35 Cents

32ND YEAR

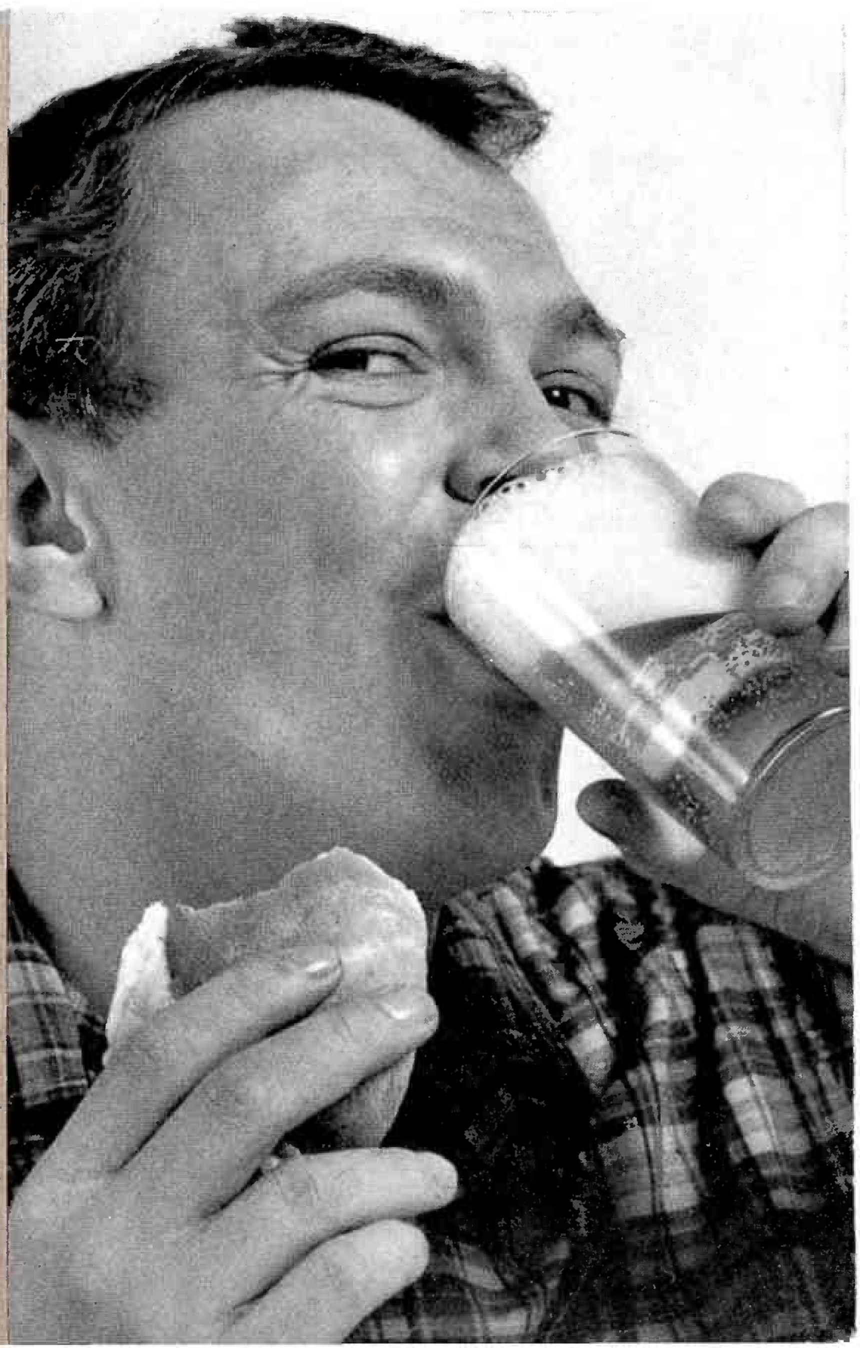
BROADCASTING

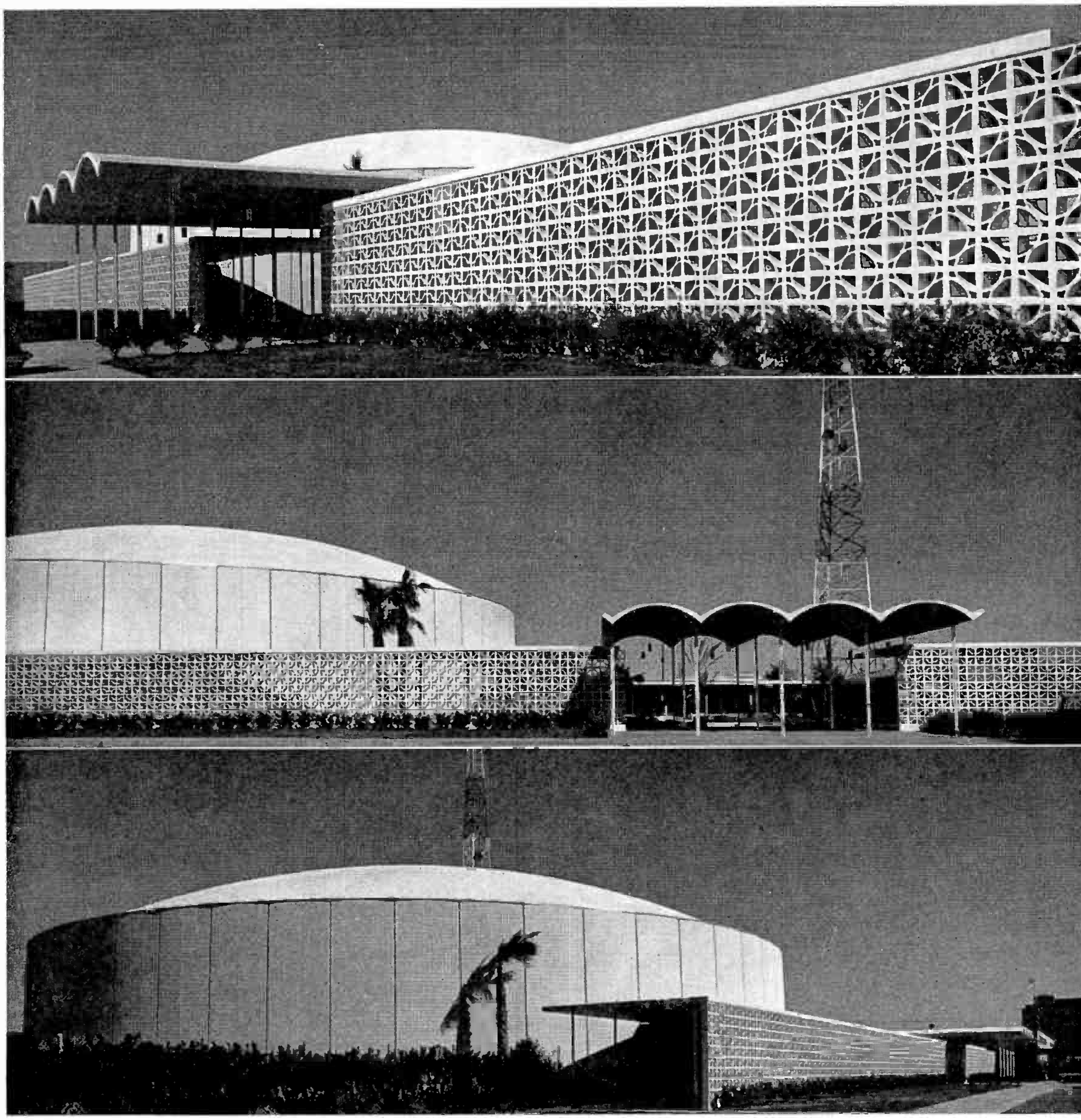
THE B N AND RADIO

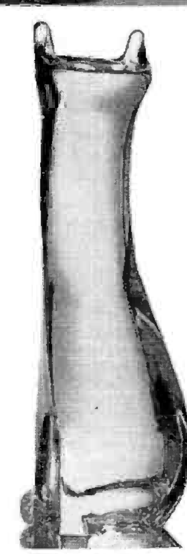
MAY 27, 1963

Mr Conrad F Schader N1154R
4795 Isabella St Y 3D
Route 1
Golden Colo OCT63
NEWSPAPER

COMPLETE INDEX PAGE 7







A CLOSE LOOK IS REQUIRED

It focuses down to this: You pay for attention. And the concept guiding KTVI's programming is to keep all eyes on the screen. We design our programming to be provocative, exciting, stimulating. KTVI features linked to the ABC line-up attract the younger, buying families that you want to reach. Your commercial ready to sell? We deliver a St. Louis audience that's ready to watch, listen, and buy!

KTVI 2 ST. LOUIS

HR Television, Inc. abc

CLOSED CIRCUIT®

Segmented NAB?

Separation of NAB into two segments—one radio and other TV—is being talked up. Some formidable figures in radio are convinced that project is beginning to take shape and could well come into fruition in year or so. Radio-minded broadcasters argue that possibly only 10% of NAB's activity is now devoted to radio, with TV constituting more glamorous and controversial aspects.

If plan crystallizes, possibility of Radio Advertising Bureau becoming overall trade association for radio isn't being discounted. Edmund C. Bunker, new RAB president, has had Washington experience (he was CBS Inc. vice president from November 1959 to June 1961) and hasn't been hitting it off with NAB President LeRoy Collins, notably on audience research issue. One observer pointed out that RAB wouldn't even have to change its initials since it could readily become Radio Association of Broadcasters. Under such circumstances, radio proponents assert, NAB could become Television Association of Broadcasters.

Loaded cartridges?

Potential spot radio ruckus is brewing in apparently widespread station practice of transferring commercials from agency supplied transcriptions to tape cartridges for broadcast. Agencies claim serious losses in quality often result. They don't object to use of tapes if quality is maintained but say many stations lack adequate equipment or personnel and that in any case practice deprives agencies of quality control. It apparently isn't sales problem yet, but seems apt to become one unless remedies are found.

Extent to which practice exists is indicated by survey conducted by D. P. Brother & Co., New York. Preliminary estimates indicate that of more than 500 stations used in campaigns placed by Brother, about 85% transfer from transcriptions to cartridges. Number of agencies and recording studios have been conferring, may solicit help of trade organizations and tape-cartridge companies. One possible objective: standards that would enable agencies to put commercials on tapes in first place with no qualms about broadcast quality being on par with that given by transcriptions.

Honest, it's honest

It took lots of persuasion by ABC-TV officials to get Alberto-Culver and El Producto Cigar Co. to co-sponsor new *100 Grand* which starts next season. As first big-money quiz to appear on TV since rigging scandals of 1959, *100 Grand* had advertisers worried. Network produced elaborately detailed security precautions that were studied at length by lawyers for sponsors and their agency, Compton Advertising. Lawyers finally decided show was rig-proof.

In the fold

Jack Roth, president of Texas Association of Broadcasters, seems to be making little headway in his campaign to create new federation of state associations that would provide stronger leadership than broadcasters now get from National Association of Broadcasters. In past week NAB added one Texas TV station and six Texas radio stations to its membership. Total membership in NAB is biggest in association's history.

Two for the money

It's option of at least some agency people that "tomorrow's" big issue to arise in use of TV commercials and in effect on commercial limitations, will be back-to-back 30's—by same advertiser but for different products—within network programs. Though Alberto-Culver usually is associated with current move of back-to-back 30's, Procter & Gamble and other top TV advertisers are employing method. Motivation for back-to-backs, says media strategists, is search for way to get more mileage for same money. Also of interest: How will trend, if it becomes one, be received in spot television?

Travel note

LeRoy Collins, president of National Association of Broadcasters, plans to leave U. S. by ship for England June 28 and return Aug. 1. Governor Collins, who will be accompanied by wife, has been invited to British Isles by Dichtley Foundation for study of Anglo-American relations. He will participate in foundation conference July 5-8 in Enstone, Oxfordshire, England, and will study both privately owned and government TV systems in Britain. NAB president is combining vacation with trip.

Culture kick for L.A.

FCC consideration of $10 million sale of KTTV(TV) Los Angeles by Times Mirror Co. to Metromedia Inc. has become tangled in some commissioners' desire to convert one of city's seven commercial VHF channels to educational use. Outgoing FCC Chairman Newton Minow is reportedly disappointed that so far commission has been unable in Los Angeles to match its performance in New York where it was major force in conversion of channel 13 from commercial to educational station.

Commission is scheduled to act on Wednesday on KTTV transfer and also on $4.5 million sale of KLAC Los Angeles by Hall Broadcasting Co. to Metromedia. Likelihood is FCC will approve transfers but with caveat that action on TV should not be construed as disposition of project whereby one of seven Los Angeles VHF channels would be converted for non-commercial educational use.

One-upmanship

CBS officials are reported to be still bristling over public relations coup scored by NBC on its TV coverage of Gordon Cooper orbit flight. While CBS cut away from coverage on occasions to carry regular programs, NBC News elected to provide more extensive coverage, including all-night reports. Newspaper reviews were highly favorable to NBC, and network exploited them with full-page ads reprinting the more laudatory.

