Allen R. McIntyre, 1. Consideration \$21,812. Sturgis Radio Inc. is owner of WBHB Sturgis, S. D.; Mr. Hirsch is employed by Meyer Bcstg. Co., Williston, N. D. Ann. Oct. 5.

WPIT-AM-FM Pittsburgh, Pa.—Seeks assignment of cp and license to Rust Craft Greeting Cards Inc. from WPIT Inc., wholly-owned subsidiary of Rust Craft Greeting Cards Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of Rust Craft Bcstg. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. Assignor also 40% owner of WVUE-TV New Orleans, La. Present proposed liquidation of assets of WPIT Inc. also involves WSOL Tampa, Fla., and WRDW-TV, Augusta, Ga. Ann. Oct. 10.

KDSJ Deadwood, S. D.—Seeks assignment of license from John, Eli, and Harry Daniels (each 33⅓%), partners d/b as The Heart of the Black Hills Station, to Messrs. Eli and Harry Daniels (each 50%), tr/as same company. No financial consideration involved, as assignment involves gift from father to sons. Assignees each have ½ interest in KRSD-AM-TV Rapid City, S. D.

KRSD-AM-TV Rapid City, S. D.—Seeks assignment of license and cp from John, Eli, and Harry Daniels (each ⅓%), partners d/b as The Heart of the Black Hills Station, to Messrs. Eli and Harry Daniels (each 50%), tr/as same name. No financial consideration involved, as assignment involves gift from father to sons. Assignees each have ½ interest in KDSJ-AM-TV Deadwood, S. D.

KTFY Brownfield, Tex.—Seeks assignment of license to Mike A. Barrett and Elma R. Barrett (each 50%), d/b as Morton Bcstg. Co., from Mr. Barrett (100%), tr/as Terry County Bcstg. Co. No financial consideration involved, as purpose of assignment is to give Mrs. Barrett, recently divorced, same ownership interest as formerly enjoyed as wife. Identical action being taken on Mr. Barrett's other station, KRAN Morton, Tex. Ann. Oct. 9.

KRAN Morton, Tex.—Seeks assignment of license to Mike Barrett and Elma R. Barrett (each 50%), d/b as Morton Bcstg. Co., from Mr. Barrett (100%), tr/as same company. No financial consideration involved, as purpose of assignment is to give Mrs. Barrett, recently divorced, same ownership interest as formerly enjoyed as wife. Identical action being taken on Mr. Barrett's other station, KTFY Brownfield, Tex. Ann. Oct. 9.

WWRJ White River Junction, Vt.—Seeks assignment of license to Edward J. Sanborn, Charles P. Fellows, Charles R. Milne, Bernard R. Cote, and John W. Brockway (each 20%), d/b as Inter-State Bcstg. Corp., from Philip C. Smith and DuRay Smith (each 25%), Shirley Z. Smith and Vera Smith (each 24½%) and two others, tr/as White River Enterprises Inc. Consideration \$35,000. Mr. Sanborn is majority stockholder in oil distributing firm; Mr. Fellows owns electrical firm; Dr. Milne is dentist; Mr. Brockway is attorney; Mr. Cote is insurance agent, in past has worked for WMOU-AM-FM Berlin, N. H., and other stations. Ann. Oct. 5.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications for new daytime am stations to operate on 1050 kc of Oakland Radio Station Corp. with 500 w in Oakland, Md., and Dennis A. Sleighter and Willard D. Sleighter with 250 w in Everett, Pa., and Franklin Bcstg. Inc., to increase power of station WCEF Parkersburg, W. Va., on 1050 kc, D, from 1 to 5 kw, all conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and additional condition attached to Oakland and Sleighter grants. Action Oct. 10.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting application of Eliades Broadcast Co. for new am station to operate on 1540 kc, 10 kw, reduced to 1 kw during critical hours, D, in Hopewell, Va., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419; and (2) denying application of 1540 Radio Inc. for new station to operate on same frequency with 10 kw, DA, D, in Richmond, Va. Action Oct. 10.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Vernon E. Pressley for new am station to operate on 920 kc, 500 w, D, in Canton, N. C., and Folkways Bcstg. Inc. to increase power of station WTCW Whitesburg, Ky., from 1 kw to 5 kw, continued operation on 920 kc, D, both conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and additional condition to Pressley grant to curb any objectionable interference to WWIT Canton, N. C. Action Oct. 9.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of WFYC Inc. to increase power of station WFYC Alma, Mich., from 1 kw to 5 kw, with DA, continued operation on 1280 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Oct. 4.

DESIGNATED FOR HEARING

Fran-Mack Bcstg. Inc., Fayetteville, N. C., and Radio Smiles Inc., Spring Lake, N. C.—Designated for consolidated hearing applications for new am stations to operate on 1450 kc, unl.—Fran-Mack with 250 w and Radio Smiles with 250 w-N, 500 w-LS; made WFGV Fuquay Springs, N. C., a party to the proceeding. Action Oct. 10.

Franklin County Bcstg. Inc., Owensville, Mo., & KYRO, Franklin County Bcstg. Inc., Potosi, Mo., & KLPW, Franklin County Bcstg. Inc., Union, Mo.—Designated for consolidated hearing applications of Franklin for new am station to operate on 1220 kc, 250 w, D, KYRO for change of frequency from 1280 kc to 1310 kc, continued operation with 500 w, D, and KLPW for change of frequency from 1220 kc to 1280 kc, continued operation with 1 kw, D; issues include Sec. 3.35 multiple ownership and concentration of control determination. Action Oct. 10.

Valparaiso Bcstg. Co., Porter County Bcstg. Co., Porter County Bcstg. Corp., Valparaiso, Ind.—Designated for consolidated hearing applications for new daytime am stations to operate on 1500 kc—Valparaiso with 500 w (250 w-CH), Porter County Bcstg. Co. with 1 kw, DA, and Porter County Bcstg. Corp. with 250 w, DA; issues include Sec. 3.35 multiple ownership and concentration of control determination in connection with Porter County Bcstg. Corp. application; made WJRC Joliet, Ill., party to proceeding. Action Oct. 10.

■ By separate order, commission designated for consolidated hearing applications for new daytime stations on 930 kc of Parkway Bcstg. Co. with 5 kw in Buena Vista and Griffith Bcstg. Corp. with 1 kw in Lynchburg, Va.; made WFMD Frederick, Md., who objected to Parkway application, and the Federal Aviation Agency parties to proceeding. Action Oct. 10.

OTHER ACTIONS

■ By report and order, commission denied proposals to move ch. 4 from Bloomington to Indianapolis, Ind., or to reserve that channel or another of vhf channels assigned to Indianapolis for educational use. In terminating rulemaking proceeding, commission concluded that it would not be justified in making the shift, in view of obvious disadvantages involved of removal from

Bloomington of its only vhf assignment, its only local outlet and its only grade A or better signal. It held that only by remaining as Bloomington assignment can ch. 4 be expected to serve truly as outlet meeting particularly needs of that community for local self-expression. Action Oct. 10.

■ By memorandum opinion and order, commission (1) approved agreement between John S. Townsend, tr/as Commercial Service Co., and Parkway Bcstg. Co., applicants for new daytime am stations to operate on 930 kc in Buena Vista, Va., whereby Townsend will withdraw his application upon reimbursement by Parkway of \$1,929, and (2) dismissed Townsend application. Action Oct. 10.

■ By memorandum opinion and order, commission granted request by Warsaw-Mount Olive Bcstg. Co., Warsaw, N. C., and assigned new file number as of January 24 to application of Wendell-Zebulon Radio Co. to increase power of station WETC Wendell-Zebulon, N. C., on 540 kc, D, from 250 w to 5 kw with DA, which was amended January 24 to specify new DA system. WETC had filed petition April 18 to accept amendment to its application with retention of its present file number BP-15165. Action Oct. 10.

■ By order, commission denied petition (later retitled "Application for Review") by St. Anthony Television Corp. directed against certain language concerning its failure to construct tv station KHMA (ch. 11) Houma, La., which was contained in Aug. 31 Broadcast Bureau's memorandum opinion and order which (1) granted special temporary authority to New Orleans Television Corp. to operate station WVUA-TV New Orleans, La., on ch. 12 from site of its station WVUE, ch. 13, at Jung Hotel in New Orleans, for period ending Nov. 30 and which (2) denied opposing pleadings by St. Anthony and by Capitol Bcstg. Co. (WJTV, ch. 12), Jackson, Miss. After review, commission found no error in Aug. 31 memorandum opinion. Action Oct. 10.

■ By letter, commission advised Transcontinent TV Corp., licensee of KERO-TV, ch. 10, Bakersfield, Calif., that should court deny that station's request for stay in Bakersfield deintermixture case, commission proposes to return Transcontinent's applications for renewal of licenses of KERO-TV and aux. (On March 22, 1961, commission substituted ch. 23 for ch. 10 to make Bakersfield all-uhf, effective Dec. 1, 1962, concurrently with expiration of KERO-TV's license on ch. 10. On July 19, 1962, court of appeals affirmed commission's decision and KERO-TV subsequently asked court rehearing and stay.) Action Oct. 10.

■ By memorandum opinion & order, commission denied petition by Springfield Television Bcstg. Corp. (WWLP), Springfield, Mass., and Connecticut Tv. Inc. (WHNB-TV), New Britain, Conn., respondents, for review and other relief directed against examiner's ruling permitting Triangle Publications Inc., to show interference to be received by its proposed operation of WNHC-TV New Haven, Conn. Comr. Ford not participating. Action Oct. 10.

■ By memorandum opinion & order, commission denied request by Melody Music Inc., for production of commission documents and witness in proceeding on its application for renewal of license of am station WGMA Hollywood, Fla. Action Oct. 10.

■ By order, commission denied petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., for additional 10-minute time for its oral argument on Oct. 29 in am consolidated proceeding in Docs. 12798 et al. Action Oct. 10.

■ By order, commission (1) granted request by WIBC Inc. to dismiss its application for new tv station to operate on ch. 13 in Indianapolis, Ind., and (2) terminated proceedings in Docs. 8908 & 10948 which were left open in commission's Sept. 13 memorandum opinion & order approving agreement by Crosley Bcstg. Corp. and WIBC and granting Crosley application, subject to fulfillment of two conditions. The conditions were (1) receipt of notice from applicants that related purchase by WIBC of Crosley's tv station WLWA Atlanta, Ga., has been completed, and (2) the concurrent filing by WIBC of request to dismiss its ch. 13 application. Those conditions have now been met. Chmn. Minow and Comr. Bartley abstained from voting; Comr. Ford concurred and issued statement. Action Oct. 10.

■ By memorandum opinion & order in proceeding on applications of The Goodwill Stations Inc. for renewal of licenses

of tv station WJRT (ch. 12) and aux., Flint, Mich., and Lake Huron Bcstg. Corp. for new station on that ch. in Flint, commission denied applicant's joint petition insofar as it requested approval of agreement but granted it to extent of (1) dismissing Lake Huron application; and (2) granting renewal of license of WJRT, dismissed as moot previous petition by WJRT to dismiss Lake Huron applications; and terminated proceeding in Docs. 14608-9. Action Oct. 10.

By order, commission granted petition by Broadcast Bureau and extended to Oct. 8 time to file application for review of Sept. 25 action by Review Board which granted in part and denied in part petitions to enlarge issues in proceeding on application of Bootheel Bcstg. Co. for new am station in Kennett, Mo. Action Oct. 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Radio Americana Inc. and extended to Oct. 11 time to file exceptions to initial decision in proceeding on its am application for new station in Baltimore, Md. Action Oct. 5.

■ Granted petition by General Communications Inc. (KXKW), Lafayette, La., and extended to Nov. 5 time to file response to petition to delete issues filed by South Mississippi Bcstg. Co., Mississippi City, Miss., in proceeding on their am applications. Action Oct. 5.

■ Granted petition by Pioneer States Bcstrs. Inc., and extended to Oct. 1 time to file exceptions to initial decision in proceeding on its application for new am station in West Hartford, Conn. Action Oct. 4.