Failing grade

If broadcasters count on an informed Congress to understand their problems with FCC, they'd better get going on information program. To test broadcast savvy of its representatives and senators, one state broadcaster association recently sent questionnaire to state's congressional delegation, got returns from all but one. Answers showed abysmal ignorance. Example: Not one of state's congressmen had ever heard of FCC's Omaha hearing into local TV programing.

Live issue

Following last week's letter to five New England TV stations (see page 72) Washington attorneys are more confused than ever on "magic formula" for live programing on TV stations which meets FCC requirements for license renewal. One outlet (in three-station market) which was asked for explanation of its local live policy has more programs in this category than either of its two competitors, both of which received license renewals. Same station under cloud also has more sustaining shows and less total commercial time than other two. Why, then, were competitors renewed and was this station's local live programing questioned? Lawyers are wondering.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO

MOVES THE GROCERIES / off the shelves

. . . and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over $298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

WSPD-Radio's morning audience is greater than the other 3 Toledo stations combined. In the afternoon, WSPD-Radio's audience share is almost 76% greater than the 2nd place station.

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

(Jan.-Feb., 1963, Hooper)—WSPD-Radio, 7:00 A.M. to Noon, 47.4% share; Noon to 6:00 P.M., 35.9% share.
WS17

THE KATZ AGENCY, INC.
National Representatives

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

WEEK IN BRIEF

Debate begins on whether code time standards should be relaxed. Campaign by broadcasters underway to relax limitations but advertisers incline to tightening up. Both agree FCC hasn't right to impose limits. See . . .

CRISIS IN CODES . . . 27

Broadcasters prepare to establish standards for rating services, with seal to identify researchers who follow criteria. Idea brings plaudits from congressmen after Collins tells of plan. See . . .

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Option time to get the gate? Special FCC meeting this week may knock out time-honored network practice as violation of rules. Also imminent is commission ruling on CBS compensation plan. See . . .

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FCC's power to protect local TV stations against CATV impact is upheld by appeals court. Commission's contentions are accepted all the way. May affect proposals to be submitted to Congress. See . . .

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Sales pace has slowed somewhat for network TV. All have time for sale, but outside of prime time which is pretty well locked up. Production cost rate seems to be leveling off. See . . .

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AB-PT looks to next season for strengthened revenues and income. Goldenson tells stockholders that first quarter is down by $653,000, with indications that second quarter also will fall behind. See . . .

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Advertisers are told that TV's commercial clustering and lack of product protection halves value of dollars. Burgard cites high effectiveness when commercials are run alone. See . . .

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British postmaster general proposes to give ITA power not only to ban programs but to impose standards. He also suggests criteria for commercials, including time limits. See . . .

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Official Films plans issuance of two new series yearly on regular basis. Success of "Biography" cited. Selling commences on "Battle Line," with pilot completed and additional segments underway. See . . .

YEARLY SERIES TO BOW . . . 73

DEPARTMENTS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

Goodyear, Y&R take top TV statuettes

Goodyear Tire & Rubber's "Go, Go Goodyear" TV commercial, through Young & Rubicam, was judged best "overall series" in fourth annual American TV Commercials Festival announced Friday (May 24).

In all, 56 awards (golden statuettes) were presented. Multiple-winning agencies cited as best in product categories: Young & Rubicam: Goodyear Tires, also in auto accessories; Drackett (Windex) in cleansers; Bristol-Myers (Excedrin) in pharmaceuticals.

Doyle Dane Bernbach: Volkswagen in automobiles; Pet Milk (Laura Scudder division's potato chips) in baked goods; Polaroid in gift items; Betty Crocker (Noodles Italiano) in packaged foods; Crown Zellerbach napkins in paper products.

Grey Advertising: Mennen's baby bath in baby products and another in bath soaps; Bristol-Myers (Trushay) in cosmetics-toiletries; Mennen (Hi Sierra) in mens toiletries; Procter & Gamble (Ivory flakes) in laundry soaps-detergents, and New York City Public Health Department for teenage venereal disease prevention in public service.

Ted Bates: Chase Manhattan Bank in banks; Marx Toy Co. (goofer gun) in toys.

Papert, Koenig, Lois: Xerox in office appliance, and Pharmacraft (Allerest) in pharmaceuticals.

McCann-Marschalk: Pillsbury pancakes in baking mixes, and Fanta Beverage Co. (Sprite) in soft drinks.

Seven Arts to distribute 'Films of the Fifties'

Group of 50 feature films, including 40 from 20th Century-Fox, will be placed into TV distribution on June 7 by Seven Arts Associated Corp.

Called Volume 7 of *Films of the 50's,* package includes such Fox features as "Desk Set," "Will Success Spoil Rock Hunter?" "Hatful of Rain," "House on the Hill," "Oh Men, Oh Women" and "Love Me Tender."

Rust Craft 1963 report shows company in black

New monthly highs in billings by WSTV-AM-TV Steubenville, Ohio, in first three months of 1963 were reported by Rust Craft Greeting Cards Inc., parent company of those stations and of WRDW-TV Augusta, Ga., WRCB-TV Chattanooga, WWOL-AM-FM Buffalo and 40% of WVUE-TV New Orleans.

Rust Craft made $805,788 profit in sale of KODE-AM-TV Joplin, Mo., annual report for fiscal 1963, ended March 3, showed. KODE stations were sold to James S. Gilmore Jr. last year for $1.85 million. Rust Craft bought Buffalo stations for $185,375 last year, as well as 40% interest in WVUE for $850,000.

Rust Craft is selling its WBOY-AM-TV Clarksburg, W. Va., to Fortnightly Co. (*Reporter Magazine*) for $950,000 (CHANGING HANDS, March 18).

Consolidated statement for fiscal year ended March 3:

	1963	1962
Earned per share	$ 2.90	$ ..
Sales (less returns, allowances, discounts) plus other income	32,666,134.00	25,359,503.00
Operating earnings (loss)	1,028,289.00	(1,930,271.00)
Net operating earnings (loss)	497,063.00	(1,079,289.00)
Special non-recurring items, net of income tax (loss)	1,612,695.00	(146,000.00)
Total net earnings (loss)	$ 2,109,758.00	($ 1,225,289.00)

Suit brings suit

FCC associate general counsel is having his own problems with big government. Daniel R. Ohlbaum wants to collect $18 he says he spent repairing pair of trousers he ripped on door latch in U. S. Post Office Building, which houses FCC offices. But government insists on making federal case out of his problem.

Mr. Ohlbaum originally submitted claim to General Services Administration, government's housekeeping agency. But it was rejected—so he is now suing government in U. S. District Court for his $18, plus costs.

Cox expands in CATV with $1.5 million buy

Closing on purchase of Aberdeen, Wash., CATV system by Cox Stations is scheduled for June 6.

Purchase of 9,500-subscriber Harbor Television unit, at figure in neighborhood of $1.5 million, gives Cox interests three CATV ownerships; they already own Lewistown, with 4,700 connections, and Lock Haven-Tyrone with 4,500 subscribers, both in Pennsylvania. Cox group also holds franchise for Athens, Ala., and 50% for Lima, Ohio (with other half owned by G. E. Hamilton, WIMA that city).

Fred G. Goddard, president of present owning group, will remain in same capacity under Cox ownership it was reported.

Broker was Daniels & Associates.

New, cheaper color sets shown by Admiral Corp.

Admiral Corp., Chicago, unveils new 1964 line of color TV sets today (Monday) with price of low end table model slashed $100 from last year's list. New line begins at $399.95. Earlier in week Zenith showed its new color line with low end prices cut $50.

In another significant color TV move, Admiral Corp. this week will announce creation of new position of sales manager of color TV division. Post goes to Thomas R. Chadwick, formerly executive vice president of Henri, Hurst & McDonald, Chicago. Admiral also disclosed it will introduce new 11-inch portable monochrome TV set "competitively priced" with those other firms now are introducing.

Consensus: FCC wasting time in rules proposal

CBS, NBC and National Association of Broadcasters last Friday told FCC there is no need for agency's proposed change in its multiple ownership rules. Planned new rule would require broadcasters with maximum number of stations to dispose of one interest before applying to purchase or build another (BROADCASTING, Feb. 8).

Two networks said there has been no evidence of violation of public interest under present rules. In fact public interest would be more likely injured by new rules, because licensee would not be willing to divest itself of station to run risk of processing its application for new station, CBS said.

NAB concurred there is neither rhyme nor reason for rule changes. Association suggested FCC direct its efforts and time towards matters "truly necessary" to fulfill agency's duties.

Racing officials visit FCC to oppose track ban

Racing commissioners from several states last week gathered at FCC to discuss commission's proposed rules to limit broadcast of horse race informa-

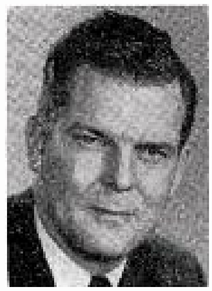
more AT DEADLINE page 10

WEEK'S HEADLINERS

Ronald C. Bradley, Robert W. Castle, Dr. Carl H. Rush and **Armand deMalherbe** elected to board of directors of Ted Bates & Co. Mr. Bradley, with Bates since 1956, has been senior VP and account group head since 1959. Mr. Castle joined company in 1957 and was elected senior VP and account group head in 1961. Dr. Rush, with Bates since 1959, was elected senior VP for research operations in 1961. Mr. deMalherbe is president and directing general of associated Bates agency in France, A.F.B.-Ted Bates, S. A.

Stephen C. Riddleberger, president of ABC-owned radio and TV stations, appointed VP and general manager, ABC News. **Robert J. Quinn,** executive producer, ABC News, appointed executive producer and general operations manager of ABC News. **Robert Lang** has resigned as VP in charge of ABC News operations. Mr. Riddleberger has been with ABC 11 years, previously serving as VP of ABC-owned radio and TV stations, and before that, VP and comptroller of ABC. Mr. Quinn has


Mr. Riddleberger


Mr. Lang

been with ABC eight months, and previously served with CBS News as producer and director of special news programs. Mr. Lang said his resignation was caused by "difference in philosophy" with James C. Hagerty, vice president in charge of ABC News.

William Bien, VP in charge of marketing at Anheuser-Busch Inc., St. Louis, will retire end of 1963, it was announced last Friday by firm's president, August A. Busch Jr. Mr. Bien's responsibilities include all advertising for Budweiser and other A-B products.

For other personnel changes of the week see FATES & FORTUNES

tion (BROADCASTING, April 15). Meeting was conducted by FCC staff, although Chairman Newton N. Minow was briefly present, and was described as exploratory.

Racing officials are expected to submit formal comments on rulemaking proposal, due July 1.

Executive board of Newspaper Guild of New York last week told FCC that proposed rules could prove to be "an entering wedge" to ever greater and greater infringement of the press. Guild also called on communications media workers' unions to oppose rulemaking, as well as American Newspaper Publishers Association.

CATV control laws to be discussed Friday

Three FCC commissioners and representatives of National Community Television Association will meet June 3 to discuss proposed CATV legislation.

Meeting, originally scheduled for tomorrow (May 28), was postponed Friday at request of commission, which has special meeting of its own planned.

Members of FCC panel are Robert T. Bartley, Frederick W. Ford and Kenneth Cox. NCTA representatives are A. J. Malin, Laconia, N. H.; Robert Clark, Oklahoma City; M. F. Malarkey, Wilmington, N. C.; Bruce Merrill, Phoenix, Ariz., and Gene Schneider, Casper, Wyo.

More culture needed, Minow advice to ETV

Outgoing FCC Chairman Newton N. Minow says educational television should be "broad in its outlook" and not limit itself to strictly academic instruction.

He made comment in interview with Rep. Harold C. Osterag (R-N.Y.) filmed for broadcast yesterday (May 26) over WROC-TV Rochester and WBEN-TV Buffalo, both New York.

Noting growth of educational television in last two years, Chairman Minow said it's "most important" that ETV "have the view of broad cultural and informative experience." He said it should not only be used as a classroom teaching tool but as a means of enriching "the lives of those who watch it."

Grey uniting creative, production departments

Television commercial production department of Grey Advertising Inc., New York, will be integrated with agency's creative department on June 1, working with copy and art groups. In another move, Manning Rubin, producer with Grey since 1962, has been named head of commercial production, succeeding Jack Davis, who assumes responsibility for special projects in agency's television department.

NFL TV rights offered only in two-year pacts

Both regular season package and playoff game television rights will be offered next year by National Football League on separate two-year contract basis, it was decided at NFL's meeting last week in St. Louis. Next December's playoff game was offered on one-time basis, and bought by NBC-TV for $926,000, reported to be most money ever paid for TV rights to single sporting event (BROADCASTING, April 29).

NFL said game was offered on one-year basis "to align" attractions so both contracts would be offered same year. CBS-TV's two-year rights to regular season games (for $4.65 million) ends this fall, so each attraction will be up for open bidding before next season. NFL said bids will be taken in late winter or early spring, but probably not on same day.

Henry staff goes along with new FCC chairman

Some FCC personal staff changes that will follow Commissioner E. William Henry's move to chairmanship of commission June 1 were disclosed Friday (May 24).

Commissioner Henry's present legal and engineering assistants, Leonidas P. B. Emerson and Bruce S. Longfellow, will go with him to chairman's office.

John Cushman, who served Chairman Newton N. Minow as administrative assistant, will remain in that capacity when Commissioner Henry becomes chairman.

William L. North, engineering assistant in chairman's office, will be assigned to Commissioner Kenneth Cox, who currently has no engineering assistant.

Georgia, Mass. stations sold for $500,000 total

Station sales reported through Friday of last week, all subject to FCC approval:

- WGIG Brunswick, Ga.: Sold by Hugh K. Tollison and associates to Golden Isles Broadcasting Corp. for $250,000. Golden Isles is headed by C. J. Thornquest of Dayton, Ohio. WGIG operates fulltime on 1440 kc with 5 kw days and 1 kw nights. Broker: Blackburn & Co.
- WILD Boston, Mass.: Sold by Nelson B. Noble to Leonard Walk and James Rich for $200,000. Buyers own WAMO Pittsburgh. WILD is 1 kw daytimer on 1090 kc. Broker: Blackburn & Co.
- WLKB Decatur, Ga.: Sold by Norman W. Griffin and S. Cecil Chafin to Werner Wortsman and group for $52,000. Buyers own WBLJ Dalton, Ga. Off-air since April 18, WLKB is 500-w daytimer on 1310 kc. Broker: Chapman & Co.

DATEBOOK

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

*Indicates first or revised listing

MAY

May 27—Annual stockholders meeting, Capital Cities Broadcasting Corp., Sheraton-Ten Eyck hotel, Albany, N. Y.

May 27—Hollywood Ad Club luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of International Advertising Association, Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are. Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders or the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

May 28—Connecticut Broadcasters Association meeting, Riverboat Room, Yankee Silversmith Inn, Wallingford. LeRoy Collins, president of the National Association of Broadcasters, will be principal speaker.

May 30-June 1—Texas AP Broadcasters, Jack Tar hotel, Galveston. Executive council session Thursday night, business meeting and wire study reports Friday, election of new officers and selection of 1964 convention site Saturday. Awards banquet and adjournment Saturday night.

JUNE

June 1—UPI Broadcasters of Illinois, Hotel Jefferson, Peoria.

*June 1—Illinois AP Broadcasters Association meeting, Jefferson hotel, Peoria.

June 3—Hollywood Ad Club luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—Annual stockholders meeting, MCA Inc. (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

*June 4—Senate Commerce Committee meeting on the appointment of Lee Loevinger as FCC commissioner.

June 4—Board of Broadcast Governors hearing, Ottawa.

June 4-6—National Visual Presentation Association, Hotel Commodore, New York.

June 4-6—Annual convention and exhibit of Armed Forces Communications & Electronics Association. Speakers are: H. I. Romnes, president of Western Electric Co., June 4 luncheon; Najeeb E. Halaby, administrator of Federal Aviation Agency, June 5 banquet; Lieutenant General Alfred D. Starbird, U.S.A., director of Defense Communications Agency, June 6 luncheon. Sheraton-Park Hotel, Washington.

June 5—Canadian TV Commercial Film Festival and Workshop, Royal York hotel, Toronto.

June 5—Annual meeting and premium round table of Premium Advertising Association of America, Hotel Roosevelt, New York City.

*June 6—Special meeting of stockholders. Walter Reade/Sterling Inc., to merge Sterling Television Co. into Walter Reade/Sterling, which already owns 96% of Sterling TV. Coronet Theatre, New York.

June 6—Award luncheon of the Broadcast Pioneers' Washington chapter to honor Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

*June 6—Chicago Copywriters Club's dinner preview of 1963 winners in American TV Commercials Festival, 5:30 a.m., Bernard Shaw Room, Sherman House hotel.

June 6-8—Los Angeles Advertising & Marketing Materials Show, Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of National Community Television Association, Olympic hotel, Seattle. Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8—UPI Broadcasters of Upper Michigan, Dee Park Lodge, Manitowish Waters, Wis.

June 8-9—Annual meeting of Tri-State TV Translator Association, Rainbow hotel, Great Falls, Mont.

June 8-11—Georgia Association of Broadcasters' convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on FCC proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss "The Right of Privacy and the Mass Media" at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal;* Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

June 10—Sixty-sixth annual convention of American Federation of Musicians, Fontainebleau, Miami Beach, Fla.

June 10-11—NAB TV Code Review Board

TVB SALES CLINICS

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

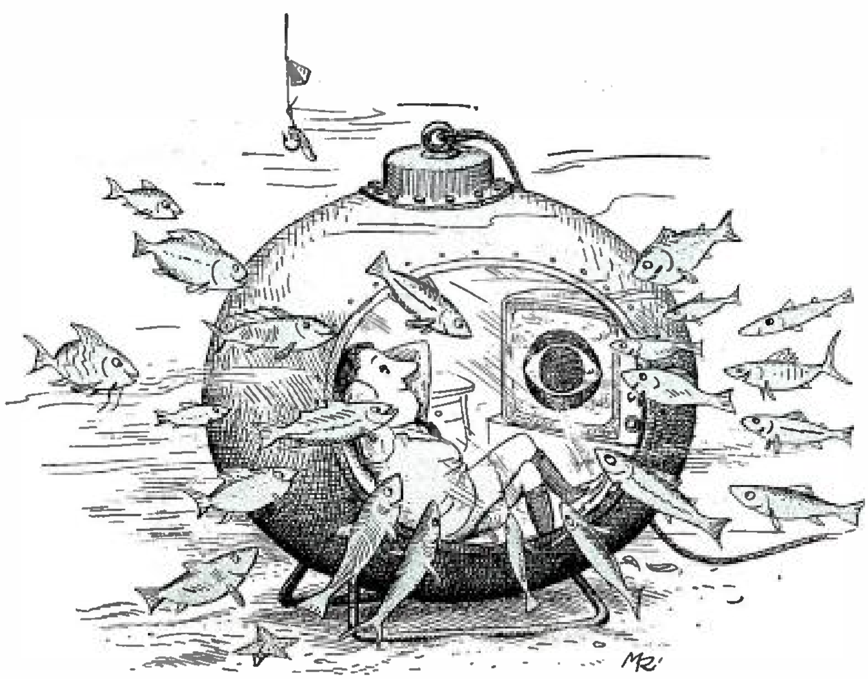
June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

When summer comes and you're casting about for more efficient media buys, then more than ever you'll appreciate the vast difference between the CBS Owned television stations and other media. Thanks to heat-resistant programming that takes no vacation, these five stations—each a leader in its market—are as good a buy in summer as they are the rest of the year. All summer long, viewers will continue to enjoy their favorite local programs—entertainment, news, information, sports—backed by top-notch fare from the CBS Television Network. Everything it takes to make television audiences (and advertisers!) happy. Summertime, anytime, the audience-catchers are the CBS Owned stations...where programming makes the difference!

Programming makes the difference!



CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS meeting, University Club, New York.

June 10-21—Radio Workshop, co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

*June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," (censorship: indecent language) luncheon, Federal Communication Bar Association, Willard Hotel, Washington.

June 11—Annual stockholders meeting, United Artists Corp., Astor Theatre, New York City.

June 11-13—Western Association of Broadcasters meeting, Jasper Park Lodge, Alberta, Canada.

June 12-14—Thirty-third Institute for Education by Radio-Television, sponsored by Ohio State University Telecommunications Center, Nationwide Inn. Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the Electronic Industries Association of Canada, Chantecler hotel, Ste. Adele-en-haut, Que.

June 13-14—Television Affiliates Corp. programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

June 13-15—Mutual Advertising Agency Network meeting. Palmer House, Chicago.

June 14—Wyoming AP Broadcasters Association meeting, Torrington.

June 15-19—Annual convention of Advertising Federation of America, Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

*June 16-18—Annual spring meeting of the North Carolina Association of Broadcasters, Holiday Inn, Durham.

June 15-Aug. 6—Summer workshop in closed circuit television teaching by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new FCC rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—Hollywood Ad Club luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of American Marketing Association, Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley,

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

Morning's At Seven

Once upon a time, a gloomy sage wrote, "How can anything be good about a day that begins with getting up in the morning?"

But that was long before "Today" came along to stir up the juices of post-dawn America.

For millions and millions of viewers, mornings haven't been the same since. It'll be hard for many of them to believe—even *in* their fully-awake state—that this two-hour, five-day-a-week panorama of news, features and entertainment is approaching a 12th anniversary.

But it's so. Twelve years is an eternity, as television longevity is measured; but the nicest part is that the continuing "Today"—as an all-important element in NBC-TV's exciting, varied schedule for '63-'64—is as bright and as enterprising as it was a dozen years ago.

During this current season alone, it's brought viewers such assorted items as:

Down-to-earth interviews with cabinet mem-








bers, Governors and Congressmen—as well as dozens of visiting statesmen from abroad;

The classical music of the Fine Arts Quartet and the Jazz of the Gramercy Five;

Informal meetings with show-business celebrities like Elia Kazan and Peter Ustinov;

Out-of-town originations ranging from New Orleans at Mardi Gras time to the Netherlands at tulip time;

Shoes-off chats with such authors as Erskine Caldwell, Eugene Burdick and James Jones.

With an extremely able cast that includes host Hugh Downs, Jack Lescoulie, Pat Fontaine and Frank Blair—all early-hour bloomers—"Today" is as alert to the latest in science and sports as it is to a behind-the-scenes story at the United Nations.

This sort of coverage is typical of "Today's" versatility. We need hardly add that it's also representative of our entire programming credo—a credo more evident than ever in the creativity and scope of NBC-TV's schedule for the Fall.

NBC

Look to NBC for the best combination of news, information and entertainment.

management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of Virginia Association of Broadcasters, Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers will be FCC Commissioner Frederick W. Ford.

June 20-22—Florida Association of Broadcasters convention, Robert Meyer hotel, Jacksonville, Fla.

June 21—Colorado AP Broadcasters Association meeting, Durango, Colo.

June 21-22—Colorado Broadcasters Association convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—Twenty-First Stanford Radio-Television Film Institute, sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—Advertising Association of the West annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

*June 24-28—Meeting of National Association of Broadcasters radio, TV and combined boards, Statler-Hilton, Washington.

*June 24-29—Ninth annual Writers' Conference, McKendree College, Lebanon, Ill.

*June 24-29—International Telefilm Show, within the framework of the 13th International Film Festival Berlin (Germany) 1963.

*June 26-29—Second annual executive conference of New York State Broadcasters Association, Gideon hotel, Saratoga Springs, N. Y. Panelists Joseph Morris, editor of *Advertising News of New York* and Arthur Perles, editor of *Radio-TV Daily*.

*June 27-29—Wisconsin Broadcasters Associated meeting, The Northernaire. Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

*June 27-29—Maryland-D. C. Broadcasters Association, Sea Scape hotel, Ocean City, Md.

*June 30-July 12—Fifth annual Advertising Federation of America marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

*June 30-July 4—Annual convention of Kiwanis International, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise."

July 10-14—Annual convention of American Federation of Television and Radio Artists, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund G. Brown and Mayor Samuel W. Yorty.

*July 11-13—Annual convention of Idaho Broadcasters Association, Moscow, Idaho.

*July 14-16—Summer convention of South Carolina Broadcasters Association. Location to be announced.

*July 14-26—Fourth annual NAB Executive Development Seminar, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive (2) formulation and execution of competitive strategy (3) organization and delegation of work (4) planning, budgeting and controlling costs (5) management of people (6) review and appraisal of management performance.

OPEN MIKE

Hawkeye hospitality

EDITOR: In the past, when preparing for an annual General Assembly of The United Presbyterian Church in the U. S. A., we have found broadcasters in the host city to be very cooperative and receptive to our material.

However, the situation in Iowa [where this year's assembly was held in Des Moines May 14-22] was so unusual in our experience, we would like to bring it to your attention. This is the first time that broadcasters outside the general assembly city, excepting network programs, have shown such an avid interest in our programs.

Two television programs taped during the assembly were requested by eight stations outside Des Moines. Also, 25,000 copies of the assembly broadcast schedule were distributed throughout the state.

Chairman of the local broadcast committee was Herb Plambeck, WHO Des Moines.

We would like to give an extra "thank you" to the stations—*Margareth Gibbs, director, promotion and distribution, division of radio and television, The United Presbyterian Church in the U. S. A., New York City.*

Divine guidance

EDITOR: Thought you might be interested in this prayer which I have used on many occasions and which has constituted the basic concept under which this station has been operated:

A broadcaster's prayer

Dear God: Give me the wisdom to know right from wrong, truth from falsehood, honest opinion from propaganda.

Give me the courage to face all issues without fear with the inherent faith that in fulfilling Thy will I may discharge to the utmost my responsibility as a broadcaster under God.

Give me the strength, strength of body to withstand the rigors and strains of never satiated public demands as a mediator of conflicting opinions and ideologies, strength of mind to refuse at all costs the temptations to prostitute my services as a broadcaster to selfish or partisan purposes, strength of spirit to defend at all cost the freedom of the individual as a creature of God.

Let me serve mankind with this most powerful force for good in Thy Holy Name. Amen.

Recently someone suggested that the prayer be made available for others in broadcasting.—*Robert T. Mason, president,* WMRN *Marion, Ohio.*

MONDAY MEMO from GRAHAM D. HAY, Compton Advertising, New York

Is TV pricing itself out of the market?