■ By memorandum opinion & order in proceeding on applications of Wyman N. and Willa M. Schnepf, Joint Tenants, and Valley Bcstg. Co., for new am stations in Abilene and Beloit, both Kans., respectively in Docs. 14719-20, granted request by Valley to extent of accepting notice of late appearance; on Board's own motion, waived that portion of Sec. 1.362(b) of rules which requires publication "immediately following release of the Commission's order specifying the time and place of hearing" to permit late publication of hearing notice. Action Oct. 4.

■ Board Chairman Berkemeyer granted motion by McAlister Bcstg. Corp., party respondent, and corrected Sept. 10 transcript of oral argument in proceeding on am application of Neil N. Levitt, Roswell, N. Mex. Action Oct. 4.

■ By memorandum opinion & order in proceeding on applications for new am stations of Rockland Bcstg. Co., Blauvelt, and Rockland Radio Corp., and Rockland Bcstrs. Inc., both Spring Valley, N. Y., in Docs. 14510 et al., (1) denied motion by Broadcast Bureau and request of Rockland Bcstg. Co. to enlarge issues, and (2) added issues to determine whether overlap of the 2 and 25 mv/m contours would occur between proposals of Rockland Bcstg. Co. and Rockland Radio Corp. and station WADO New York City, in contravention of Sec. 3.37 of the rules and, if so, whether circumstances exist which would warrant waiver of that section. Action Oct. 2.

■ Granted petition by Broadcast Bureau and extended to Sept. 24 time to respond to petition to enlarge issues and request for additional issue filed by Charles County Bcstg. Inc., La Plata, Md., in proceeding on its am application, et al. Action Oct. 2.

■ Granted petition by Broadcast Bureau and extended to Oct. 4 time to file response to petition of William L. Ross for reconsideration and grant without hearing or in the alternative for mod. of order and consolidation of proceedings on Ross' application for new am station in Riverton, Wyo. Action Oct. 2.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham-

■ Granted petition by Atlasc Bcstg. Inc. (KKHI), San Francisco, Calif., for dismissal of its application to increase daytime power on 1550 kc, DA-2, from 10 kw to 50 kw, continued nighttime operation with 10 kw; dismissed application with prejudice and terminated proceeding. Action Oct. 5.

■ Granted petition by General Communications Inc. (KXKW), Lafayette, La., and extended to Nov. 5 time to file replies to pending petition of South Mississippi Bcstg.

Co. to amend its application for new am station in Mississippi City, Miss.; continued Oct. 12 prehearing conference to Nov. 13, and continued Oct. 15 hearing to date to be specified by presiding hearing examiner in proceeding on their applications. Action Oct. 5.

By Hearing Examiner James D. Cunningham-

■ Corrected in various respects transcript of Sept. 17 and Oct. 3 prehearing conferences in proceeding on NEC-RKO transfers and related applications. Action Oct. 4.

By Hearing Examiner Walther W. Guenther

■ Granted request by Northfield Bcstg. Co. and extended for two weeks procedural dates established in July 31 and Oct. 1 Orders in proceeding on its application for new am station in Northfield, Minn., et al.; time for further engineering conference extended from Oct. 16 to Oct. 30, and commencement of hearing from Oct. 29 to Nov. 13. Action Oct. 4.

■ Granted motion by Eastern Shore Microwave Relay Co., and continued Oct. 5 hearing on its application for common carrier point-to-point microwave relay station in Salisbury, Md., pending action by the Commission on a petition for reconsideration and grant without hearing to be filed. Action Oct. 4.

By Hearing Examiner Annie Neal Hunting

■ Granted motion by Shelby County Bcstg. Co., and severed from consolidated am proceeding in Docs. 14298 et al., for separate hearing, its application to increase power of station WSVL Shelbyville, Ind.; received in evidence Shelby's Exhibit 3 and closed record; and parties are given leave to file proposed findings of fact and conclusions within 20 days after record is closed, and reply findings within 10 days from filing date or dates of any such proposed findings. Action Oct. 4.

By Hearing Examiner Isadore A. Honig

■ By memorandum opinion & order in proceeding on applications of Charles County Bcstg. Co. Inc., Dorlen Bcstrs. Inc.,

and Radio Vienna for new am stations in La Plata and Waldorf both Maryland, and Vienna, Va. (Docs. 14748 et al.), denied petition by Charles County for leave to amend its application to specify DA operation in lieu of non DA operation heretofore proposed, and denied its request for return of its proffered amendment. Action Oct. 4.

■ On own motion, and with agreement of counsel, continued Oct. 8 prehearing conference to Oct. 9 in proceeding on application of Smith Radio Inc. (WNUE), Fort Walton Beach, Fla. Action Oct. 4.

■ Granted petition by Dorlen Bcstrs. Inc., for leave to amend its application filed Jan. 3 for new am station in Waldorf, Md., to supplement financial information contained therein; application is consolidated for hearing with Charles County Bcstg. Inc., and Radio Vienna for new am stations in La Plata, Md., and Vienna, Va. Action Oct. 2.

By Hearing Examiner Jay A. Kyle

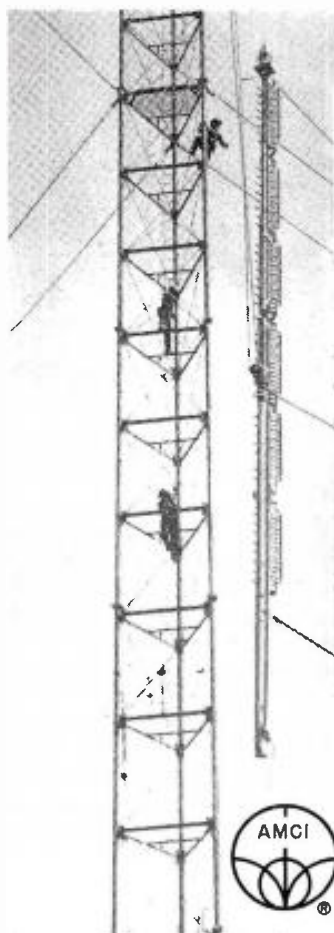
■ Dismissed as moot Oct. 4 motion by Cherryville Bcstg. Inc. to continue hearing heretofore scheduled for Oct. 4 in proceeding on its application for new am station in Cherryville, N. C.; by order released Oct. 4, hearing was rescheduled for Oct. 23. Action Oct. 5.

■ Upon request of applicant and with concurrence of other parties, rescheduled Oct. 4 hearing for Oct. 23 in proceeding on application of Cherryville Bcstg. Inc., for new am station in Cherryville, N. C. Action Oct. 4.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and accepted its late filed proposed findings of fact and conclusions in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Oct. 4.

■ Granted petition by Ubiquitous Corporation and severed from consolidated am proceeding in Docs. 14166 et al., to be considered in separate proceeding its application for new am station in Hyde Park, N. Y., scheduled further hearing on Ubiquitous' application for Oct. 10. Action Oct. 4.



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BROADCAST ACTIONS by Broadcast Bureau

Actions of Oct. 2

WRMN Elgin, Ill.—Granted request for mod. of presunrise operation condition attached to March 15 grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

■ Granted cps for following vhf tv translator stations: City of Creighton on ch. 2, Creighton, Neb., to translate programs of KVTU (ch. 9), Sioux City, Iowa; and Community Tv Service on ch. 2, Williamsburg, Ky. to translate WLOS-TV (ch. 13), Asheville, N. C.

WAXO (FM) Kenosha, Wis.—Remote control permitted.

WGPR (FM) Detroit, Mich.—Granted change in remote control authority.

Actions of Oct. 3

WFMQ (FM) Chicago, Ill.—Granted SCA on multiplex basis.

WJEM, Lowndes County Bestg. Co., Valdosta, Ga.—Granted assignment of licenses from Sue N. and J. E. Massey Jr. and J. C. Johnson to J. C. Johnson, tr/as company of same name; Masseys to sell their 60% interest to Johnson for \$66,000.

WGTC Bestg. Co., Greenville, N. C.—Granted cp for new class B fm station to operate on 107.5 mc, ERP 20 kw, and ant. height 340 ft.

*Board of Trustees, Elmhurst College, Elmhurst, Ill.—Granted cp for new class D fm station to operate on 88.7 mc, with 10 w.

*Trustees of Hamilton College, Clinton, N. Y.—Granted cp for a new class D fm station to operate on 88.7 mc, with 10 w.

KKKW, General Communications Inc., Lafayette, La.—Granted transfer of negative control from Paul H. Kurzweg Jr. to Paul H. Kurzweg Jr., Victor J. Kurzweg Jr., Dr. Frank T. Kurzweg, Loraine K. Chadwick and Shirley Louise Kurzweg (as family group).

KOIL, KICN (FM), Central States Bestg. Inc., Omaha, Nebr., KISN, Star Bestg. Inc., Vancouver, Wash.—Granted transfer of control from Don W. Burden, J. P. Wilkerson and Marie Downing to Star Stations Inc.; and transfer of control of station KISN from Don W. Burden, J. P. Wilkerson, John F. Davis and Gerald E. Weist to Star Stations Inc., without prejudice to whatever action commission may deem necessary to take as result of problems currently existing with respect to station KISN.

Beach Booster Club, Beach, N. D.—Granted cp for new vhf tv translator station on ch. 4, to translate programs of KUMV-TV (ch. 8) Williston, N. D.

Pagosa Springs Television Assn., Pagosa Springs, Colo.—Granted cp for new uhf tv translator station, on ch. 70, to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WALY, WALY Inc., Herkimer, N. Y.—Granted assignment of license to Mohawk Bestg. Corp.

WLAR Athens, Tenn.—Granted license covering increase in daytime power and installation of new trans.

KPHO-TV Phoenix, Ariz.—Granted license covering use of main trans. and ant. as aux. trans. and ant. at main trans. site.

WWMT (FM) New Orleans, La.—Remote control permitted.

WESY Leland, Miss.—Granted cp to install new trans.

KGBT-TV Harlingen, Tex.—Granted cp to change type vis. trans.

WTIL Mayaguez, P. R.—Granted cp to install new main trans.

KOKA Shreveport, La.—Granted cp to use main nighttime trans. as aux. trans. day only; remote control permitted.

WSEI (FM) Effingham, Ill.—Granted cp to decrease ERP to 9.4 kw and replace trans.

WJAQ Jackson, Miss.—Granted cp to install new alternate main nighttime trans. and aux. day trans. at main trans. site.

KFNW Ferriday, La.—Granted cp to install new trans. and change name to George W. Wilson tr/as Miss-Lou Bestg. Co.

WBON (FM) Milwaukee, Wis.—Granted cp to make changes in trans. equipment (change exciter).

KORK-FM Las Vegas, Nev.—Granted cp

to decrease ERP to 27 kw, increase ant. height to 195 ft. and make changes in ant. system; remote control permitted; and waived Sec. 3.208(a)(2) of rules to permit main studios to be located at KORK(AM) site in Thunderbird Hotel, Highway 91, Las Vegas.

WFLM (FM) Fort Lauderdale, Fla.—Granted cp to change ant. height to 145 ft., main studio and trans. location and make changes in ant. system.

WVOR (FM) Rochester, N. Y.—Granted mod. of cp to decrease ant. height to 350 ft., change type trans. and type ant. and make changes in ant. system.

WJOL-FM Joliet, Ill.—Granted mod. of cp to make changes in trans. power output.

KFMB San Diego, Calif.—Granted mod. of cp to use aux. trans. at main trans. site, with DA at night.

KLUK Evanston, Wyo.—Granted extension of authority to operate 6:30 a.m. to 6:30 p.m. for period ending Jan. 31, 1963.

WUPY (FM) Lynn, Mass.—Granted extension of authority to remain silent for period ending Dec. 31; condition.

■ Granted mod. of cps to change type trans. for following stations: KNCO-FM Garden City, Kans., and change type ant.; condition; WRWJ Selma, Ala.; WPDH Portage, Wis.; WRKB-FM Kannapolis, N. C., and change type ant.

WIOS Tawas City, Mich.—Denied request for mod. or deletion of pre-sunrise condition attached to March 15 grant of cp for new daytime am station to operate on 1480 kc, 1 kw, DA.

Actions of Oct. 4

K13CL Somerset, Colo.—Granted cp to replace expired permit for vhf tv translator station.

K04BQ Sunburst, Mont.—Granted mod. of cp to change principal community to Sunburst and Sweetgrass, both Montana and Coutts, Alberta, Canada; change trans. location to ½ mile south of Sweetgrass; type trans. and make changes in ant. system of vhf tv translator station.