The Long Island Railroad raises its rates 3% and a hundred closed-door meetings are held to determine how to fight the increase. Unemployment rises by one half of one percent in a month and the country's leading economists are rushed to Washington to suggest remedies. A basic national commodity announces its first general price rise in over three years and is asked by the government to justify the increase.

Everywhere today maximum effort is to hold the price line and where this is not economically feasible, justification is demanded for the increase. An outstanding exception to this today, however, exists in television where time charges are allowed to spiral onward and upward, almost unchecked. At best, there are lethargic efforts on the part of advertisers and agencies to question, to protest, to demand justification for the increases.

There are increases which are completely of merit and subject to little argument. No reasonable advertiser or agency can argue with a rate increase which corresponds percentagewise with a similar and sustained increase in value to the advertiser. Yet most station price hikes are significantly higher than any documented audience increases—increases frequently not sustained in subsequent rating reports, a condition which rarely brings a rate reduction. Neither can the reasonable, realistic advertiser argue the justice in a price rise to cover higher operating costs. But certainly this is an area of gradual cost increase to stations and cannot explain frequent and drastic rate jumps.

Increased Audience? ▪ Certainly a realistic advertiser will recognize the value of increased penetration and an increasing population which provides the potential for more viewing. But the population increase is only about 1½% a year and penetration is already so high (over 90%) that an estimate of a 1% increase yearly is optimistic. In larger markets, saturation is almost complete already.

Whether price increases are predicated on 'real' or 'false' values, however, does not in any sense lessen the advertiser's right nor the agency's responsibility to inquire about the reasons for increases whenever and wherever they occur. Ours is a young industry and the incidence of big annual audience increases with consequent justifiable big annual price increases is very fresh in our minds. Perhaps it is our youthfulness that dulls the significance and unreasonableness of some of the increases we are subjected to daily or, perhaps, the large increase and the placid reaction have become accepted ways of life in the television business.

As in all business, however, there has to be a point of leveling off. It is inconceivable that prices can continue to increase at a rate twice, or more, that of increased value. It is equally inconceivable that advertisers and agencies accept increases without question or protest, or without remedial action where the increase cannot be justified. This has placed the price of advertising outside the realm of reasonably profitable marketing.

Definition Of Increase ▪ What kind of increases are we discussing here? Is it a 2% increase when the last previous increase was two years back, or a 5% increase with the last increase just a year ago? The 2% increase is unheard of in our business today, the 5% a rarity. The norm lies between 10-15% and the 20% and 25% increase is not infrequent. A check of one network's rates from January 1962 to January 1963 showed that about 40% of this network's stations increased rates in this 12-month period and that these stations had an average rate increase of 12%. (Hidden in this average—one 60% increase and many 25% increases.) At the 12% rate, time charges for this network's full lineup will go up 12% in 2½ years.

Advertisers and agencies would be deluding themselves if they imagined their average gross message delivery increasing even 6% in this same period.

We do not intend here to single out network increases although with their one base rate (gross night hour) their increases are relatively easily gauged. Station rate increases are more insidious because they are confused and clouded with package plans, section and preemptible arrangements, fluctuating time classifications, special program rates, bonus spots, seasonal discount structures, and programs vs. participation rates to the point where it is virtually impossible to document precisely the actual degree of increase.

Only Part Of Problem ▪ The actual monetary price, however, is only that part of the iceberg which shows above water. The last few years have seen significant inroads made in the rights and benefits of advertisers. Today advertisers enjoy less competitive product protection than ever before, and indeed in some cases no protection at all is provided. Networks have adopted a uniform six-month rate protection policy, but on local spot business it's every station for itself with protection sometimes as little as 28 days.

As the industry grows older the hours of waste time spent in unraveling billing problems and understanding what must be the most complicated rate charts in the world grow longer.

It is no simple matter today to pinpoint a rate increase or to pinpoint the precise extent of the value (if any) accompanying the higher price. It is fairly clear, however, that advertisers are still subjected to increases which cannot, in the large majority of cases, be matched with like increases in value. It is clear that to a large degree television rate increases are today pegged to what the traffic will bear, or to what the advertiser will stand for.

It is the advertiser (who pays the freight) and the agency (who guards his interests) that are most affected by fluctuating prices and values. It is, therefore, the joint responsibility of advertiser and agency to question these increases, to protest where the increase does not seem justified, to react as the occasion demands, and to exert every effort to keep the medium from pricing itself out of the market.

Graham D. Hay is broadcast media supervisor for Compton Advertising, which invested approximately $30 million in spot TV in 1962 and handles a considerable portion of Procter & Gamble business. He joined Compton in 1951 as a broadcast buyer. Earlier he served for a year and a half with the Biow Co. in a similar capacity. Mr. Hay is a graduate of the University of Missouri's School of Journalism where he majored in advertising. He lives in Flemington, N. J.

8 in a series of original drawings by Baltimore artist Aaron Sopher

A Gal Named Grindl

The final "e" in the name "Grindl" was not lost in some mishap or dropped in the interests of numerology. Nope. The fact is that the name has *always* been spelled that way, and it's really just as un-fancy as the gal herself.

The gal herself, as you've probably heard by now, is actually Imogene Coca, whose "Grindl" series promises to be one of the comedy highlights of NBC-TV's versatile Fall agenda.

Even in a 1963-64 schedule boasting established favorites like "Du Pont Show of the Week" and "Bonanza," together with new entries like "Espionage" and "Mr. Novak," Miss Coca's return to the medium is a major event.

What makes it doubly welcome, though, is her choice of vehicle. For not since she and Sid Caesar were weaving their priceless comedy magic over five seasons of NBC's "Your Show of Shows" has the incomparable Imogene had so ideal a showcase for her protean talents.

Series creator David Swift (he also invented "Mr. Peepers") has cast her as a trouble-inviting girl-of-all-work who, through the undismayed efforts of a temporary-employment agency, finds herself in a different job each week.

All the positions—maid, bank-teller, baby-sitter and you-name-it—have one element in common ... complications. As a clad-in-white kitchen aide in a hospital, Grindl may find herself unintentionally whisked into the surgery room with the similarly-attired operating staff. As a newly-hired housemaid tidying up a basement, she may find her chores enlivened by the discovery of a fresh grave (with corpse to match).

Whatever the circumstances, it is always her good fortune to win out over adversity just before the final commercial. Instinctively realizing the inevitability of the happy ending, she never loses faith in her future. Indeed, as impersonated by the marvelous Miss Coca, Grindl is proof positive that life's a game well worth the candl.

Look to NBC for the best combination of news, information and entertainment.

MIDGETS, MERMAIDS AND ELEPHANTS P. T. BARNUM

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P. T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

KBOX DALLAS

WIL
St. Louis
KBOX
Dallas

THE BALABAN STATIONS
In tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

NOW A CRISIS IN THE RADIO-TV CODES

Broadcasting was in a turmoil last week over what to do about the advertising time allowances in the National Association of Broadcasters' radio and television codes. The turmoil was precipitated by an FCC proposal to adopt the code's restrictions on commercial time as part of the FCC's regulations. As one broadcaster described it last week: "The FCC has opened a hell of a big can of worms."

A great debate was in the making.

Broadcasters were united in their determination to fight the FCC proposal but were split into many camps over the tactics of defense to be used. Substantial numbers of them were inclining toward the view that the time standards of both codes ought to be relaxed as a means of encouraging more stations to become code subscribers. (At latest count only 37% of all radio stations and 70% of television stations were code subscribers.) Some influential broadcasters were arguing that a relaxation of code standards at this time would be politically foolhardy.

The preponderance of sentiment among leading broadcast advertising agencies, like that of the broadcasters, was in opposition to the FCC plan. But a majority of agencymen were critical of suggestions that the NAB loosen its standards. And some of the nation's biggest advertisers went on record with strong proposals that standards be tightened. In their view television schedules —under the present NAB allowances—are overburdened with commercial and promotional material.

- The position of the agencies is described in the story beginning on this page.
- The advertisers' attack on present commercial practices is reported on page 30.
- The debate raging among broadcasters, who must come to grips with the problem at meetings of the radio and television code boards within the next three weeks, is described in detail beginning on page 28.

Agencies: Keep the Feds off our backs

MOST AGREE THAT BROADCASTERS SHOULD ENFORCE THEIR OWN CODES

The leading advertising agencies in television and radio appeared last week to be lining up unmistakably against the FCC's proposal to adopt and enforce the commercial time limitations of the broadcasting industry codes.

The opposition ran slightly stronger than 2 to 1 among executives queried by BROADCASTING. This computation gave the FCC the benefit of occasionally expressed beliefs that its move might be condonable if there were no alternative.

A number of agency executives said they opposed the FCC's action even though they "knew" broadcasters as a whole would never enforce their own codes voluntarily.

Yet without exception those voicing an opinion on this point opposed the suggestion that the National Association of Broadcasters, which developed the codes, water down or eliminate their commercial restrictions.

Reps Against FCC Plan ▪ A smaller sampling by BROADCASTING among station representation firms at all levels—those handling large, medium and small-market stations—found practically unanimous opposition to the FCC's move.

The agency executives' views for the most part were personal and did not necessarily represent their companies' "official" attitudes. But in virtually all cases the executives are in positions to help decide what the "official" attitude will be—if one is taken.

The NAB has solicited the help of the top 50 radio-TV agencies in supporting the code standards and asked them to "encourage cooperation with the codes and code stations at every opportunity" (BROADCASTING, May 20). The NAB did not ask agencies to take a stand on the FCC move to adopt the code's commercial standards, however. Agency executives giving approval to the FCC's action divided into two camps: those giving outright approval and those giving conditional or reluctant approval, as to a necessary evil.

One member of the former group, a media vice president at an agency billing $20 to $25 million a year in television and radio, said he thought the FCC's action was "quite realistic" because "it takes into account the practical experience of broadcasters" in self-discipline.

He did not think the commission's proposal, if adopted, would affect agencies' buying practices. He did think that it "should give both advertisers and agencies a stronger feeling that broadcasters are working with them."

Nobody Obeys ▪ In a similar vein another media vice president took the position that the codes are basically sound but "nobody" follows them. If the codes become "law," he thought, then "somebody will follow them."

Others thought the FCC intervention, while undesirable, might be "a necessary evil."

A stronger FCC supporter, a broadcast supervisor, said flatly: "I think an FCC ruling applying to all stations is a great idea. It's got to be done by law. It cannot be done any other way. So many stations today who are code members refuse to live by it anyway. There is only one way to stop overcommercialization — through government rules."

The preponderant opinion, however, took the tack that even if self-regulation isn't working as well as it might, the government still should stay out. One vice president put it this way:

"There is a lot of triple-spotting and quadruple-spotting going on, especially by smaller stations, but nevertheless, if FCC adoption of these rules is the only way you can put teeth into the codes, I'm still not in favor of it."

He added, however, that he thought the suggestion that the NAB drop its commercial limitations was equal to "sticking your head in the sand" and would only aggravate the problem.

No Feds Wanted ▪ A group of media

Broadcasters have policed selves for 34 years

The history of broadcast self-regulation, covering a period of 34 years, has been controlled by the thesis that nobody likes to be regulated but since it's necessary, broadcasters should do it themselves.

This 34-year period has been marked by a series of codes and standards, all of which have been designed to do a dual job—keep broadcast programing and commercial ethics at a level that will forestall organized public criticism and at the same time keep the government out of supervision of station management.

Past code crises were overshadowed last week as impact of the FCC's proposal to adopt the National Association of Broadcasters' commercial time standards was felt inside broadcasting and around the advertising industry (BROADCASTING, May 20). The action recalled a stiff FCC rebuke handed the NAB in 1945. This scolding was directed at NAB code language that banned membership solicitations on radio stations. It grew out of a union (UAW-CIO) complaint to the FCC based on the refusal of WHKC Columbus, Ohio, to sell time because of the code's ban on solicitation.

Standards Adopted ▪ The FCC's blunt comments led the NAB that year to drop its code of ethics, adopted in 1929 and revised in 1939, and to substitute "recommended" standards of practice. These standards were overhauled in 1948 and a television code went into operation March 1, 1952. The final major step in code history occurred in June 1961 when a unified NAB Code Authority was set up to administer both radio and TV codes.

From the first, the TV code had built-in enforcement procedures and a paid subscription policy with enforcement in the hands of a code board that reports to the NAB TV Board of Directors.

Radio codes and standards were based on voluntary enforcement until 1958 when a pledge-of-allegiance format was adopted for stations. A Radio Code Board was appointed in 1960; a system of fee payments imposed, and non-NAB members became eligible to become code subscribers.

As it stands now the NAB Code Authority consists of Robert D. Swezey, who was active in writing both radio and TV codes after World War II, director (appointed Oct. 1, 1961): Edward H. Bronson, TV manager; Charles M. Stone, radio manager: Harry H. Ward, assistant TV manager; Stockton Helffrich, manager, New York office; Frank Morris, manager. Hollywood office. Code headquarters are at NAB's offices, 1771 N. Street N.W., Washington 6, D. C.

Here is a breakdown of industry participation in the two codes:

RADIO—1,830 of 4,946 stations, 37%, subscribe to the radio code.

TELEVISION—410 of 580 operating commercial stations, 70.5% are subscribers plus the three major networks.

Radio stations pay a monthly subscription fee based on half the highest one-minute announcement rate. TV stations pay the highest onetime hourly rate per year, but no less than $300 and no more than $1,200; TV networks pay $13,000 a year each.

First Discussion ▪ Adoption of commercial and program standards and ethical codes was discussed at the first broadcast meeting ever held—the first annual radio conference was called Feb. 27, 1922 by Herbert Hoover, then secretary of commerce in charge of the federal licensing system.

That is the year, NAB's somewhat incomplete records indicate, the association was formed but the first president of the association, Eugene F. McDonald Jr., late head of Zenith Radio Corp., did not take office until 1923. He served a two-year term.

Actually the problem of self-regulation wasn't seriously attacked until the Radio Act of 1927 was passed and the Federal Radio Commission was organized in 1928. The first code of ethics was adopted by the NAB March 25, 1929. It was designed to protect the public "through the observance of canons of ethics aganist the kind of broadcasting that would not be acceptable in the American home," NAB records show.

This model of brevity provided the industry with a set of ideals that kept it out of serious trouble. It was augmented, and somewhat supplanted for a time, by the National Recovery Administration's (NRA) code authority under the umbrella of the first Roosevelt administration. The original New Deal "Blue Eagle" was replaced May 1, 1934 by a "Code Eagle" that told the public broadcasters were "cooperating with the vast majority in stamping out unfair practices and methods of competition, and in giving your employes a square deal by paying code wages." All the NRA routine disappeared after the structure was knocked out of business by the U. S. Supreme Court in its anti-NRA decision.

After a confusing interlude, the NAB was reorganized in 1938 and a self-regulatory program based on an industry code was proposed. Member stations were polled in 1939 and a preliminary code was submitted that summer to the NAB convention.

Code Adopted ▪ A revised code was adopted at the convention and it

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executives at one big agency pondered the question of FCC intervention and came back with this verdict:

"We don't want the Feds on our backs."

Their consensus was that overcommercialization is essentially a broadcasting industry question and that its solution therefore rests primarily on the NAB. They felt that it is up to the NAB to recruit more code subscribers and see that they abide by the standards.

"There is enough government regulation as it is—the FCC should stay clear out of this problem," according to a media official at another leading agency. He felt there is "no easy solution." He thought "some stations are greedy and over-zealous." But he contended that television is "sufficiently mature" to come up with answers that will ease the problem.

Others said that although they felt strongly that the codes should be more widely and more strictly supported, they thought this decision is one that stations must make voluntarily.

Although agency executives frequently accused stations of ignoring or deliberately violating code restrictions, occasionally an agency official came to the stations' defense.

Have the Ability ▪ An executive vice president of one major agency said that "we believe the industry has the capabilities and intelligence to regulate itself and does not need the imposition of government control. The NAB has done a fairly effective job of policing its members and enforcing its code."

Even non-subscriber stations generally adhere to "customary commercial limits," he added.

Like a number of other executives, he did not foresee much effect on agency-broadcaster relations if the FCC does adopt the NAB standards. But, he added, "if it happens, it will be one more example of unwanted and unneeded government interference in priwent along smoothly until the mid-1940's when labor union people went to the FCC with a complaint that WHKC Columbus, Ohio, refused to sell it time for a program involving membership solicitations on the ground the NAB's ethical code forbade such sponsorship.

After getting its spanking from the FCC, the industry's association devised a set of guideposts labeled "standards." These replaced the old code, and eliminated language covering bans on the sale of time for membership solicitations and controversial issues.

Within two years a new set of standards, to which a set of dull teeth had been added, went into operation July 1, 1948.

Television was getting underway and it became a new target as group agitators were shocked by the medium's use of night club entertainers who dabbled in off-color gags and by the controversial costuming of some feminine performers. The word "cleavage" caught on with the public as costumes occasionally became daring. Demand for a TV code developed. An NAB code committee was formed and after heated deliberations a specially tailored television code went into operation March 1, 1952.

The television code started out with four networks and 69 stations as subscribers. It helped quiet FCC and congressional agitators who had been calling for vigorous remedies such as "blue-stocking" citizen advisory groups under government auspices and/or FCC mandates.

After the basic moral complaints had subsided, television ran into agitation based on 15-minute and half-hour program-length commercials on behalf of cosmetics and other products. These pitchmen were responsible for a series of TV code "interpretations" which met the problem head-on and are credited with achieving important results. These used loss leaders to lure customers.

Monitoring of radio stations under NAB's enlarged checkup program is conducted by these fulltime monitors at work in Washington (l to r): DeLores Bukenholz, John Mandelbaum, Wilma Gregg and Tom Meredith. They use tape recordings and stop watches. In addition NAB has retained Air Check Services with facilities in 400 cities.

Commercial Standards ▪ Much of the agitation in the post-war code history has been centered around the TV commercial time standards. In essence these set a rough rule-of-thumb—one minute of commercials to five minutes of programing. Details have been argued frequently. The main development was the shift in 1954 from "recommended" time standards to language that said the time standards "are as follows." The standards still exist after nearly a decade but changes have been made in specific rules (BROADCASTING Yearbook, 1963), including a ban on more than three successive commercials and differentiating between prime and non-prime time.

The most dramatic television code development occurred in June 1959 when the television board, on recommendation of the television code board, pulled the code seal from 19 station subscribers because they wouldn't drop commercials for Preparation H, a hemorrhoid remedy. Another 17 stations resigned from the television code.

The NAB code structure, enforcing both radio and television codes, has a budget estimated at a little over $450,000 for the year.

Both the radio and television code boards will meet in the next few weeks. They will report to their respective NAB radio and television boards of the NAB at the summer meeting to be held June 24-28 at the Statler-Hilton hotel in Washington.

vate enterprise."

A top media executive at another major agency expressed the hope that the FCC would stay out of the picture. He thought the FCC action would prove beneficial to the agency's function but said his agency would disapprove of government encroachment even so.

He thought it "unwarranted" for smaller-market stations to seek exceptions, or a loose interpretation of the code as applied to them. "An industry agreement shouldn't have exceptions," he asserted.

Should Make Good ▪ He contended that station operators should not complain when an agency demands make-goods—as he said his does—when discrepancies are turned up by monitoring.

Among station reps, this attitude toward smaller-market stations was sharply challenged.

"You can't legislate if it means the economic existence of stations," said one representative who specializes in medium and small-market outlets. In many markets, he contended, stations cannot hew to the NAB standards and survive.

A similar note was sounded by an official at a firm that handles a number of major-market stations.

He also claimed that radio-TV has "enough regulation as it is." Though he conceded that there are "abuses," he believed that the industry, through the NAB, should take more forceful steps to correct them.

He added: "there are abuses in the newspaper and magazine fields, too. But nobody is suggesting that they be regulated. I realize, of course, that radio and TV use the airwaves and there is justification for some government regulation. But I think we have enough controls today."

Other reps said that they—and many of their stations—feared that a future FCC may make the restrictions even harsher than those proposed now.

Question: not whether to fight but how?

CODE BOARDS MUST MAP INDUSTRY'S COURSE AGAINST FCC'S POWER GRAB

One of the toughest problems in the history of the National Association of Broadcasters is faced by its radio and television code review boards. They must decide, within the next few weeks, how best to fight government adoption of the industry's commercial time standards.

The FCC's announced plan to adopt the codes' commercial limitations has aroused nationwide protest from broadcasters. Their feeling that the codes should be policed within the industry is shared by agencies, advertisers and members of Congress.

NAB president LeRoy Collins and code authority director Robert Swezey have strongly denounced the FCC plan.

As the NAB's *TV Code News* will tell subscribers in the June issue this week: "The FCC's proposal . . . has stirred up the hottest controversy in years." Nor is all the "controversy" directed toward the FCC announcement of 10 days ago (BROADCASTING, May 20, 13), as a king-size dispute is raging within the industry on (1) how best to fight the government encroachment and (2) what the industry, itself, should do about its own controversial "voluntary" time standards.

Radio Board Meet ▪ A partial answer for radio will come this week at an NAB radio code review board meeting today (May 27) and tomorrow in Washington.

The FCC action caused new demands for abolition of the time standards from both the radio and TV codes. Adherents of this view want immediate action which, most code board members indicate, they are not likely to get although some "relaxation" of the standards will be prominently considered by both the radio board and the TV code review board which meets June 10-11 in New York.

However, in a speech last week Mr. Swezey said the time standards are ineffective and have outlived their usefulness. He recommended an immediate study to find substitute standards while retaining in the interim the present commercial restrictions (see page 39).

Swezey Explains ▪ Expanding on his views later in his Washington office, Mr. Swezey said temporary amendments to the time standards should be considered very carefully before adoption pending the proposed study. "The whole roof [time standards] is rotten so why put on another shingle," he said of myriad proposals before the code boards to amend the commercial provisions.

Immediate adjustments which cannot wait for the overall review would be acceptable, he said, but the prime urgency is to keep the FCC from pursuing an earlier error of the industry and "freezing" the time standards into government law.

Mr. Swezey submitted his proposal to NAB officials and members of the radio and TV code boards prior to his talk last Tuesday (May 21) in Pennsylvania. Governor Collins said Thursday he would "certainly admit many weaknesses are inherent in them [time standards], but we don't intend to ditch them."

While Governor Collins did not specifically endorse Mr. Swezey's plan for an intensive study for new criteria to replace the present time standards, the NAB president said that he and the code director are in harmony. "I certainly support the spirit of what Mr. Swezey is trying to do," he said.


Code director Swezey

Governor Collins maintained that despite the inherent inadequacies in the codes and the 62% of radio and 30% of TV stations which do not subscribe, the self-regulation efforts of broadcasting are the best such example in America's free enterprise system.

A Congressional Voice ▪ Representative Kenneth Roberts (D-Ala.) took the House floor last Thursday to condemn the FCC's 4-3 vote to seek industry comments on federal adoption of the commercial time standards. "(It) is a very definite form of rate-setting which I believe to be outside and beyond present regulations," he told the House.

"If this proposal is permitted to be placed in effect, it would mean the establishment of and control of time a station may devote to commercial broadcasting and thereby determine station rates . . ." he said. "Further, the proposal completely ignores the economic facts of life."

The time standards dilemma will head the agenda at both the radio code meeting this week and the TV session next month. Each board will be facing dozens of proposals to amend or repeal entirely the time standards, including President Collins's announced intention to seek relief for small-market stations, particularly radio (BROADCASTING, May 13).

Cliff Gill, KEZY Anaheim, Calif., is chairman of the radio code review board but he is ill and is not expected to attend the meeting this week. Other members are Richard Dunning, KHQ Spokane, Wash.; Robert B. Jones Jr., WFBR Baltimore; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.; Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard Mason, WPTF Raleigh, N. C. Charles H. Stone is the NAB code manager for radio.

One of the radio members expressed confidence that the code board would make a definite recommendation to the full NAB board on amendments to the time standards this week while another member gave an unqualified no to the same question. Everybody, including small-market daytime stations, can live within the maximums, the latter said.

Strong Supporter ▪ A member of the radio code board said last week that "I am personally a supporter of the code as it now stands." He deplored the low percentage (38%) of radio stations which subscribed to the code and said the industry is "leading with its chin" in its failure to support the code.

He said the present maximums based on minutes are legitimate and easy for any licensee to follow and should not be replaced by a percentage based on total weekly time. This broadcaster disputed the often heard complaint that the time standards are the reason a majority of the radio stations do not belong to the code. "Eighteen minutes is saturation," he said, "and to go over this in any given hour would be an excess of commercials."

Advertisers and agencies agree, he maintained, that the present time standards in the codes are legitimate and workable.

The present limitations on minutes are "very proper," another radio code board member said in supporting the

above view. He, too, attacked the industry's "lackluster" support of the radio code in maintaining that there has to be a specific, well-defined point at which another commercial becomes one too many.

At the same time, however, this member endorsed Mr. Swezey's proposal for a broadcasting-advertising study of commercials.

The Other Side ▪ Another radio code board member took the opposite view. "I look for a definite recommendation for a change in the time standards at next week's meeting," he said. He endorsed Mr. Swezey's recommendation that the time standards have outlived their usefulness and said a study such as the code director proposed would be very desirable.

Those stations who say they cannot

TV chairman Pabst

live under the rigid time standards have a legitimate complaint, he said, in agreeing that too much emphasis is placed on commercial "minutes" by the present codes. At the same time, the member expressed a hope that there would be a substantial increase of radio code subscribers in the immediate future.

William D. Pabst, KTVU(TV) Oakland-San Francisco and chairman of the TV code review board, predicted that his group definitely would recommend changes at its June meeting. And, a majority of the TV board members appear to share the view of their chairman that changes must be made immediately but there is far from unanimity as to what the changes should entail.

Political Implications ▪ Some members of the code boards, believed to be in a minority, think it would be politically foolhardy to relax the time standards at this time. Many broadcasters, however, are urging complete repeal as the most effective counter-attack against the FCC. Mr. Pabst expressed the hope that his committee could consider changes without being affected materially by the FCC's position.

In addition to sentiment for relaxation of the standards for hardship cases, support is growing for a percentage standard instead of limitations based on minutes.