K08DJ Mitchell, Neb.—Granted extension of completion date to Nov. 15.

WEAL Greensboro, N. C.—Remote control permitted; conditions.

■ Granted licenses covering changes in the following stations: *KRMA-TV Denver, Colo., and WTTV (TV) Bloomington, Ind.; conditions.

■ Granted cps for following new vhf tv translator stations: Sunburst Television Assn., on chs. 2 and 6, Sunburst and Sweetgrass, both Montana, to translate programs of KRTV (TV) (ch. 3) and KFBB-TV (ch. 5), both Great Falls, Montana; Flintstone Community Television Inc., on ch. 13, Flintstone, Md., to translate WMAL-TV (ch. 7) Washington, D. C.

Actions of Oct. 5

Harrison Bestg. Corp., Harrison, Ark.—Granted cp for new class C fm station to operate on 102.9 mc, ERP 10 kw, and ant. height 630 ft.; remote control permitted.

WHHY Montgomery, Ala.—Granted cp to change ant-trans. location and make changes in ground system.

KDIX Dickinson, N. D.—Granted cp to install new trans.

KUSN St. Joseph, Mo.—Granted cp to install new trans. as aux. trans.

KJEF Jennings, La.—Granted cp to make changes in ant. system; condition.

KDRO Sedalia, Mo.—Granted cp to change trans. and studio location.

WVLN-FM Olney, Ill.—Granted cp to change type trans.

WEKY Richmond, Ky.—Granted mod. of cp to change type trans.

■ Granted licenses for following noncommercial educational tv stations: WETA-TV Washington, D. C.; WGTE-TV Toledo, Ohio, and ERP 0.355 kw vis. and 0.195 kw aur.; WFSU-TV Tallahassee, Fla., and correct coordinates; WGTU Athens, Ga., and ERP 288 kw vis. and 144 kw aur.; KWCS-TV Ogden, Utah, and change trans. and studio location; WSIU-TV Carbondale, Ill., and change type ant.; KCSD-TV Kansas City, Mo.; KAET Phoenix, Ariz., and redesignate trans. site.

KDTH Dubuque, Iowa—Granted request for mod. of presunrise operation condition attached to August 17 grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

KSEI Pocatello, Idaho—Remote control

permitted.

Actions of Oct. 8

KQAL-FM, Jack L. Katz Enterprises Inc., Omaha, Neb.—Granted assignment of license and SCA to National Weekly Inc. (KMEO, Omaha); consideration \$68,000.

KLUV, Haynesville Bestg. Co., Haynesville, La.—Granted assignment of license from Norrie A. Parker, Paul A. Newell, K. Eugene Chance and A. T. Moore to Warren B. Smith, Don J. Davis and John J. Shields, d/b as company of same name; consideration \$11,000.

KTIL, Tillamook Bestg. Co., Tillamook, Ore.—Granted assignment of license to Beaver Bestg. System Inc.; consideration \$80,000.

KANS, KANS Inc., Independence, Mo.—Granted transfer of control from Ruth E. Brown, executrix of estate of Kenyon Brown, deceased, and Henry R. Flynn to Richard and Sherley Bott; Ruth E. Brown to sell her 40% interest for \$50,000, and Flynn his 40% interest for \$75,000—total consideration \$125,000, subject to certain adjustments.

Boca Raton Bible Conference Grounds Inc., Boca Raton, Fla.—Granted cp for new class C fm station to operate on 99.9 mc, ERP 100 kw and ant. height 450 ft.; remote control permitted.

WMKT (FM) McKenzie, Tenn.—Granted mod. of cp to change ERP to 7.1 kw, ant. height to 290 ft., change ant-trans. and studio location, type trans. and type ant. and make changes in ant. system.

WKWS, Radio Franklin Inc., Rocky Mount, Va.—Granted acquisition of negative control each by Kermit W. Salyer and E. Kyle Farmer through purchase of stock from Dr. F. B. Wolfe.

KAGI, KAGI Inc., Grants Pass, Ore.—Granted acquisition of positive control by Southern Oregon Bestg. Co. through purchase of stock from N. Paul Hoff.

WMUS, WMUS-FM, Greater Muskegon Bestrs. Inc., Muskegon, Mich.—Granted acquisition of positive control by Charles and Marion C. Boonstra (as a family group) through sale of stock by Harold H. Smith to company of same name.

K05AF Mina and Luning, both Nev.—Granted license for vhf tv translator station.

WRNW (FM) Mt. Kisco, N. Y.—Granted mod. of license to move studio location and remote control point.

WQAM Miami, Fla.—Granted cp to install new trans. and change trans. site.

KIQS Willows, Calif.—Granted cp to make change in ground system; conditions.

KWTX Waco, Tex.—Granted mod. of cp to specify main trans. as main nighttime trans. and use presently authorized trans. as main daytime trans. (2 main trans.).

WQAM Miami, Fla.—Granted mod. of cp to move aux. trans.

KLRJ-TV Henderson, Nev.—Granted extension of completion date to Oct. 30.

KOAP-FM Portland, Ore.—Granted extension of authority to operate Monday through Friday for period ending Dec. 31.

KDWC (FM) West Covina, Calif.—Granted extension of authority to remain silent for period ending Nov. 5.

■ Granted cps for following new vhf tv translator stations: Willow Creek Chamber of Commerce, on ch. 10, Willow Creek, Calif., to translate programs of KVIQ-TV (ch. 6) Eureka, Calif.; Moffat County, on chs. 8 and 12, Maybell and Williams Fork Rural Area, Colo., to translate KOA-TV (ch. 4) Denver, Colo.

■ Granted mod. of cps to change type trans. for following stations: KALF Mesa, Ariz.; WMBT Shenandoah, Pa.

Actions of Oct. 9

WINT, Winter Haven Bestg. Co., Winter Haven, Fla.—Granted assignment of license to Winter Haven Bestg. Inc.

WNOR-FM, Norfolk Bestg. Corp., Norfolk, Va.—Granted assignment of cp to WNOR-FM Inc.

KETO-FM Seattle, Wash.—Granted cp to move ant-trans. location, change type ant., make changes in ant. system (increase height), increase ant. height to 1,150 ft.; ERP 17 kw; remote control permitted.

■ Remote control permitted for following stations: KALL Salt Lake City, Utah (main transmitter); conditions; KSD St. Louis, Mo.; conditions; WXLW Indianapolis, Ind.; conditions; WYOU Tampa, Fla.

■ Following stations were granted extensions of completion dates as shown: KKKX (ED-FM) San Francisco, Calif., to

PROFESSIONAL CARDS

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CONSULTING RADIO ENGINEERS
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JOHN B. HEFFELFINGER

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KANSAS CITY 14, MISSOURI

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CONSULTING RADIO ENGINEERS
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Cleveland 41, Ohio
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Austin 17, Texas
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PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
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Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 10

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,714	66	132	430
FM	989	68	148	161
TV	506	64	89	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 10

	VHF	UHF	TOTAL TV
Commercial	471	86	557
Non-Commercial	48	22	70

COMMERCIAL STATION BOXSCORE

Compiled by FCC September 30

	AM	FM	TV
Licensed (all on air)	3,714	989	506
Cps on air (new stations)	66	68	64
Cps not on air (new stations)	131	143	89
Total authorized stations	3,911	1,200	659
Applications for new stations (not in hearing)	195	13	66
Applications for new stations (in hearing)	352	148	48
Total applications for new stations	547	161	114
Applications for major changes (not in hearing)	64	3	11
Applications for major changes (in hearing)	357	87	38
Total applications for major changes	421	90	49
Licenses deleted	0	1	1
Cps deleted	0	2	1

Jan. 9, 1963; KCEE Tucson, Ariz., to Dec. 3; WCSM Celina, Ohio, to April 6, 1963.

License renewal

WHK Cleveland, Ohio—Granted renewal of license conditioned to commission determination in Orlando, Fla., tv ch. 9 proceeding involving relationship of Metro-Media to Mid-Florida Tv Corp., one of Orlando applicants. By letter to Metro-Media, commission accepted WHK's explanation of misunderstanding of instructions with respect to classification of educational programs but warned station about future compliance. Chmn. Minow voted to defer action pending decision in Docs. 11081 & 11083. Comr. Hyde concurred in action but dissented to letter. Action Oct. 10.

Rulemakings

FINALIZED

- By report and order, commission

finalized rulemaking in Doc. 14591 and (1) shifted ch. 2 from Henderson to Las Vegas, Nev., and (2) mod. the license of Southern Nevada Radio and Television Co. (which petitioned for the move) to specify location of its station KLRJ-TV on that ch. in Las Vegas instead of Henderson; also waived Sec. 3.613 of rules to permit continued location and operation of its main studio and trans. at its site 3 miles outside of Las Vegas. In so doing, the commission placed particular reliance on KLRJ-TV's representations that it will continue to give complete service to Henderson. Comr. Bartley dissented. Action Oct. 10.

PROPOSED

By notice of proposed rulemaking, commission invited comments to proposal by the financial vice president of University of Idaho, in behalf of university's regents, to reserve ch. 12 (now commercial) instead of present ch. *15 for use in Moscow. On its own motion, commission proposes to

retain ch. 15 in that city for commercial use. Action Oct. 10.

PETITIONS FILED

Parts 2 & 9 Aeronautical Radio Inc. and Air Transport Assn. of America, Washington, D. C. (9-28-62)—Requests amendment of parts 2 & 9 so as to extend for five years, beyond Feb. 15, 1963, availability of frequency band 420-460 mcs for use by radio (absolute) altimeters installed and in use aboard aircraft.

Part 2 Land Mobile Communications Sec. of Electronic Industries Assn., Washington, D. C. (10-1-62)—Requests amendment of rules so as to reallocate frequency spectrum now allocated as tv chs. 14 & 15 to Land Mobile Radio Services.

Miscellaneous

By memorandum opinion & order, commission denied 28 petitions and other requests for reconsideration or waiver of commission's action of May 10, 1962 imposing partial freeze on applications for new am stations or major changes in existing am stations pending reexamination of am rules. Most of the requests came from applicants for new stations. By separate letters, commission denied requests for reconsideration or waiver of am partial freeze and returned following 10 applications: For new stations — Leeward Bcstg. Corp., Waianae, Hawaii, and Lake Bcstrs. Inc., St. Ignace, Mich. For changes in existing stations—WLAM Lewiston, Maine; WQTE Monroe, Mich.; WCVP Murphy, N. C.; KVOR Colorado Springs, Colo.; WARI Abbeville, Ala.; KFKF Bellevue, Wash.; WKDE Altavista, Va., and KITE Terrell Hill, Texas. By further letters, commission returned eight applications inconsistent with am interim criteria: DuPage County Bcstg. Inc., Elmhurst, Ill.; Richard E. Herman, Fayetteville, W. Va.; Dawson County Bcstg. Corp., Cozad, Neb.; Fleet Enterprises, Greenville, S. C., and Challie Yates, Catlettsburg, Ky., all for new stations; and WPGA Perry, Ga., and KLIZ Brainerd, Minn., for changes in existing stations; also KDEY Boulder, Colo., for change in DA system. Action Oct. 10.

Processing line

Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Nov. 14, 1962, standard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to Sec. 1.106(b)(1) & Sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on November 13, 1962, which involves conflict necessitating hearing with application on this list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules (adopted May 10, 1962) and be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on November 13, 1962, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflict necessitating hearing with applications appearing on previous lists. Applications from top of processing line:

Valparaiso, Ind.—Northwestern Indiana Radio Inc. 1080 kc, 250 w-D (BP-5574).

WSIV Pekin, Ill.—Pekin Bcstg. Co. To 1140 kc, 5 kw-D; from 1140 kc, 1 kw-D (BMP-2561).

Wyandotte, Mich.—Woodward Bcstg. Co. 850 kc, 5 kw, DA-1, unl. (BP-5827).

Loretto, Pa.—St. Francis College of Loretto, Pa. 1400 kc, 250 w, unl. (BP-11517).

WHOF Canton, Ohio—Douglas Properties Inc. To 1060 kc, 5 kw-D, DA; from 1060 kc, 1 kw-D (BP-12256).

Palm Desert, Calif.—Palm Desert Bcstg. Co. 1270 kc, 500 w-D, DA (BP-12596).

WCRA Effingham, Ill.—Effingham Bcstg. Co. To 1090 kc, 1 kw-D; from 1090 kc, 250 w-D (BP-13407).

WVLN Olney, Ill.—Illinois Bcstg. Co. To 740 kc, 1 kw-D, 250 w(CR), DA; from 740 kc, 250 w-D (BP-13495).

WAYE Baltimore, Md.—Erway Bcstg. Corp. To 860 kc, 1 kw-D, DA (Baltimore, Md.); from 860 kc, 500 w-D, DA (Dundalk, Md.) (BP-13818).

For Convenient, Low-Cost Remote Control SPECIFY **rust** SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make _____ Model No. _____

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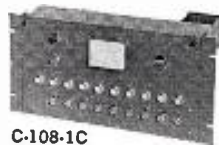
Station _____

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City _____ State _____



C-108-0C



C-108-1C



**GENERAL ELECTRONIC
LABORATORIES, INC.**

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

■ Saranac, Mich.—Grand Valley Bcstg. Co. 1520 kc, 250 w-D, DA (BP-14487).
 ■ Santa Clara, Calif.—George B. Bairey. 1430 kc, 1 kw, DA-1, unl. (BP-14934).
 ■ WTIK Durham, N. C.—W & W Bcstg. Inc. To 1310 kc, 1 kw, 5 kw-LS, DA-2, unl.; from 1310 kc, 500 w, 1 kw-LS, DA-N, unl. (BP-14935).
 ■ Liberty, Ky.—Patrick Henry Bcstg. Co. 1560 kc, 250 w-D (BP-14936).
 ■ WAIR Winston-Salem, N. C.—Holiday Bcstg. Corp. To 1340 kc, 250 w, 1 kw-LS, unl.; from 1340 kc, 250 w, unl. (BP-14937).
 ■ WBUY Lexington, N. C.—Davidson County Bcstg. Co. To 1440 kc, 1 kw, 5 kw-LS, DA-N, unl.; from 1440 kc, 5 kw-D (BP-14938).
 ■ Deer Lodge, Mont.—Powell County Bcstg. Co. 1400 kc, 250 w, unl. (BP-14940).
 ■ Dimmitt, Tex.—High Plains Bcstg. Co. 1470 kc, 500 w-D, DA (BP-14941).
 ■ Lawrence Park, Pa.—Greater Erie Bcstg. Inc. 1530 kc, 250 w-D (BP-14945).
 ■ KVOL Lafayette, La.—Evangeline Bcstg. Inc. To 1330 kc, 1 kw, 5 kw-LS, DA-N, unl.; from 1330 kc, 1 kw, DA-N, unl. (BP-14947).
 ■ Donelson, Tenn.—The Donelson Bcstg. Co. 1390 kc, 1 kw-D, DA (BP-14950).
 ■ Rensselaer, Ind.—Jasper County Bcstg. Corp. 1560 kc, 250 w-D (BP-14951).
 ■ KWAM Memphis, Tenn.—KWEM Inc. To 990 kc, 10 kw-D, DA; from 990 kc, 1 kw-D (BP-14952).
 ■ South Charleston, W. Va.—William D. Stone. 1410 kc, 1 kw-D (BP-14954).
 ■ Selma, N. C.—Charles Franklyn Barry Jr. 1510 kc, 500 w-D (BP-14955).

■ WOIC Columbia, S. C.—Speidel Bcstg. Corp. To 1320 kc, 1 kw, 5 kw-LS, DA-N, unl.; from 1320 kc, 1 kw, DA-N, unl. (BP-14957).
 ■ Millinocket, Maine—Mid-Maine Bcstrs. Inc. 1240 kc, 250 w, 1 kw-LS, SH (BP-14963).
 ■ KVOW Riverton, Wyo.—Riverton Bcstg. Inc. To 1450 kc, 250 w, 1 kw-LS, unl.; from 1450 kc, 250 w, unl. (BP-14964).
 ■ Lebanon, Va.—Climch Mountain Bcstg. Co. 1380 kc, 500 w-D (BP-14969).
 ■ Fort Pierce, Fla.—Indian River Tv Inc. 970 kc, 1 kw-D, DA (BP-14970).
 ■ Fontana, Calif.—Stanley Helfman. 1470 kc, 500 w-D, DA (BP-14972).
 ■ KTEM Temple, Tex.—Bell Bcstg. Co. To 1400 kc, 250 w, 1 kw-LS, unl.; from 1400 kc, 250 w, unl. (BP-14977).
 ■ KWEB Rochester, Minn.—Northland Radio Corp. To 1270 kc, 1 kw, 5 kw-LS, DA-2, unl.; from 1270 kc, 500 w-D (BP-14979).
 ■ Valparaiso, Ind.—Porter County Bcstg. Co. 1500 kc, 1 kw-D, DA (BP-14980).
 ■ Valparaiso, Ind.—Porter County Bcstg. Corp. 1500 kc, 250 w-D, DA (BP-14982).
 ■ WTRO Brownsville, Tenn.—McQueen & Co. To 1330 kc, 500 w-D (Brownsville, Tenn.); to 1330 kc, 500 w-D (Brownsville, Tenn.) (BP-14984).
 ■ WPLB Greenville, Mich.—Flat River Bcstg. Co. To 1380 kc, 500 w, 1 kw-LS, DA-N, unl.; from 1380 kc, 500 w-D, DA (BP-14993).
 ■ San Juan, P. R.—Mid-Ocean Bcstg. Corp. 1190 kc, 10 kw, DA-2, unl. (BP-14994).

■ KKAN Phillipsburg, Kan.—North Central Bcstg. Inc. To 1490 kc, 250 w, 1 kw-LS, SH; from 1490 kc, 250 w, SH (BP-14995).
 ■ Clinton, Mo.—Golden Valley Bcstg. Co. 1350 kc, 1 kw-D, DA (BP-14998).
 ■ Greenwood, Miss.—William E. Hardy. 1540 kc, 500 w-D (BP-15000).
 ■ WNLC New London, Conn.—Thames Bcstg. Corp. To 1510 kc, 5 kw, 10 kw-LS, DA-2, unl.; from 1490 kc, 250 w, unl.; for 1510 kc, 5 kw, DA-2, unl. (BMP-9659).
 ■ KUKA San Antonio, Tex.—Por Favor Inc. To 1250 kc, 1 kw-D; from 1250 kc, 500 w-D (BP-15003).
 ■ Springdale, Ark.—Austus Johnson. 1590 kc, 500 w-D (BP-15006).
 ■ Rockdale, Tex.—Rockdale Bcstrs. 1510 kc, 500 w-D (BP-15007).
 ■ Elizabethton, Tenn.—Holston Bcstg. Corp. 1520 kc, 1 kw, 500 w (CH), D (BP-15012).
 ■ WIVI Christiansted, V. I.—Radio American West Indies Inc. To 970 kc, 1 kw, 5 kw-LS, unl.; from 970 kc, 1 kw, unl. (BP-15015).
 ■ Sparta, N. C.—Alleghany Bcstg. Co. 1390 kc, 1 kw-D (BP-15017).
 ■ Phoenix, Ariz.—Eastside Bcstg. Co. 1540 kc, 10 kw-D, DA (BP-15022).
 ■ WESR Tasley, Va.—The Accomack-Northampton Bcstg. Co. To 1330 kc, 5 kw-D; from 1330 kc, 1 kw-D, DA (BP-15024).
 ■ KNOT Prescott, Ariz.—Thunderbird Bcstg. Co. To 1450 kc, 250 w, 1 kw-LS, unl.; from 1450 kc, 250 w, unl. (BP-15025).

FANFARE ©

A-Buy stations mail fish kits to agencies

"Don't let the big one get away!" warns a message attached to each of 350 "Instant Fish" kits mailed recently to timebuyers and ad managers to promote the A-Buy group of California radio stations: KLYD Bakersfield, KPAY Chico, KIDD Monterey-Salinas, KVIP Redding, KCKC San Bernardino, KEEN San Jose, KIST Santa Barbara, KSEE Santa Maria, KSRO Santa Rosa and KSTN Stockton.

The kit includes a package of fish eggs, a tank and a package of fish food. An A-Buy reminder may be read through the tank: "A pool of effective California coverage."

Earlier mailings for A-Buy have included a miniature Mercury space capsule, an ant farm (with livestock), a passport to VIMland (Very Important Markets covered by A-Buy stations), a first aid kit and a simulated breakfast food package. Bob Blum, KEEN San Jose, A-Buy president, reports that the response to the mailings (created by Gerth, Brown, Clark & Elkins, Sacramento) has been very good.

Six-week fm drive planned by Triangle

Four fm outlets owned by Triangle Stations will begin a six-week circulation drive next month on a season theme, "This Christmas give fm, the gift of matchless music."

Each of the Triangle fm stations will use more than 300 spots on the Christmas theme with provision for dealer mentions. Point of sale material will



KCBS San Francisco leads 'KO Polio' drive

A mass anti-polio Sabin oral vaccine inoculation bolstered by heavy media publicity (KCBS San Francisco was designated official broadcast information center) resulted in vaccination of 76% of the San Francisco Bay area population, according to KCBS.

Throughout Sunday, Sept. 23, the inoculation day, KCBS featured seven doctors who answered listeners' telephoned questions about the med-

ical effort. Clinic and traffic information, plus broadcasts from sites of vaccination centers also were aired.

Several special radio programs earlier in September provided medical information in the "KO Polio" campaign.

Jules Dundes, KCBS general manager and a CBS vice president, his wife and their daughter Sue, received their vaccine during the six-county area inoculations.

be supplied by the stations. Tie-in advertising is scheduled in all media, Triangle announced.

The campaign begins Nov. 5 on WFIL-FM Philadelphia, WFBG-FM Altoona, Pa., WNBK-FM Binghamton, N. Y., and KRFM (FM) Fresno, Calif.

KSFO helps quake victims

San Francisco, an area where earthquake devastation is part of its own history, was the scene last month for a radio-promoted drive to collect money

Continued on page 127

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
 - All other classifications 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (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

Wanted station and sales manager, for northeast 500 W daytimer. Must have local sales experience. Good salary plus. Send all information and photo in first letter to Box 740P, BROADCASTING.

Major market key station of successful Negro chain is looking for a dynamic sales manager. If you are a radio salesman with a successful record this is your opportunity to move into management with a growing chain. Box 900P, BROADCASTING.

Opening for manager of single station market. Radio station showing profit with good sound and extra potential in Southern state. All replies confidential. Please send full background first letter. Box 914P, BROADCASTING.

General Manager. Thriving Florida market. Must have at least three years actual management experience backed by proven sales record. Salary and commission. Box 941P, BROADCASTING.

Washington, D. C. area. Bright young man with well balanced radio experience for management in rapidly growing regional station group. Hard work and its rewards. Interview required. Write qualifications, President, WAVA, 203 World Center Building, Washington 6, D. C.

Executive salesman, management experience, proven sales background (age 30-45). Full time travel. (Home weekends), protected localised territory. Residence in territory required; preference given residents of available territories: "Illinois-Indiana-Michigan;" "Dakota's-Minnesota-Wisconsin;" "Intermountain;" "Nebraska-Iowa-Kansas-Missouri;" Other territories also available. Openings immediately, personal interviews required. Extensive field training provided. Salary, commission-incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, ptx; Community Club Awards, Westport, Connecticut.

Sales

Announcer-salesman. Strong on selling, but must be adequate mike man. A real opportunity to become a vital part of a growing New Jersey Station. Box 384P, BROADCASTING.

Outstanding opportunity for aggressive young Ohio salesman with drive and confidence. Adult programming in major mid-west market. Guaranteed draw commensurate with background, and commission prospects good for five-figure earnings. Send experience, details and references. Box 837P, BROADCASTING.

Experienced radio salesmen that are interested in working Hammond, Indiana for a fulltime well respected AM station. Because of major change in station, we want men that can and must earn over \$10,000 per year. Time is of the essence. Write giving details to radio WJOB, Hammond, Indiana, Attention Ben Siegel.

Wanted, salesman. Excellent starting pay. Long-range opportunity. Write Manager, WRIS, P. O. Box 1050, Roanoke, Virginia.

Salesman experienced only. Send full resume to Manager WNLK, Norwalk, Conn.