This plan, according to its advocates (particularly TV), would put a ceiling on the percentage of time that might be devoted to commercials in a broadcast day, with a slightly higher ceiling on the commercial time permitted within any one hour.

Thus the revised TV code, might say that not more than 25% of the time in one broadcast day could be devoted to commercials, and no more than 30% of the time in any one hour. The 30% would be exactly equivalent to the maximum for any one hour in the radio code, it was pointed out. The 25% would be slightly higher than the radio ceiling, which limits the average to 14 minutes per hour over a week's time. Accordingly it was felt the 25% figure might need to be reduced, so as not to exceed the radio code.

The suggested TV maximum of about 25% would compare with 21% to 27% allowable under the present TV code if its maximums were converted to percentages of the entire broadcast day, according to analyses reported for some stations.

FCC Triggers ▪ All agree the threat of FCC action has triggered the demands and talk about time standards, although Mr. Pabst points out the subject was under review prior to the commission announcement. This is borne out by the appearance of nine TV stations before the board during the NAB convention in Chicago April 1-3 pleading for amendments to the code. These presentations undoubtedly had a large influence on the code board members, the members themselves say.

The FCC action has forced the code boards to make their own decisions which undoubtedly will be influenced by tactical considerations—how best to oppose the FCC proposal and at the same time make the codes appeal to more prospective subscribers.

A TV code board member admitted that body will give "very serious consideration" to outright repeal of the time standards-Governor Collins' and Mr. Swezey's views not withstanding. "This board does not rubber stamp," he stressed. He was strongly opposed to any relaxation or dual standards to take care of small-market stations. Of the code director's proposal for a study, he said: "Bob was just engaging in a little wishful thinking. Such a plan is not the normal procedure to follow at this time."

Veteran Speaks ▪ A radio-TV executive for over 25 years who is not presently a member of either code board said "we will have greater chaos than ever" if the time standards are repealed entirely. There must be some sort of commercial standards, he said, in speaking from the experience of operating a radio station before there were any standards.

The biggest trouble today, he noted, is that too many persons are in radio-TV as an investment and they are not really "broadcasters." The broadcasters, he said, have brought their present troubles on themselves and "it may be too late already." "We have gone over the hump," he added, in commenting on the regulatory picture in general, "We are in trouble, in deep trouble."

States Respond ▪ Several state associations and individual stations already

Radio chairman Gill

are responding emphatically to the FCC proposals. Many are also requesting that the NAB relax its own time standards.

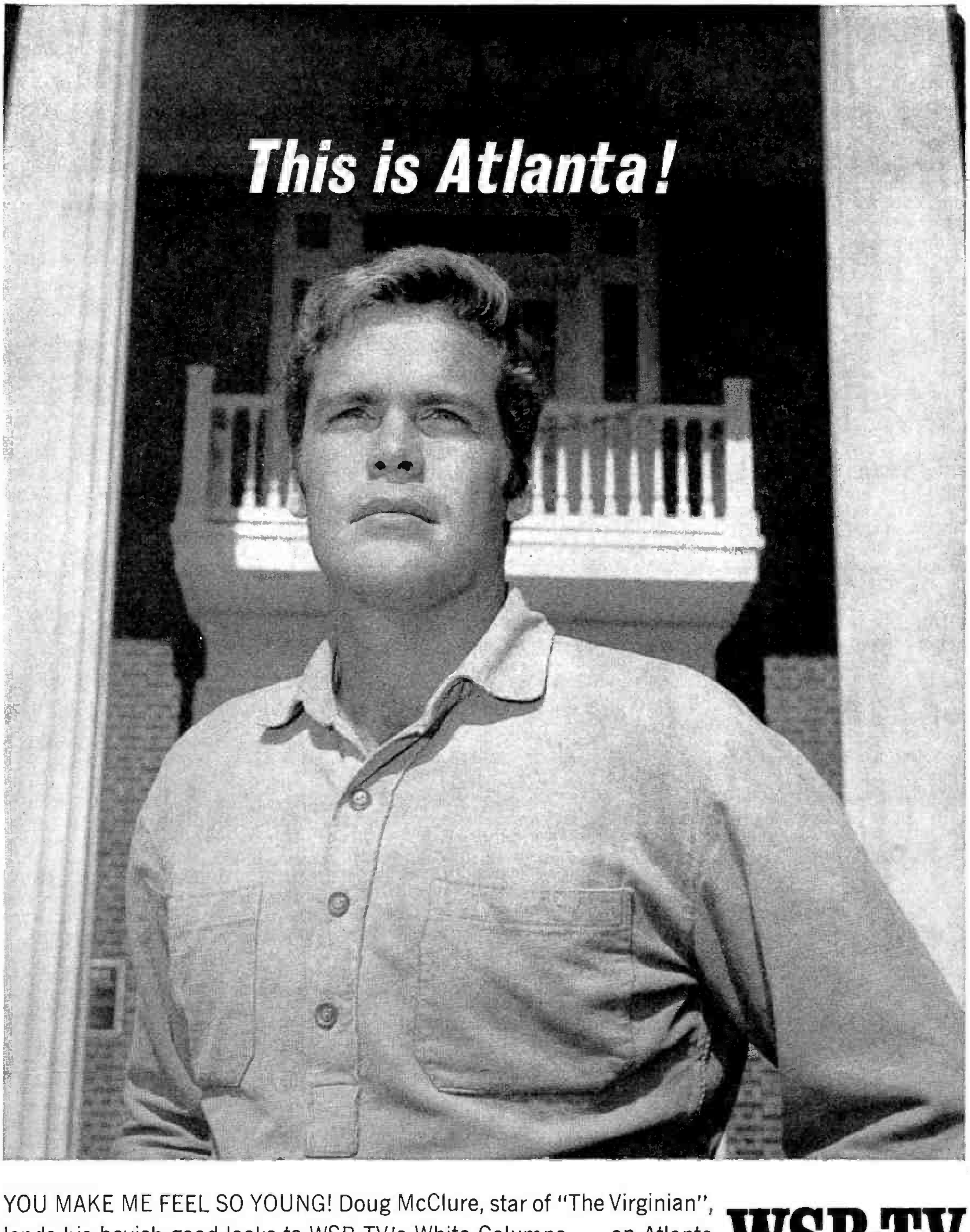
The Georgia Association of Broadcasters held a special meeting last Saturday (May 25) to discuss a proposed three-prong attack on the FCC. The Georgia broadcasters were to discuss:

▪ A joint court suit using a "guinea-pig" station to test the FCC's power to invade programing through restrictions on commercials.

▪ A special meeting of the Southeast radio-TV seminar sometime in June as a "mass demonstration" against the FCC proposal.

▪ A statewide radio-TV campaign to amass public opinion in favor of free broadcasting.

GAB also sent telegrams to the state's 12-man congressional delegation urging them to "investigate the FCC's breach-of freedom." In addition, GAB Executive Secretary Jack Williams wired Governor Collins urging the NAB to organize a nationwide drive for an on-the-


This is Atlanta!

air campaign to mass support for radio and TV. "Now is the time for great leadership," Mr. Williams told the NAB president.

Mel Burka, WTIP Charleston and president of the West Virginia Broadcasters Association, labeled the FCC proposal a "flagrant example of ambitious bureaucracies seeking more power under the guise of consumer protection." In a telegram to his congressional delegation, Mr. Burka urged them to devote their "most urgent attention to this matter." If Congress stands by, he said, and permits "four appointive, regulatory executives to usurp the concept of broadcasting as a competitive enterprise, the protective chasm between free broadcasting and state controlled broadcasting will have been abridged in a most dangerous manner."

Last Wednesday, the North Carolina Association of Broadcasters adopted a resolution charging the FCC action constitutes a "flagrant violation" of constitutional rights. The move is detrimental to a democratic society and is "but another incident of usurpation of rights and authority . . ." by the FCC, NCAB said in the resolution, copies of which were sent to the state's representatives in Congress and to members of the FCC.

The Illinois Broadcasters Association adopted a similar resolution last week. Other states have taken earlier actions protesting the FCC plan (BROADCASTING, May 20).

And Stations ■ "As an owner-operator of a small town station, I do hope that you are not as anti-business as reports would seem to indicate," John D. Kennedy, president of WDRK (FM) Greenville, Ohio, wrote FCC Chairman-designate E. William Henry. "Government control and coercion" is not the way to bring about improvement in programing, Mr. Kennedy said.

An FM-only station, he said WDRK has no trouble living within the NAB time standards but that "it doesn't make sense to me" for the government to place a limit on commercials. As long as a choice of broadcast signals are available to an individual, he maintained, overcommercialization is impossible. "After all, commercials are advertising, and advertising stimulates sales and sales create jobs and the more jobs we have makes for a healthier economy." Mr. Kennedy said.

"Rather than discourage advertising in radio and TV, the government should be interested in increasing it. This is the kind of thinking we should be getting from Washington," he added.

Richard Combs, general manager of KLKC Parsons, Kan., said that his station has wanted to subscribe to the code but cannot because KLKC's spot schedule exceeds the code maximum in one 15-minute period daily. A daytime-only station, he pointed out, KLKC must respond to demands of local advertisers.

The FCC's proposal, he said, could result in a loss in the gross national product, a drop in local sales and taxes, loss of personal incomes and subsequently loss to the federal government of tax revenue. "We [the local broadcasters] are in a much better position to recognize and react to local needs than any Washington expert," Mr. Combs said. "Can't the government do-gooders find some confidence in public opinion and its influence—or is it really the public our 'public servants' have so little faith in?"

A TV Voice ■ "Time standards in our American system of free enterprise broadcasting are none of the code review board's business," according to the operator of a small market TV station. "None of the NAB's business. None of the FCC's," he stressed.

This particular broadcaster, a former member of the NAB TV board, said that he has been a "subscriber and ardent supporter of the TV code for almost 10 years . . . But, along with a great number of other smaller market people, I have had to look the other way in the time standards category. I've been forced to by economic laws."

The code board has allowed the emphasis to be moved from those code areas which truly affect the public good and morals to the amount of commercial minutes telecast, he said. "Now the industry finds itself threatened with being boxed in by the federal government making into a rule, that which started out as an industry-imposed standard of excellence."

Sometimes, this broadcaster said, he feels the code board wants to dwell on the matter of time standards in order to justify its existence. "You can teach an orangutang to count the number and length of a station's commercial announcements," he said. "The qualitative judgment of how a station is serving its community is somewhat more difficult."

The present time standards are based on a false premise—that time rates vary from large station to small station in direct proportion to the variance in cost of operation, the TV manager said. "Let's face it," he continued. "The numbers and lengths of spots in this present code result from a play of forces in large markets. . . . We in the small markets cannot survive with the same rule."

What is the magic of three minutes commercial time in a prime half-hour? he asked. "I suspect it is three minutes because it is this level of commercial saturation which networks have found the traffic would bear," he answered. "The only solution is for the code board to recognize that the subject of time standards is a matter of individual business judgment."

Dual standards, as some favor, are not the answer, he said. "The more I think about it, the more convinced I become that this is not the solution Where do you draw the line? What about the in-between markets? What are your definitions [of small markets]?"

This broadcaster said that he has talked to many TV broadcasters in small markets and the consensus is that if time standards become mandatory, small stations will be reduced to becoming relay stations for networks. "Surely, this would be a greater sin against the public good than a shifting of the emphasis of the code," he said.

Radio Speaker ■ A small-market radio operator took an identical view on the aural code as that of the TV subscriber above. The president of a state association, he, too, said that he is a code subscriber but looks the other way on commercial time standards. "I will sell one spot per 15 minutes on Monday and be above the maximum on Thursday and Friday," he said. "This is an economic necessity for me and hundreds of other small stations."