Help Wanted—(Cont'd)

Sales

Radio time salesmen. Immediate opening for experienced man. Guarantee with commissions. Excellent opportunity. Send resume or call Harry J. Dowd, Manager, WFOR, Portland, Maine.

Have an immediate opening for an experienced professional salesman. Unlimited opportunity for permanent position and attractive financial arrangement for the right man. Call the owner Mr. Lester at NO 3-0569 or write WOIA-AM & FM, Ann Arbor, Michigan.

Experience necessary, good commission and salary, benefits and security. Small single market station. Send personal resume to WPRW Manassas, Virginia.

Immediate opportunity for aggressive salesman in Eastern Shore's leading market area. Write Dick Lee, Manager, WEMD, Easton, Maryland.

Enterprising free lance men. Increase your income with channel 21, progressive, independent Fresno area station in all UHF market, with low overhead and rates comparable to radio. We are interested in securing reliable men capable of selling, producing and presenting your own shows in sports, variety, or special events . . . studio, film, or live remote. We have all these facilities and the time. After your talent and/or sales commission fees, we're happy with \$1500 per month for a nightly hours, or will be glad to arrange a highly rewarding commission. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDAS-TV, Hanford, California. Phone LUDlow 4-4431 or LUDlow 2-9301.

Announcers

Dallas good music station has opening for top notch announcer with bright mature delivery. Send tape, picture, complete resume, and personal references. Box 764P, BROADCASTING.

Need combo man experienced announcer with first phone. Maintenance negligible. Established Wisconsin station. Send tape and resume to Box 777P, BROADCASTING.

Announcer with varied experience and first phone ticket for southwest network station. Box 832P, BROADCASTING.

Group operated, mid-south station offering liberal company benefits needs a combo first phone announcer. Fast pace, mature sound, perform studio maintenance only. Send tape and resume to Box 880P, BROADCASTING.

Opportunity for announcer with first phone, Texas network station. Box 835P, BROADCASTING.

Announcer . . . d.j. swinger, Eastern market, tape, resume. Box 840P, BROADCASTING.

Immediate opening. Need bright, alert announcer who can follow top 40 format. Capable of doing news and sports. Permanency. Virginia-Tennessee. Box 923P, BROADCASTING.

Virginia daytimer needs experienced announcer with first phone. Four station market. Bright format operation. No maintenance. Good salary for right man. Send tape and resume immediately. Box 890P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Excellent opportunity for experienced announcer with first ticket. 21 year old established station in Great Lakes area emphasizes professional broadcasting and production. This is a 1,000 watt, full time, fine frequency. Salary commensurate with ability. Send photo, tape and resume to Box 899P, BROADCASTING.

Opening near future for experienced all round broadcaster with medium market, modified top 50 Penna. Station, part of expanding group in NEUS. Family man with good references, willing to relocate required. Beautiful community near several large metropolitan areas. Send audition, resume, snapshot, recent earnings to Box 901P, BROADCASTING.

Excellent Pennsylvania opportunity for the right man. D.J. news man with at least one year experience. Happy, bright format, pop records, not creamer. Excellent stability, family man preferred. Send tape and salary expectations, immediately. Box 934P, BROADCASTING.

Mature announcer needed for central Michigan station. Consider beginner with good voice and potential. Send tape and resume. Box 935P, BROADCASTING.

Southeastern Arkansas daytimer needs married, experienced, good music announcer. Box 936P, BROADCASTING.

Flagship station of midwest Stuart Radio Group has immediate opening for announcer. Send resume and tape: Orv Koch, KFOR, Lincoln, Nebraska.

Top forty swinger need resident voiced speedster. Must know production. If you are the fastest in the southeast call or write Jungle Jim, WZOO, Spartanburg, South Carolina.

Wanted immediately experienced sports man. Prefer man from middle west or Rocky Mountain area. Rush tape, resume to KOLT, Scottsbluff, Nebraska.

Texas am-fm-tv operation looking for lively, mature, announcer for adult radio format. Possibility of some tv. Send resume, photo, tape, references, salary requirement. Jack Rye, KTSM, El Paso, Texas.

Expanding operations at Indiana daytimer and FM'er, need announcer who might have possibilities of becoming program director. Must have first phone WMRI, Marion, Indiana. Phone NO 4-7396.

New d.j. comedy. Professional package \$5.00. Box 92, Kansas City 17, Missouri.

Announcer with first ticket. KGHM, Brookfield, Mo. Phone CL 8-4477 days, CL 8-4123 nights.

Solid position immediately for eager, young combo personality. Married, college preferred. First phone a must but no maintenance required. Contact Robert L. Wilson, WKVA, Box 432, Lewistown, Pennsylvania.

Announcer with 1st phone for quality music station. Single, between 20-40. Tapes and resume only. WSHO, 637 Common Street, New Orleans, Louisiana.

Help Wanted—(Cont'd)

Announcers

Need good announcer, production minded and preferably with a first class ticket. Immediate opening. Al Kahn, WAGR Radio, Lumbertown, North Carolina.

Chicago suburban. First phone, permanent, immediate. Experienced, tape please. \$125 minimum. WEAU, Evanston, Illinois.

Openings for beginning announcers. Send tape and resume to Ralph L. Hooks, Dixie Stations, Box 46, DeRidder, Louisiana.

Announcer dj with first phone. Dominant 5,000 watt station needs young, hard working quality announcer. Fast pace morning operation. Send tape, picture, references. \$100 per week. KNPT, Newport, Heart of Beautiful Oregon Coast.

Technical

Chief engineer directional western Pennsylvania. State experience and salary requirement. Box 863P, BROADCASTING.

Excellent position open for chief engineer radio station WBIG, Greensboro. Only aggressive qualified engineer capable of assuming responsibility need apply. References and background will be thoroughly checked. Address application to Allen Wannamaker, General Manager, WBIG, Greensboro, North Carolina.

Chief engineer or combo announcer, engineer capable complete technical responsibility main AM outlet Vermont station group. Modern plant, good pay and company benefits. Contact General Manager, WTVN, St. Johnsbury, Vermont.

Rare opportunity competent young first ticket engineer announcer. Hudson Valley 250, one station market going kilowatt. Work with intelligent, creative staff. Resume, tape, Box 926P, BROADCASTING.

Needed chief engineer transmitter and maintenance. KFFA, Helena, Arkansas. Contact Sam W. Anderson, Manager. Phone Hickory 4-2361.

Leading 5 kw nighttime directional station has opening for alert young transmitter engineer thoroughly versed all phases am transmitter operation and maintenance. Excellent opportunity for successful applicant to learn and advance to Chief Engineer under overall technical director after reasonable training period. WSAV Radio and Television, Savannah, Georgia.

Wanted: A newsman who loves to work, dig up local news, head a several man department and sink roots in east coast community. Personal interview necessary. Box 617P, BROADCASTING.

Major Armstrong? Urgently need details, his brilliant fm work, names of associates, location today. Box 910P, BROADCASTING.

Combo man? We need you! Mid America's most active radio station is looking for a top notch first class, engineer announcer. If you fill the bill, rush your audition tape and resume to: Norman C. Haagenson, Manager, WROZ Radio, P. O. Box 441, Evansville, Indiana.

Production—Programming, Others

Applications are being accepted by southwestern Michigan's top rated station, WHFB, Benton Harbor, for music work, news, and sports. Emphasis placed on successful experience in the mentioned categories. This is a middle of the road station, with adult appeal. Send tapes (no returns) and resume, c/o Dick Hedges, WHFB, Benton Harbor, Michigan.

Program director creative, sincere hard worker, air shift, extraordinary oppty, top rated top 40, large east city, tape, resume. Box 839P, BROADCASTING.

Have immediate opening on Illinois regional production staff for a creative male writer who has a good commercial voice. Box 852P, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Ohio prestige station wants news and special events man. Must be good newscaster. Emphasis however will be on imagination, development of spot news, mobile unit reports, and audio tape features. Send resume, picture, and tape, including news cast, plus sample of skill with interview and development of 2 minute monitor type features. Box 674P, BROADCASTING.

Need experienced continuity writer for upper midwest A-1 station. Send resume to Box 778P, BROADCASTING.

Producer-Director for CBS midwest pre-freeze VHF. Production standards high. Director switches. Creative ability essential. Opportunity for advancement to administrative position. Include full details of experience. Box 803P, BROADCASTING.

Wanted competent secretary, who knows Chicago radio and television. Broadcasting or advertising agency experience. Write or better yet call David Taylor, Director of Personnel, WGN, INC., LAkeview 8-2311.

RADIO

Situations Wanted—Management

Commercial manager, presently employed, married, thirty three, 8 years experience. Seeking managerial or commercial managerial position in medium market in the southwest or midwest. Also announcer, graduate of sales, public relations courses, civic minded and ambitious. Box 844P, BROADCASTING.

Married, sober, no "drifter." Fifteen continuous years radio and tv. Top mc and personality man. TV production and directing. Presently employed as radio production manager and personality. Desire position with larger concern. Age . . . 38. Box 865P, BROADCASTING.

Manager available. Experienced all phases. Good commercial record. Knows station organization. Excellent references. Will consider fm operation. Will relocate. Box 874P, BROADCASTING.

Manager available because station sold. Top 75 markets. Sales background. Box 853P, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—\$2.00 minimum

☐ Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV

☐ Radio

☐ TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES

- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____

☐ Bill

Situations Wanted—(Cont'd)

Management

Ready for management. Experienced in all phases; deejay, news, first phone. Member IRE. Will diligently serve as assistant in large or manager in medium. Currently with top rated 5 kw aims. Box 894P, BROADCASTING.

Young man 30, with family, 10 years experience and 1st phone, desires managers position at small station in south east. Best of references and would invest. Call 388-5200, Columbia, Tennessee. Box 939P, BROADCASTING.

If you are in trouble, or if you have a dog, how about using my 20 years background in radio. Last 9 in sales at same station. Prefer eastern United States. Age 38, college graduate. Only solid operation will be considered. Salary arrangement can be based on performance. Resume and references on request. Bud Ward, Box 333, Laurinburg, North Carolina.

Former newspaper man and college prof wants to be your ad salesman. Prefers big country town in central or midwestern states. Wm. H. Wilson, 7903 Highway 51, Millington, Tennessee.

Top sales ability. 12 years broadcasting (3 years tv); college, management, 37, avail. immed. Now in Kansas. Box 808P, BROADCASTING.

Tv/radio asst. to retiring mgr. or president. Dun and Bradstreet calls me an excellent salesman. Competitors have expressed admiration for my abilities also. Selection of personnel and persuasive psychological motivation of people, my strength. Re-organizing where needed with new ideas and equipment for economical operations, my specialty. 24 years experience Manager, Salesman, Program Director, Operations Manager, Sports, News and Staff Announcer, copy writer and Office boy. Episcopalian churchman, community leader listed in state who's who. Meet you in Denver when you say. Call area code 307-634-5056 or wire Manager, Box 1590, Route #2, Cheyenne, Wyoming.

Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

Draft and recall free. Two years experience, single, 25. Deejay, news and play by play: ice hockey, basketball, baseball and football. Box 694P, BROADCASTING.

Seeking better position in N.E. 5 years in radio. Familyman. Box 759P, BROADCASTING.

Are you looking for something different? A Blondi, a cousin Bruce, a real live personality that listeners talk about? Canadian top 40 air personality with tv is looking state side. Present management will stand behind all fantastic claims. Box 838P, BROADCASTING.

Experienced newscaster-dj, authoritative news. Easy to work with. Not a floater. Looking for long term job. Box 481P, BROADCASTING.

1st phone, fair announcer, experience, consider all, prefer Chicago midwest. Box 845P, BROADCASTING.

Available November fifteenth. First phone combo man for twenty years. Heavy on play by play and news. No rockers, south preferred. Box 864P, BROADCASTING.

Showman first phone. Draft exempt. Will travel anywhere. Married. Box 868P, BROADCASTING.

Top rated deejay, four years medium major market, excellent references. Box 867P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Maryland and the District. Why is a bluebird blue? So you can tell him from an elephant. Original or is it, aboriginal. Early morning personality d.j. creative humorous style. First phone. Box 879P, BROADCASTING.

Experienced announcer and control board operator, married. Willing to travel and settle down. Box 819P, BROADCASTING.

Authoritative voice with two years in radio, network experience, desires permanent position, salary commensurate with living expenses. Will relocate anywhere. Tape on request, all replies answered. Box 869P, BROADCASTING.

Announcer 1st phone. 5 years experience in radio tv. Family man. 30 years old. Adult music. Want position with future. Would like sales opportunity. Prefer West Coast. Box 872P, BROADCASTING.

Major market talent . . . showmanly prime time performer seeking progressive organization. Top operations only. Box 883P, BROADCASTING.

Professional talent for quality station. Music is hobby, journalism was major, 11 years radio-television. Garroway style. Responsible, 30, East, references. Box 904P, BROADCASTING.

Professional announcing school graduate. Would like opportunity for security on first radio job, in return for loyalty and willingness. Large family, now 37 years old. Box 905P, BROADCASTING.

Dignified announcer, many years experience. Minimum one hundred twenty five weekly. No junk stations. Presently employed. Prefer West, dependable. Box 887P, BROADCASTING.

20 year old Negro broadcasting school graduate; strong on rock and roll and delivering commercials; will go anywhere; eager; anxious to get started. Will accept minimum salary. Reply to Box 888P, BROADCASTING.

1st phone; 24. Experience; local news, remotes, studio maintenance, production. Pops, top 40. North or northeast. Box 889P, BROADCASTING.

Experienced veteran available now midwest, 29, married. Interested? Phone 513-592-8369. Box 891P, BROADCASTING.

Announcer dj, beginner, announcing school and college graduate, home in Ohio, 23, single, will travel. Middle of road, operate own board, resume and tape on request. Box 892P, BROADCASTING.

Disc jockey, announcer, tight board, authoritative news. Bright modern d.j. style. Top quality sound. Top 40 or good music; will relocate. Box 895P, BROADCASTING.

Announcer, dj, good tight board, married, will relocate. Box 897P, BROADCASTING.

DJ announcer, desires permanency. Experienced, will relocate. Married. References. Box 898P, BROADCASTING.

Attention southern and southwestern top 40 outlets. First phone dj currently employed in major market now available. Experienced P.D. Good voice, authoritative news, tight board, dependable performances, excellent references. Box 907P, BROADCASTING.

Top salesman C & W personality. Seven voices. News, sports, production, desires change from Maryland to Florida area. Tape will prove versatility. Box 920P, BROADCASTING.

Latin American coverage from Virgin Islands by five year newsmen. Box 922P, BROADCASTING.

Announcing school graduate. Mature, authoritative sound, tight board. Veteran available immediately. Will relocate. Box 729P, BROADCASTING.

Femme, dee-jay, all the way. Tales to unravel, can travel. Box 931P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone personality, showmanship maturity, college, 5 years experience, No. 1 ratings, draft free. Minimum \$140.00. Box 743P, BROADCASTING.

Top announcer. 15 years experience all sports and news. Best references. Prefer west location. "Gabby" Barrus, 537 Circle Drive, West Cody, Wyoming.

7 years as bright, breezy morning man. Some p.d. work. Desire position with future. East only. Brad Harris, 277 Van Siclen Ave., Brooklyn, New York. HYacinth 8-5479.

Pa., N. J., Md., announcer, dj, first phone. Family, college, military fulfilled. Light experience on 5 kw. Age 23, need \$90 to start. Contact Charles Sidebottom, 1557 Meadowbrook Road, Meadowbrook, Penn. Phone Turner 7-1950.

First class deejay with first class ticket. A swingin' gentleman with heavy experience. Available now. Telephone 328-7650, area code 312.

Broadcasting school graduate, wants play by play experience. Will relocate anywhere. Box 932P, BROADCASTING.

Announcer/dj, 1st phone. Wants job with future. Dependable, family, prefers east coast. Box 933P, BROADCASTING.

Large chain pd. Fifteen years AA baseball, college sports, staff. Present employer references. Like small city. Base \$120. Box 937P, BROADCASTING.

Technical

Have 1st phone and 2 years, 1000 watt. Consider any job, any place. Box 902P, BROADCASTING.

1st phone. Dependable for transmitter shift. No car, directional experience. Box 908P, BROADCASTING.

Radio tv announcer, seeks position in East. Married. One child. Box 909P, BROADCASTING.

Chief engineer, or assistant. First phone. 20 years experience, am-fm construction, supervision, maintenance, operation. Dependable. Prefer southern California, Arizona, New Mexico, Colorado. Box 912P, BROADCASTING.

Presently employed New York City but looking for smaller market opening. Qualified Chief Engineer many years of planning, construction, installation and maintenance AM or tv. Minimum salary \$150. Box 726P, BROADCASTING.

First phone operator with true interest in engineering desires Chicago area employment. Call Dave Collins, Evanston, Illinois. GR 5-7834.

Conscientious chief engineer. Ten years radio and television. Installations, maintenance, directional. Box 732P, BROADCASTING.

Chief engineer. Experienced, construction, maintenance—am/fm, directionals, proofs, all powers. Box 915P, BROADCASTING.

Experienced engineer, directional and studio. Extensive construction and layout. Capable chief engineer. Box 918P, BROADCASTING.

Production—Programming, Others

Attention fm stations (mid America). Young and aggressive person desiring programming traffic, or operations position. 3 years college, 4 years educational radio, 1 year commercial radio, worked with guides, sales, and programming. Box 873P, BROADCASTING.

Newscaster reporter. 14 years experience, seeks newscaster position with multi-maned news operation. Radio journalism degree. Tape, resume. Prefer midwest. Available immediately. Box 911P, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Former West Berlin correspondent, Radio Press International, degree, nine years local through international radio-tv experience, seeks medium or small city post. No newscaster. Experienced as spot news reporter and deskman who concentrates on total local, regional, national news, features and documentaries. Seeks permanent settlement. Married. Top references. Box 757P, BROADCASTING.

Available now; Experienced continuity writer. Will travel. Full particulars on request. Box 779P, BROADCASTING.

Attention choosy fm stations. Choosy announcer pd with major market am & fm experience, knows both Buxtehude and Marconi (1st ticket), will help put (or keep) you tops in field. Box 800P, BROADCASTING.

Air newsmen, now working in radio with some tv experience, would like to break into full time tv news job. Versatile; top notch reporter, strong journalism background. Box 842P, BROADCASTING.

Personality, writer, promotion man ready to work for west coast station. 9 years experience radio and agency field. Currently employed. Box 877P, BROADCASTING.

Program director, experienced all formats. Good track record. Solid promotion background. Will consider all offers. Will relocate. Box 875P, BROADCASTING.

Programming problems? One of America's most talented big market performers will deliver solid success. Box 884P, BROADCASTING.

News director. Suitable major market or network. Presently with top rated am in 350,000 market. Overseas experience, AP, London Times. Offer authoritative news; believable delivery. Beeper, re-write, etc. First phone. Area \$150 according to fringe. Box 893P, BROADCASTING.

I want out. Aggressive agency tape producer with firm film foundation wants public affairs challenge. 24, family. Salary open. Box 913P, BROADCASTING.

Tops copy, disk jockey, idea girl. Great! Hire me, don't wait. Box 930P, BROADCASTING.

Experienced program director desires relocation. I offer: 13 years broadcast experience, proven record, ability, organizational knowhow all phases; air trick included. Good music operation only. Prefer east. Box 605P, BROADCASTING.

Production supervisor. Prominent group station in southeastern capital city seeks man thoroughly experienced in television production—preferably person now holding position of Production or Operations supervisor. Will supervise operational staff of twenty-five, and will be responsible for all production aspects of the station. Applicant must be a leader, creative and very strong in television production and its administration. Management considers this department head level position a key assignment. If you have a successful background in this area of television and want to move forward with a prestige station, please send a complete resume and recent photograph to Box 870P, BROADCASTING.

Traffic continuity girl available immediately. Major market experience. College. 9617 E. 33rd. Independence, Mo. CL 2-4978, Linda Hunt.

Reporter: 10 years radio and newspaper experience. Currently with prestige corporation. Specialize in mobile and on the spot coverage. UPI special award. St. Paul, Minn. Call 739-9644, Winchell.

TELEVISION

Help Wanted—Sales

Enterprising free lance men. Increase your income with channel 21, progressive, independent Fresno area station in all UHF market, with low overhead and rates comparable to radio. We are interested in securing reliable men capable of selling, producing and presenting your own shows in sports, variety, or special events . . . studio, film, or live remote. We have all these facilities and the time. After your talent and/or sales commission fees, we're happy with \$1500 per month for a nightly hours, or will be glad to arrange a highly rewarding commission. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDAS-TV, Hanford, California. Phone LUDlow 4-4431 or LUDlow 2-9301.

Technical

Seeking good studio maintenance engineer. Must know G. E., Dumont gear, and Ampex VTR equipment. Send complete resume, recent photo, and salary requirement. Box 824P, BROADCASTING.

250 kw UHF has need for engineer, strong on maintenance. Must have sufficient experience to assume full responsibility for maintenance shift. Salary open. Wire or Phone M. H. Lamb, WIMA TV, Lima, Ohio.

TV engineer. Leading station has opening for transmitter operator. Actual tv experience not necessary, but must have first class license and ability to learn quickly under guidance Chief Engineer. WSAV-TV, Savannah, Georgia.

Engineer with first class license. TV-AM-FM central Pennsylvania. Experience not necessary. Contact Glenn Winter, WSBA, York, Pennsylvania, Phone 2-5531.

250 kw UHF has need for engineer strong on maintenance. Must have sufficient experience to assume full responsibility for maintenance shift. Box 707P, BROADCASTING.

Immediate opening for experienced studio maintenance man. Good advancement opportunities. Contact Howard McClure, Chief Engineer, KLYD-TV, Bakersfield, California.

Television and radio station needs men for studio operation. Must have first class F.C.C. license. Call or write H. B. Mouatt, WHEC-TV, Rochester 4, New York.

First class radio and telephone operator wanted. Write to Lloyd Chale, Chief Engineer, KCND-TV, Pembina, North Dakota.

Wanted, experienced engineer for position with full power VHF channel 2 station in Montana's largest metropolitan area, close to good hunting and fishing. Maintenance, operation, planning and installation. Pleasant working conditions in ultra modern new studios. For information call 252-5611 or write to Grant French, KOOK-TV, Billings, Montana.

Production—Programming, Others

Wanted creative copywriter for CBS-TV station Southeast. Experienced only. Send resume and samples of your creative commercial work with first letter. Box 878P, BROADCASTING.

Traffic assistant (2) girls experienced in handling avails . . . and teletype machine. Plush office, many extra benefits. Write or call H-R T.V. Reps, 375 Park Avenue, New York, PL 9-6800, Miss K. Caldwell.

News opening WGEM-TV, channel 10, Quincy, Illinois. NBC-ABC. Send complete resume, photo, tape, rewrite material, and references. Call 222-6840. Area Code 217. Ask for Program Director or Manager.

TELEVISION

Situations Wanted—Management

Ziv experienced. Management experienced. Creative. Outstanding salesman. 38, married, college. Box 906P, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Top tv time salesman in small market. May I try your larger market? Solid financial and trade references. Box 928P, BROADCASTING.

Announcers

Personable, dependable announcer with mature voice. Presentable appearance. Experience in sales, programming and engineering. Prefer South or Southwest. Consider all. Box 885P, BROADCASTING.

Employed mature announcer. Four years television, additional radio. Married, 26, responsible, relocate. \$135 plus. Box 903P, BROADCASTING.

Children's show personality on radio for years. Newsmen, sports, desires southern television. Now employed. Box 919P, BROADCASTING.

Technical

Native Californian, first class license. Desires broadcasting experience. Interested primarily in learning transmitter and microwave equipment. Permanent position. Box 896P, BROADCASTING.

First phone engineer, two years experience, additional two years tv engineering school, also eight years technical experience in allied field. Desires steady permanent position in large or medium market progressive tv, station in midwest with prerequisite, good starting wage. Box 917P, BROADCASTING.

Production—Programming, Others

Newsman—now on air northeast. 9 years experience. Write, gather, edit and film. Box 604P, BROADCASTING.

13 year tv, radio administrative background (10 years in state capital city). Interested tv news, programming—but willing and able to start where needed. 34, married. 304-925-5488. Box 821P, BROADCASTING.