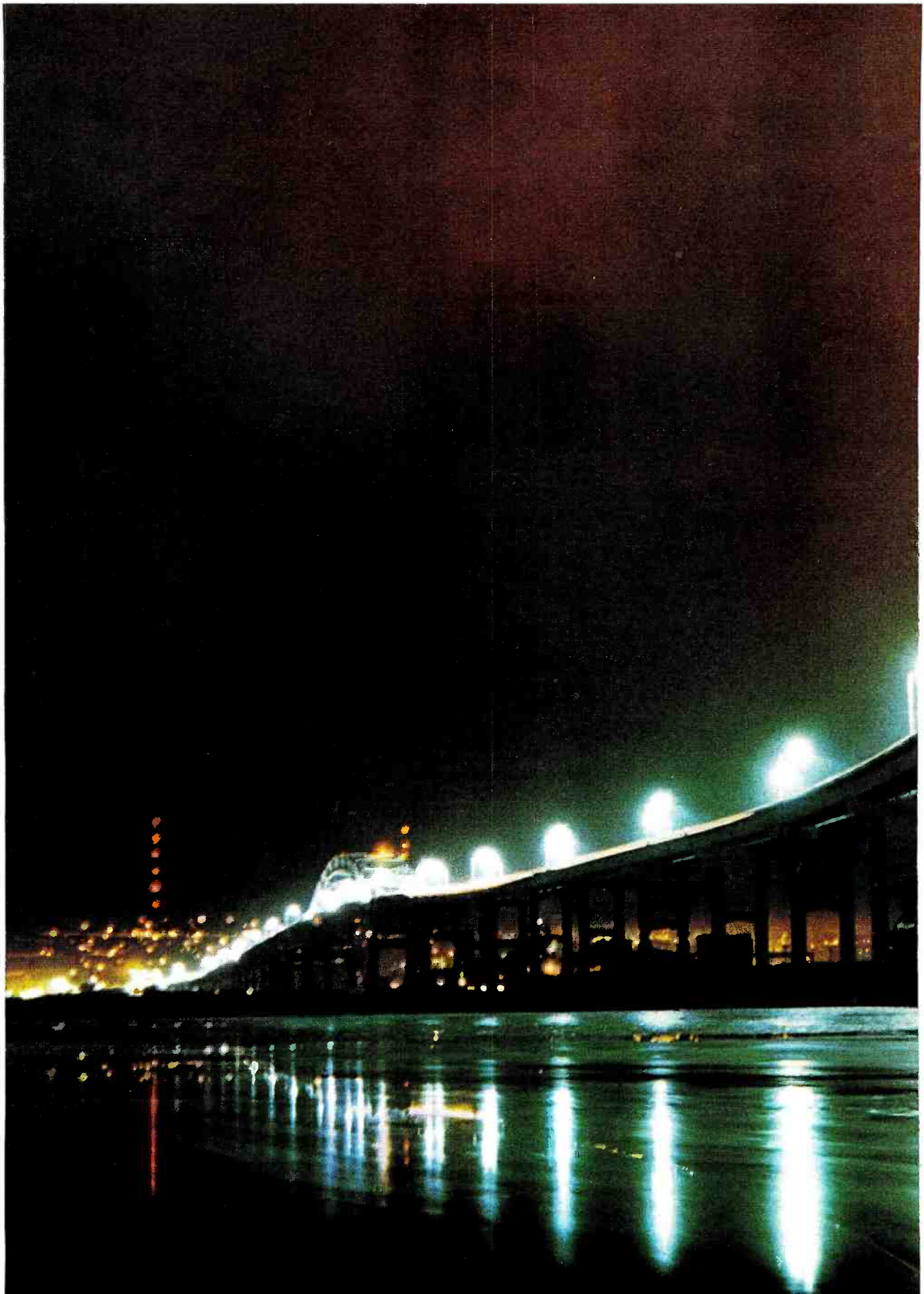
He said the big problem with the government is that nobody sits on the FCC who is known or cares about the realities of broadcasting. "They are glamor boys who want to make a name for themselves at the expense of radio and TV," he charged.

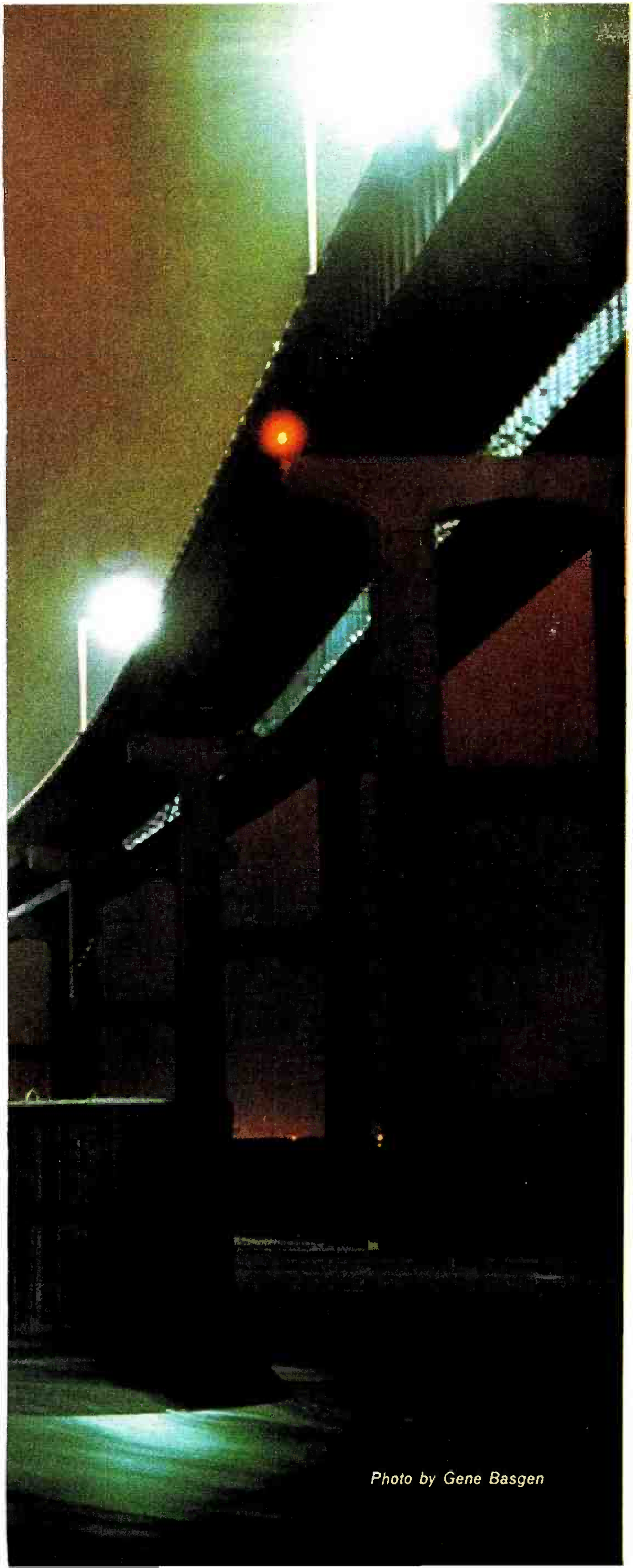
Support from churches

The National Council of Churches last week voiced support of the FCC's proposal to adopt the commercial time limitations of the National Association of Broadcasters' radio and TV codes as a part of FCC rules.

The council's pronouncement, which will be presented for adoption at its spring policy meeting June 6-8 in New York, calls for "reduction" by the FCC of air advertising time to conform to the NAB's codes.

The pronouncement also calls for: "strict" FCC enforcement of station and network program policies to ensure that they operate "in the public interest, convenience and necessity"; FCC control of the networks, and "divorcement of advertisers and their agents from control of program content."





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Swezey would modify commercial time limits

Broadcasters are "barking up the wrong tree" in placing the emphasis in the radio and television codes "virtually entirely upon the limitation of the time devoted to commercials," Robert D. Swezey, code authority director for the National Association of Broadcasters, said last week.

Speaking before the Pennsylvania Association of Broadcasters in State College, Mr. Swezey said there is "absolutely nothing to be gained by the FCC's pursuit of our error." This was a reference to FCC rulemaking to adopt the time standards from the radio and TV codes (BROADCASTING, May 20; also see story, page 27).

The time standards are inadequate, he said, "because the essence of the problem is not how *much* time is used for commercials but *how* that time is used." Mr. Swezey recommended an "immediate and intensive survey" of commercials now being broadcast by a committee composed of both broadcasters and advertisers.

"Such a study might well provide us with a much more intelligent and effective basis for dealing with commercial standards than the time limitations presently contained in our codes," the NAB code director said. The present, rigid time standards should remain in force only until such a study can come up with an acceptable substitute, he said.

Present Dilemma ▪ In relation to the present codes dilemma, Mr. Swezey said broadcasters should ask themselves if they are working toward a solution of the problem or "are you a part of it?" Although the industry had expected the FCC rulemaking for some time (BROADCASTING, April 1), Mr. Swezey felt the actual notice was "sudden and it will obviously take a little time for industry reaction to take shape." He said a sound position must be established which can be intelligently and forcefully supported in good faith and to do this the industry must ask itself and the commission these questions:

▪ What is the real problem?

▪ What is the best practical solution?

▪ Is this solution one which can be achieved only through the exercise of government controls?

The answer to the third question is an unqualified no, the code director indicated.

The FCC's plan cannot be productive, Mr. Swezey stressed. "It will produce a mish-mash of complaint, criticism and suggestions which will defy evaluation and which do not go to the heart of the problem. The commission's adoption of code time standards would be ineffectual since the standards themselves . . . still fall far below meeting the full requirements," he said. "Commission adoption of them cannot cure their inherent inadequacy" in measuring only the amount of time devoted to commercials.

He asked how "this blundering behemoth [the government]" can function in the sensitive area of professional and artistic perception, good taste and second-by-second control of a program schedule. "It is patently absurd to think that this is possible," he said of the FCC rulemaking.

Research Needed ▪ What broadcasters and advertisers need is an increased knowledge of the needs and desires of the people related to commercials and a greater sensitivity for public reaction.

Mr. Swezey said that a step in the direction of the kind of study he had in mind was taken by the research project financed by CBS-TV and described in the book, *The People Look at Television* by Dr. Gary Steiner (BROADCASTING, Feb. 18). That study found that viewers of all economic and educational levels were to some extent disturbed by commercials and that the trouble was caused at least as much by content and placement as by number of commercials.

"This bit of controlled research," said Mr. Swezey, "is more reliable and usable than the welter of heterogeneous unweightable, promiscuous complaint and comment which will presumably pour into the commission."

Meaningful Guides ▪ Mr. Swezey advocated a joint study by broadcasters and advertisers to find out more about commercial effects—in the hope of eventually developing guides for commercial presentation that could replace the present time standards in the codes. He urged, however, that "hasty modifications" of the codes be avoided.

"It is my thought," said Mr. Swezey, "that out of such a study a pattern might evolve which would establish rather clearly, some simple, basic do's and don'ts of commercial presentation. These might then be appropriately edited, endorsed by the broadcasters and advertisers, and widely circulated. . . . In the meantime, no reasonable efforts should be spared to convince the commission that far from remedying the situation any regulation of the sort it is presently proposing would result merely in making it much more difficult for the industry to take a more intelligent and productive approach."

The best way to convince the FCC, he suggested, is for broadcasters and advertisers to move "boldly forward in our own voluntary recognition of the need for establishing more meaningful standards for the production and presentation of commercials."

MGM-TV, Drewry's Ltd. make 10-market deal

A multi-market licensing agreement made directly with a television advertiser has been set up by MGM-TV.

The advertiser, Drewry's Ltd., South Bend, Ind., brewery, has licensed three post-1948 feature films in 10 markets. Drewry's has also purchased full sponsorship of the films in five additional markets where prior license agreements had already been set by stations. The three films are "Angels in the Outfield," "Green Fire" and "The Tender Trap."

Markets which Drewry's licensed directly, and stations showing the films are: WJBK-TV Detroit, WWTV(TV) Cadillac, WJIM-TV Lansing, WJRT(TV) Flint and WLUC-TV Marquette, all Michigan; WANE-TV Fort Wayne and WTHI-TV Terre Haute, both Indiana; KRNT-TV Des Moines and WMT-TV Cedar Rapids, both Iowa, and WSPD-TV Toledo, Ohio.

Drewry's also purchased sponsorship on WGN-TV Chicago and WHBF-TV Rock Island, Ill.; WISH-TV Indianapolis and WSBT-TV South Bend, Ind., and WOOD-TV Grand Rapids, Mich.

Dr. Pepper makes $150,000 'Clark' buy

The first national sale on the *Dick Clark Radio Show* has been made to the Dr. Pepper Co. in 20 markets, it was reported last week by Stanley Kaplan, executive vice president of Mars Broadcasting Co. The agency is Grant Advertising Inc., Dallas.

Dr. Pepper is investing approximately $150,000 in the campaign for 10 to 20 spots a week in the two-hour syndicated show, varying from market to

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.

Southern California Rambler Dealers, two 58's for TV, live on film. Joe Denove, production manager. Agency: Anderson-McConnell. Stu Heineman, account executive. Stanton Webb, FKR producer; Jim Leiker, agency producer. Approximate cost: $5,000.

Audio Products, 630 Ninth Avenue, New York.

Bristol-Myers (Excedrin), one 60 for TV, live on film. Pete Mooney and Jack Hennessy, production managers. Agency: Young & Rubicam. Ralph Ward, agency producer. Approximate cost: $25,000.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Burger Beer, five jingles for radio. Charles Barclay, production manager. Agency: Midland Advertising. Joseph Godar, agency producer.

Warner-Lambert (Listerine), four electronic and musical scores. Charles Barclay, production manager. Agency: J. Walter Thompson. Bruce Allen, agency producer.

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market for periods ranging from 13 to 52 weeks. Mr. Kaplan called the sale a "breakthrough" for a syndicated radio show, and added that he has made presentations to 20 other advertisers, who are now considering the program.

The show is produced by Mars in conjunction with Mr. Clark. It went on the air in January and now has been sold in 45 markets.

UNUSUAL SYNDICATION

'Funny Company' has plenty to smile about in 57 markets

A total of 57 television stations claimed to be reaching about 60% of all U. S. TV homes have signed for *The Funny Company* and another 20 stations will probably be signed within the next two weeks, Eddie Smarden, radio-TV director of Carson/Roberts, Los Angeles, said last week. Under normal syndication, at least an additional 50 stations would have been signed, he said, but, as he had told meetings of station representatives in February (BROADCASTING, Feb. 11), the distribution plan for this five-minute juvenile series is anything but usual.