Promotion manager with top market experience. Familiar with film and studio operations. Excellent references. Will relocate. Box 876P, BROADCASTING.

Director producer working in top thirty midwest market desires relocation. Seven years reliable experience. Best of references. Responsible, university graduate, family. Box 924P, BROADCASTING.

News director. Top rated, award winning, major market newscaster. Extensive public affairs, special events experience. Best references, kines available. Box 925P, BROADCASTING.

Program director, production manager, producer, director, account executive seeks permanent program director assignment. Medium market. Exciting 10 years tv background. Mature, able and qualified: prefer west or midwest. Box 929P, BROADCASTING.

Newsman, 10 years reporter, writer, newscaster. Radio newspaper background. Seeks television operation where can gather, write, film, broadcast news. Professional delivery, best references. Box 938P, BROADCASTING.

For Sale

Equipment

For sale, one Western Electric 1 kw transmitter Dougherty circuit. Used 10 years at WBZA. In excellent condition. Price \$1500. Contact W. H. Hauser, WBZA, Boston

Schafer 1200 GM automation system complete with music bridge integrator, 8 Ampex units with P.E. cell cuing and 150 blank window cued tapes. Less than one year service. Half original price, Box 871P, BROADCASTING.

For Sale—(Cont'd)

Equipment

One Western Electric 5 kw transmitter, model 405B-2 in good condition. Make an offer. Box 881P, BROADCASTING.

For sale . . . one GE 3 kw amplifier, model number BT-3A. A-1 condition and like new appearance. \$3500.00. Phone 388-5200 or 388-7433 Columbia, Tennessee.

R.E.L. mod. and freq. monitor in use presently on 101.9 mc makes proof. \$650. Available shortly, WCLM, 333 North Michigan, Chicago, Illinois.

Four Hughey Phillips 300 mm beacons and eight side lights. Like new. One Fisher-Pierce Photo Cell, new. \$945. Write for details, WNLC, New London, Connecticut.

1 kw am RCA BTA 1 mx. Good condition. Traded in on new Bauer 5 kw transmitter. Priced to sell. Bauer Electronics, 1663 Industrial Road, San Carlos, California.

Current model 250 watt RCA am transmitters. Taken in trade on new Bauer 707s. Bauer Electronics, 1663 Industrial Road, San Carlos, California.

Must sacrifice. Two (2) G.P.L. Kine recorders (Model PA-303). One has a Mauer sound recording head. Equipment in A-1 condition. Box 525P, BROADCASTING.

For Sale. Two Ampex Intersync units, Series 01 and 02. Good condition. Price reasonable. Contact Wm. Parpisek, KCRA-TV, 310 - 10th Street, Sacramento 14, California.

1960 Gates remote tuning equipment. Complete with rack, etc. WIVY, 1639 Atlantic Blvd., Jacksonville, Florida. FLanders 9-2521.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty, 8", 14", 17", 21"—metal cabinets, 10 megacycle video—price \$150.00 each and up. Call or write Miratel Electronics, Inc., 1st St. SE&Richardson, St. Paul 12, New Brighton, Minnesota—phone number ME 3-1742.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

WHI buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted optical system parts for Dumont type 5363-A Cinecon units. Lenses and prism needed, new or used (if in good condition). Will buy complete 5363-A assembly if necessary. KFBB-TV, Box 1139, Great Falls, Montana.

Portable cases for ampex 350/51-2 state price. Moore, 541 Seneca, Bethlehem, Penna.

WANTED TO BUY

Station

Will purchase an FM station if reasonably priced. Box 916P, BROADCASTING.

Wanted to buy: Small or medium market AM station in Connecticut. Box 886P, BROADCASTING.

Miscellaneous

Condenser service. The top tunes condensed to one minute for those crowded segments. Initial fee of \$25.00 delivers top twenty, weekly service fee of \$6.00 keeps you up to date. Send check to Box 882P, BROADCASTING.

"Stinger Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just \$9.95. Station Services, 1st National Bank, Peoria, Illinois.

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00—Show-Biz Comedy (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Book review capsules 3-5 minutes made available to stations at reasonable cost. Recently published and soon to be released editions reviewed by authorized reviewers. E. S. Corley operating as Sim-Cor & Co., 2381 Lindmont Circle, N.E., Atlanta 5, Georgia.

Commercials taped for small market stations using major market announcers. Robert Best and Associates, 5801 Peabody St., Hyattsville, Md. HA 2-3233.

BUSINESS OPPORTUNITY

Lend me \$3,000 now, I'll pay you \$10,000 over five years. Box 868P, BROADCASTING.

AGENCY-ADVERTISER

Local sales position available for right man with Advertising Agency, 705 Olive Building. Can make \$139.72 to \$205.17 weekly radio and tv. St. Louis 1, Missouri.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 259 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Six weeks courses in FCC first phone license, and in Announcing. Nine months courses in Chief Engineer, Program Director, Owner-Manager. Guaranteed training and placement service since 1947. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

RADIO

Help Wanted—Management

Experienced manager who can run an East Coast daytime station without ratings, and who will build a good organization and staff. Salary \$12,000. Send full particulars and picture, but no material that must be returned.

Box 859P, BROADCASTING

ATTENTION CLASSIFIED ADVERTISERS

Effective November 5th, all WANTED TO BUY STATION advertising will require DISPLAY SPACE. FOR SALE STATIONS, as already indicated in our masthead, also requires display space.

RATES:

One time—\$20.00 per inch
13 times— 19.00 per inch
26 times— 17.50 per inch
52 times— 15.00 per inch

Help Wanted—(Cont'd)

Management

OFFERING A CHALLENGE

To a creative, alert program manager who will strengthen "talk" programming news, etc., and life ratings for an Eastern network AM-FM station in a top-rated market. Send resume and salary required to

Box 940P, BROADCASTING

Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

Pennsylvania

Ohio

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 921P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Opportunity for TV salesman in one of the fastest growing markets in the S.E. Station going into full color operation on November 15th. Protected account list available. Base salary in top 4 figures and commission. Only top experienced tv salesmen need apply. All replies will be kept confidential—all replies will be acknowledged. Send background, present billing, etc., to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky, or telephone 4-8747.

INSTRUCTIONS

SIX WEEK COURSES

- FCC first phone license
- Announcer, Disc-Jockey

NINE MONTH COURSES

- Chief Engineer
 - Program Director
 - Owner-Manager.
- Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
"Since 1947"

207 Madison, Memphis, Tenn.

For Sale

Station

"Within 150 miles of Chicago. Daytime independent now billing \$100,000 yr. in stable, rapidly expanding industrial market. Excellent staff, key personnel. \$165,000, attractive cash discount. Details to qualified principals only, no brokers."

Box 766P, BROADCASTING

FLORIDA

North—Fulltime—Excellent Earnings
Central—Daytime—Good Terms

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

SOUTH FLORIDA FULLTIME

Excellent Facility—Good Market—Sizable Real Estate—Priced at Sellers Investment in Property.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn

Myles Johns

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ala	single	daytime	85M	terms
Pa	small	daytime	60M	10M
Ga	medium	daytime	65M	18M
Fla	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

SOUTHWEST. Serves a growing market. Daytime. Part-time "home" ownership. Daytime, fixed sign-on. Gross \$40,000 annually. Ideal for man and wife team. Asking \$70,000, 29% down. Includes transmitter site.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 121

for a special Iranian CARE fund to assist injured and homeless Iranians displaced by the quake that killed thousands in that Middle East country during early September. KSFO San Francisco's Don Sherwood added a light touch to the collections, offering birthday gifts he received to be auctioned with receipts going to the CARE fund. Among guests on a special auction broadcast were Tom Perry, regional CARE director and Jazad Kowsar, Iranian Consul General.

D.C. outlets in UGF push

Almost the entire roster of radio and television stations in the nation's capital broadcast a special hour program which signaled the start of the United Givers campaign early this month. Twenty-two radio and five television stations carried a live feed from WMAL-AM-FM-TV, which originated and produced the program at a downtown hotel. Four of seven daytime stations presented broadcasts at a later time.

Drumbeats...

In memoriam ■ WSPD Toledo personnel, who had worked with (Uncle) Jules Blair when he conducted *Kiddie Carnival* on that station over the past 27 years, produced a 30-minute memorial program following his death last month. The show included voice tapes with Teresa Brewer and other persons who received an early break on his program.

Wind book ■ WTVT (TV) Tampa-St. Petersburg, Fla., is preparing viewers for the hurricane season by distributing free a 32-page book, *Hurricanes*, produced by the station, which describes wind storms and precautions for evading damage or injury during their fury. WTVT says 17,000 copies have been distributed this year, 47,000 since the book was first offered in 1958.

Bottle collectors ■ KSDO San Diego, Calif., is helping local youngsters earn sports equipment for their boys clubs by working with local soft drink bottlers who offer prizes for collecting empty soft drink bottles. Money from the returns is used to buy sports gear.

An Ohio market story ■ ECM (entire Cleveland market), a study of that metropolitan market representing Ohio counties where 25% or more of the homes are said to listen to a Cleveland radio station, is available from Fred Walker, KYW Cleveland sales manager.

Station tour ■ A group of 111 persons, most of them advertising agency time buyers, were flown to Pittsburgh Sept. 20 for a two-day tour of KDKA-TV. The tour was hosted by Henry V. Greene, station sales manager.



First
thing
in the
morning ...

...that's how quickly ARB Overnight Surveys deliver needed audience data. It's also an important reason more and more stations, agencies and advertisers depend upon ARB during crucial periods of change in television scheduling.

Whether it's a change in competitive strength, in audience reaction to a new program or the need for additional decision-making data, practical telephone coincidentals deliver overnight results for any market, at almost any time. Yet, they are flexible enough that, at low cost, surveys can be tailored to deliver additional information on program-type preference, personality identification or commercial preference at the same time.

ARB Coincidentals make television planning complete. You have the information you need, when you need it — overnight!



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.



Discover the full advantages available in this fast, reliable ARB Service. Ask your representative for a copy of ARB Overnight Surveys.

Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536

'Nothing is impossible with electronics'

Carl J. Meyers is such a modest man you must tug and tug to get him to talk about his varied engineering accomplishments before becoming vice president and manager of engineering and operations for WGN Inc., the *Chicago Tribune's* subsidiary operating WGN-AM-TV there.

But his considerable human warmth and practical skills long ago earned him more nicknames, friends and professional respect than would be necessary to rank him a broadcast pioneer, one of the molders of the complex "nuts and bolts" that make modern radio-tv work.

WGN-Inc.'s new \$3.3 million Mid-America Broadcast Center stands today in northern Chicago as the climax of his technical design achievement. And just early this month top *Tribune* and WGN officials surprised him with a major luncheon to honor his 50th year in radio and his 38th with WGN.

Setting the Pace ■ "Nothing is impossible with electronics." That's the motto Mr. Meyers has made practical in his experience, even though he humbly avers, "I'm not an inventor, just a darned engineer who grew up with this business." Radio-tv's leaders, however, credit him with much more than that.

Carl Joseph Meyers was born Jan. 9, 1902, at Owensville, Ohio, one of seven children. The family soon moved to Cincinnati and young Carl went through public schools there and worked in his spare time to earn money for his radio wireless hobby.

He had been bitten by the radio bug when he was but 10 and most of his spare hours and nickles went into the neighborhood radio clubs popular then. Many of these included older boys and young men who tutored the junior members and helped them learn the wireless code and principles of this promising new art.

Top Level Help ■ During high school years his radio club corresponded with government agencies on equipment design and he recalls long-hand letters from such pioneers as Dr. Lee De Forest answering their questions. By 1916 he had won his "ham" license and in late 1918 he earned his commercial license.

Early in 1919 Mr. Meyers joined a New York firm which did maintenance work on the radio gear of ships of the United States Lines, including early voice equipment. He soon found himself in his own business making custom yacht installations and home radio receivers.

In 1922 Mr. Meyers was asked by Chicago friends to join them in a business venture under the name of Radico

to develop and make radio sets. He built a station for them, WGAS, and later that year left Radico, acquired the license for WGAS himself and moved it to Chicago's Marigold Gardens with the new call of WWAY. While operating this station with "subsidiaries" obtained from talent agents and orchestra leaders working there, Mr. Meyers met the wealthy criminal lawyer, Charles E. Erbstein, who hired him to develop his amateur radio interests into a regular broadcasting facility.

Building Bigger ■ Late that year Mr. Meyers began to transform Mr. Erbstein's WTAS Elgin, Ill., into one of the country's most powerful stations, to be heard coast to coast—pumping as much as 2.5 kw into the tubes when they would take it. Soon radio engineers came from all over the U. S. to see his water cooling rig that used Model T. Ford radiators to dissipate the heat generated by the early tubes.

In this early period Mr. Meyers also helped others develop other Midwest stations, including WDAP Chicago atop the Drake Hotel, which became WGN in 1924 under *Chicago Tribune* ownership.

The *Tribune* hired Mr. Meyers for WGN on Oct. 1, 1925, and promoted him to chief engineer on Christmas Day of that year. He immediately began design and construction to achieve even greater power and built WGN's next transmitter at Elgin across from WTAS

(also soon acquired by the *Tribune* and eventually merged into WGN).

Meanwhile his handiwork in remote-circuit design had helped develop to a fine art, regular band, sports and special events pickups all over the Chicago area and major out-of-town events, too—football classics, Indianapolis auto races and Kentucky Derbies.

Mr. Meyers also pioneered in early recordings, aluminum discs cut by a diamond needle and played back by a cactus thorn. By the mid-1930s his engineers were cutting acetate masters to syndicate programs as well known as the many popular network shows which WGN originated live in those days through systems engineered by Mr. Meyers and his staff.

Auto Radio Practical ■ In 1928-29 high-ranking *Tribune* officials loaned Mr. Meyers to the Chicago Police Department to develop squad car radios which he believed could greatly enhance law enforcement effectiveness. It was a secret project. When finally disclosed it was so outstandingly successful that law officials from all over came to study and duplicate. It attracted auto industry men as well, for it proved auto radios could be practical for John Q. Public, too.

During the early 1930s Mr. Meyers headed the communications facilities committee for Chicago's World's Fair, out of which came innovations of mobile and special shortwave gear for radio. Then in 1935 WGN opened its extensive studios in Tribune Tower, all designed by Mr. Meyers.

During World War II Navy Commander Meyers labored in Washington, D. C., on secret aviation uses for radar, tv and guided missiles. When he returned to WGN he asked to be excused from intensive fm plans to devote full time to development of tv, research he had begun in 1927.

Tv Opens New Era ■ The fruitage: WGN-TV took the air in early 1948 and soon Mr. Meyers' numerous technical developments and component designs became standards for the industry. Within two years his crews had 22 cameras and three remote units to work their heavy schedules of live studio shows and remotes.

Mr. Meyers married Madelon Lagerstrom of Elgin in 1926. They have one son, Jack, now 34, also at WGN-TV. Mr. Meyers gave up flying his own planes before World War II, but he still enjoys photography as a hobby. His top avocation though is showing his granddaughter a good time at his lodge on the Chippewa Indian Reservation in Wisconsin with the rest of the family.



Mr. Meyers

"I'm . . . just a darned engineer"

Now the world

IT'S time for the broadcasting community—advertisers, agencies and broadcasters—to take a good look at the overseas market.

The advertising business—agencies in a position to know report—is in the midst of its greatest world expansion (see Special International Report in this issue). Few go so far as to see in the current growth of international tv the reason for this advertising explosion, but all admit it is fortuitous that television is becoming a worldwide medium at a time when so many important advertising budgets are available. Wherever commercial television is on the air it will obviously get a major share of those budgets.

There are now some 40 countries with commercial tv. In 25 of these U.S. networks, group owners and others are investors in stations and related services. While these partial station ownerships are of necessity minority holdings most stockholders seem pleased with their prospects of making money. Many are looking for additional investments in the belief that they can get a faster pay-out from foreign stations than they can from U.S. outlets. Most stations abroad sell for less than the going rate on those in important American markets.

Overseas programming revenue for Screen Gems, MCA and other American film distributors is expected to top \$52 million this year, up \$8 million from 1961. Here again the market seems to be improving, with promise of even bigger revenues to come. The larger agencies report increased broadcast billings from their overseas offices.

Television is, of course, further advanced in some countries than in others. It has progressed fastest where it is allowed to be commercial and to derive sustenance from advertising revenue.

Indeed commercial television is rapidly becoming global in its coverage. To the advertiser whose markets extend abroad, tv already is a basic medium. At its present rate of development it will soon be *the* basic medium.

Freedom from numbers

TWO mandates—one a law and the other an ethic—stand in the way of broadcasting's full-fledged acceptance as a responsible medium of journalism.

This session of Congress will adjourn without having acted on repeal or suspension of Section 315—the political section of the Communications Act requiring equal time to qualified candidates for public office.

And 1962 will be recorded as a no-gain year in the quest of broadcasters for equal access in coverage of court trials which would come through abandonment of the legal profession's Canon 35, despite repeated demonstrations that television and radio can be well-mannered, efficient and unobtrusive members of the reporting profession.

Important progress had been made in the drive toward repeal of Section 315. But mistakes also were made in this bi-election year by individual broadcasters who aroused some incumbents seeking reelection by take-it-or-leave-it ultimatums to debate with their lesser known opponents. Thus the drive for outright appeal must begin from scratch at the next session.

Because 1963 will be an off-year, without the emotional involvements of incumbent-candidates, the atmosphere should be better for outright repeal. But it won't come easily.

For Canon 35 it has been a year of disappointments and postponements. The American Bar Assn. had dawdled and delayed experiments that were to demonstrate the ability of broadcasters to report without disturbing court decorum. And, within the past fortnight, careful plans for controlled live television coverage of the Billie Sol Estes trial at

Austin went awry because of the intrusion of other broadcast-camera and newsreel equipment. There followed an edict by the presiding judge banning live coverage of direct testimony because the Texas criminal code specifies that no witness may hear the testimony of another witness in the same case.

To the surprise of no one in broadcasting, the Estes trial was played up in newspaper coverage as a fiasco. Actually the WFAA-TV live pick-up of what proved to be a routine legal joust between prosecution and defense counsel was efficient and without untoward incident.

Section 315 and Canon 35 will be at the top of next year's agenda for broadcasters' full membership in the profession of journalism. The tribulations of 1962 should inspire broadcasters to redouble their efforts.

Research with a reason

SOME \$12 billion a year is being spent on advertising in this country, and everybody in advertising supposes that this must have a massive effect on the U.S. economy. Nobody, however, has ever known what influence advertising really exerts on general business conditions. This basic question will be explored in a study to be jointly undertaken by the U.S. Dept. of Commerce and representatives of the advertising business.

It will be difficult to isolate advertising from other business energies and arrive at a precise measurement of advertising effects. It should be possible, however, to obtain more information than has been available up to now—assuming, of course, that the study group is objective, competent and adequately financed.

The purposes of the study, as described in detail elsewhere in this issue, are important enough to justify contributions from the government and from all the private groups that have special interests in advertising. In the latter broadcasting must certainly be included, although it was missing at the meeting of the advertising committee of the Dept. of Commerce in which the study was approved. The NAB, which like all other media and advertising associations is a member of the Commerce committee, was not represented in an attendance that included officials of the American Newspaper Publishers Assn., the Direct Mail Assn., the Outdoor Advertising Assn., two business magazine associations, the Agricultural Publishers Assn., the ANA, the AAAA and the Advertising Federation of America.



Drawn for BROADCASTING by Sid Hix

"Is this one of those long crawls you're always griping about?"



The Mark of Protected Investment

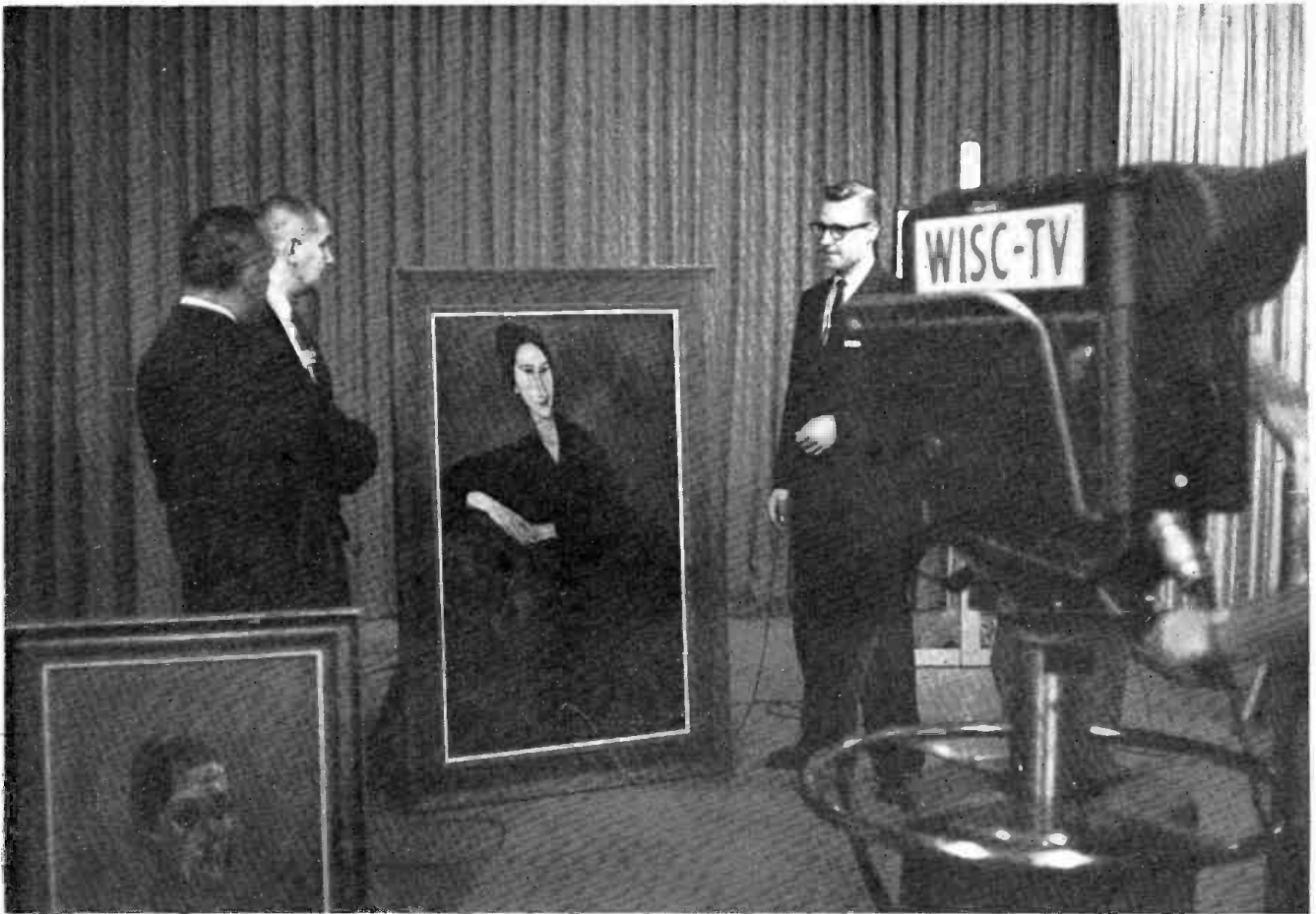


RCA maintains a stock of more than 6 million exact replacement parts—covering RCA Broadcast Equipment built as far back as the early '30's. RCA Replacement Parts Service is open 24 hours a day.



The Most Trusted Name in Electronics

Community service is an every day activity



WISC-TV meets cultural responsibility

John Kienitz, Professor of Art History at the University of Wisconsin, Karel Yasko, State Architect and President of the Madison Art Association, and Don Andresen, Director of Public Affairs, WISC-TV.

Brought to Madison by a grant from the CBS FOUNDATION to the Museum of Modern Art, "Portraits from The Collections of The Museum of Modern Art" was seen by thousands at the University of Wisconsin Center Building this month. The exhibit was presented by the Madison Art Association.

WISC-TV takes pride in promoting such educational and cultural events through programs and public service messages to Channel 3 viewers throughout our coverage area in Wisconsin, Illinois and Iowa.



WISC-TV
MADISON, WISC.



Represented Nationally by Peters, Griffin, Woodward, Inc.