The program was developed for Carson/Roberts' toymaker client, Mattel, which puts almost all its advertising dollars into television ($7.5 million this year). To encourage stations to broadcast *The Funny Company*, which Mattel believes has the ingredients to win the approval of juvenile viewers, their parents and their teachers, the toy company agrees to buy one-minute participations or adjacencies in the program on a two-year noncancellable contract at the same price the station pays for an unlimited three-year license for the series. Mattel is interested primarily in the late afternoon after-school hours, but many stations also plan to run the animated programs in the morning hours for pre-school viewers and at least one station, WDAU-TV Scranton, Pa., plans to include a five-minute episode in its early evening news program for the adult audience.

Kenneth C. T. Snyder, who resigned as senior vice president of Needham, Louis & Brorby, Hollywood, to become president and executive producer of The Funny Co., producer of the series (BROADCASTING, March 25), said that 42 scripts have been written and 38 programs sound-recorded and in the hands of four animation units, with 15 now in the final editing-dubbing stage and scheduled for completion by the end of June. After that, a minimum output of 15 episodes a month is scheduled.

This is somewhat advanced from original plans, he explained, but the speed-up was forced by the desire of most of the subscribing stations to start the series this fall instead of waiting until January, when Mattel planned to start its tie-in advertising. In some markets, where it can be done without disturbing previous commitments, Mattel will begin using the series as an advertising vehicle in the fall.

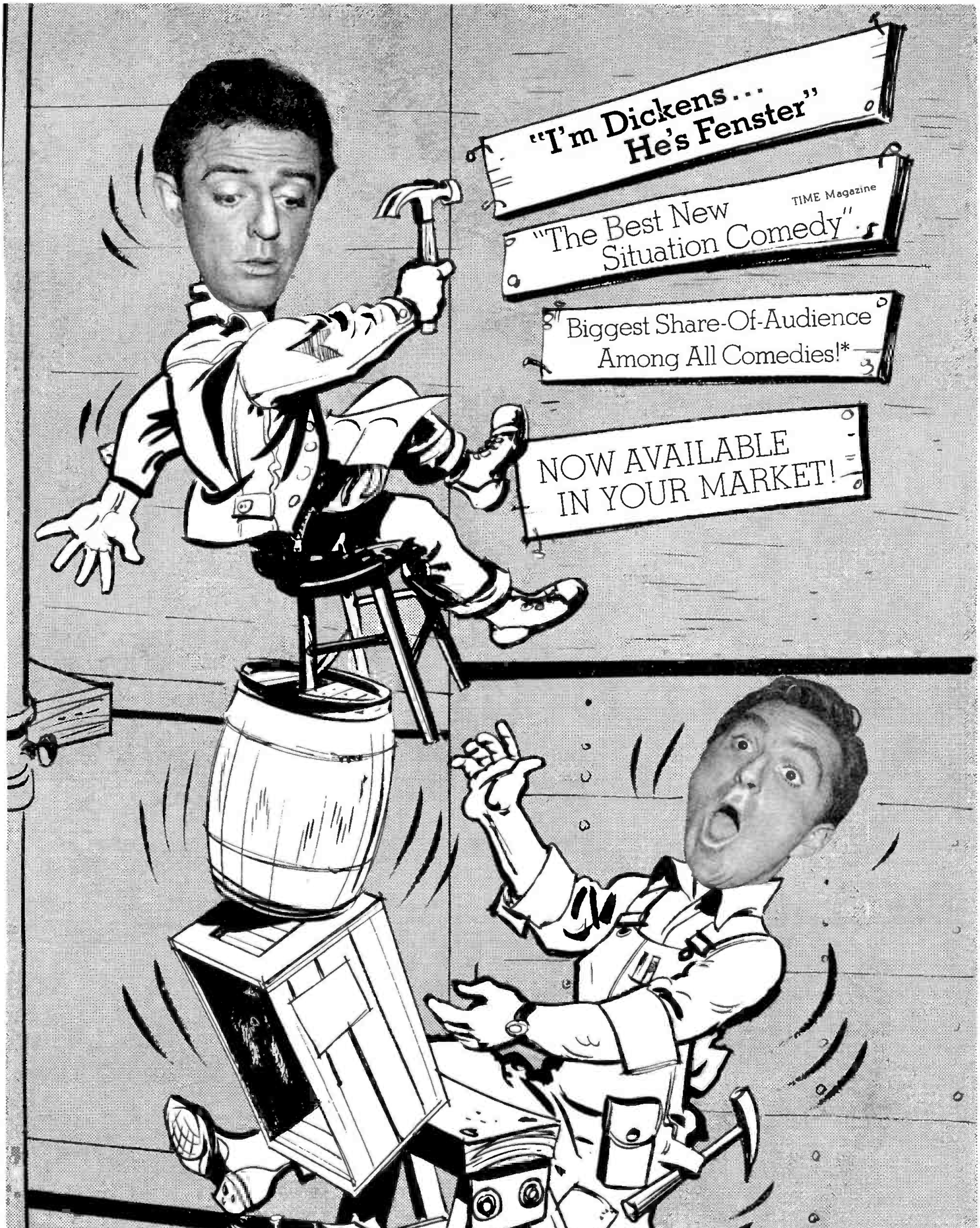
Mr. Smarden said he had been wrong in February when he had said that Mattel was financing production of *The Funny Company*. Mattel does have a three-year license to handle distribution of the series in the United States and Canada, so that it can insure the program's placement on stations the firm and its agency believe best suited to the toy advertising.

Distribution outside the Mattel territory is being handled by Desilu Sales.

New rep firm in Seattle

William L. Simpson, former general sales manager, KOL-AM-FM Seattle, has opened a new rep firm, in Seattle, to give regional service to Pacific Northwest broadcast outlets.

Among first clients are KALE Richland, Wash.; KORE Eugene, KSLM Salem, and KFLY Corvallis, all Oregon.


"I'm Dickens...
He's Fenster"
"The Best New
Situation Comedy"
TIME Magazine
Biggest Share-Of-Audience
Among All Comedies!*
NOW AVAILABLE
IN YOUR MARKET!

Does clutter stifle commercials?

BURGARD QUOTES SURVEY TO PROVE IT DOES; BANZHAF CRITICAL TOO

The nation's most powerful advertisers were told last week that "clutter," triple-spotting and inadequate product protection were cutting the value of their television dollars in half—or worse.

This warning was sounded by John W. Burgard, vice president of Brown & Williamson Tobacco Corp., one of the country's top 25 TV spenders, last Monday at the spring meeting of the Association of National Advertisers (also see page 46).

Mr. Burgard, chairman of the ANA broadcast committee, also renewed the bid for some sort of "guaranteed circulation" in television. At least, he said, there ought to be a direct relation between the cost and the size of audience for shows of the same type.

In his attack on so-called overcommercialization Mr. Burgard was joined by Max Banzhaf, staff vice president of Armstrong Cork Co. Mr. Banzhaf also stressed the values of programing with strong appeal to select audiences, as opposed to weak appeal to bigger audiences. He and Mr. Burgard agreed advertisers almost certainly would buy it if networks would offer it at "reasonable costs."

Brown & Williamson's John W. Burgard believes a dollar spent for a commercial in a "clean" position is worth two dollars for the same commercial in a "cluttered" spot.

Mr. Burgard reported that studies by an unidentified advertiser had shown that the effectiveness of a commercial is increased 32% to 40% when presented alone rather than in the so-called "clutter" of credits, promos, billboards etc.—and that it may be 24% to 64% more effective alone than within 15 minutes of a competitor's message in the same program.

Position Advantage ▪ Mr. Burgard said the unidentified ANA member found, on the basis of 2,500 telephone interviews in 30 markets within an hour after the broadcast, that 40% more people recalled the brand advertised in an "island" position than the one advertised in a "clutter" position.

Among the same group, he continued, 35% more people could remember specific copy points of the island-position commercial than of the clutter-position message.

The same advertiser, Mr. Burgard said, also tested kinescopes of the same show before two panels of approximately 200 persons each. One commercial was found to be 38% more effective when presented alone than the same commercial in a clutter position on the same show. Another commercial—for another brand—was 32% more effective in an island position than in a clutter position.

In a third study, Mr. Burgard reported, commercials for two competitive brands were tested (1) alone and (2) in the same program but with 15 minutes separation. One commercial was 24% more effective when tested alone than when presented on the same program with its competitor. The other commercial was 64% more effective when tested alone.

On the theory that the weaker commercial logically would suffer more than the stronger, Mr. Burgard averaged the 24% loss and the 64% loss to get an average loss of 44%. Then, acknowledging that researchers would "scream that I'm adding apples and oranges," he continued:

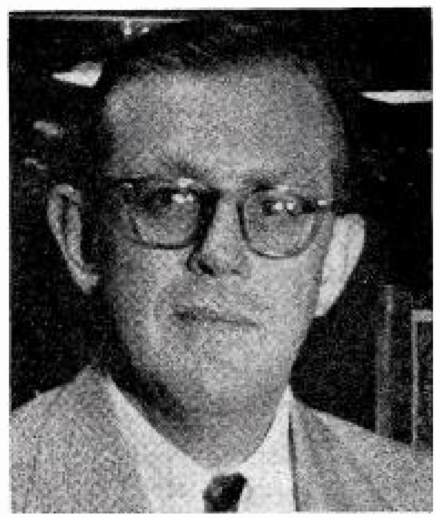
"If we add up the 40% loss in recall, the 38% loss in sales effectiveness due to clutter, and add in the 44% loss due to competitive adjacency, we get a 122% loss. I can't subtract that, so I add it, and I think I am justified in saying that one dollar spent for a commercial in a clean position with adequate product protection is worth at least two dollars spent for the same commercial in 'clutter' without product protection."

Lacks Foresight ▪ "The broadcasters are shortsighted indeed to arbitrarily engage in practices which so seriously damage the efficiencies of a great medium. The advertiser or agency who accepts this situation without a careful study to determine just how much the effectiveness of his advertising has been depressed is equally shortsighted."

Mr. Burgard showed the results of ANA monitoring of so-called clutter (details on page 43). His committee has been publicly protesting clutter between network programs for more than a year and a half, but feels the networks have done nothing to clean it up and that, indeed, the situation has been aggravated by the "triple-spotting" that results from using promos to fill out 40-second station breaks in many cases.

In one case the ANA clutter study showed 6 minutes 47 seconds elapsed between the last act of one show and the start of the next; in this period were 17 separate elements including credits, promos, triple back-to-back billboards etc. Mr. Burgard noted that only four of the 17 elements were paid commercials, and that only one—a 73-second program teaser—could be classified as entertainment.

In another case, with the break at midprogram, the non-entertainment segment was limited to 2 minutes 13 seconds and was composed of 11 separate elements, while in another instance—between programs—26 elements appeared, consuming 10 minutes 13 seconds.



Armstrong Cork's Max Banzhaf is critical of the unnecessary credits, billboards and extraneous plugging that fails to consider the limits of the public's patience and tolerance.

New Development ▪ Mr. Burgard chided advertisers and broadcasters for their attitudes toward triple-spotting. Although the practice of scheduling three commercials back to back in a station break "has just about disappeared," he said, a new form of triple-spotting has developed.

With the station-break length increased from 30 seconds to 40, he asserted, stations often find they have an unsold 10 seconds to fill, and use it for a program promo. These are defined by the NAB Code as commercial material, Mr. Burgard noted, so that "in effect, we have triple-spotting back with us—three back-to-back 'demands for action' on the part of the viewer."

But, he said, "this time, unfortunately, no one seems inclined to do anything about it: neither the majority of advertisers, though there is significant evidence that it has a depressing effect on their paid commercial, nor the broadcasters, though it violates their code.

"The ANA opposed the lengthening of the station break when first proposed and pointed out the disadvantages. That's all an association can do. Any progress in eliminating this new type of 'triple-spotting' is up to the individual advertisers and their agencies working with the broadcasters."

On "guaranteed circulation," which advertisers and agencies have intermittently called upon broadcasters to provide, Mr. Burgard said the virtual disappearance of single sponsorship of programs has left the networks in practically complete control of programing.

"Since the advertiser now has to buy what the network programs, if he is to use television at all, it is not surprising that the feeling is growing that the price of a program should bear some relation to the size of the audience delivered," he asserted.

Audience Guarantee ▪ "Sometimes this is referred to as 'guaranteed circulation.' I believe most of you will agree that term is an oversimplification. At

Are you bugged by commercial jamming? Here's sample

Know what television "clutter" looks like? Below are three samples as offered last week by the Association of National Advertisers' Broadcast Committee, which for a year and a half has been publicly urging the TV networks to clean it up (but doesn't think they've made any progress).

John W. Burgard of Brown & Williamson Tobacco Corp. said the committee, which he heads, monitored "typical" prime-time programs on the three network-owned TV stations in New York, and that these samples came from the monitoring report. Here they are as presented to the ANA spring meeting (also see page 42), with excerpts from Mr. Burgard's comments on each:

▪ **Opening of show, and five minutes preceding:**

"In the 6 minutes 47 seconds from the last act of the preceding show to the first act of this show, 17 different elements flew across the viewer's screen, only one of which—the 73-second teaser—was entertainment. Only four were paid commercials. This is about the best you can expect since the preceding program was a half-hour show with a fairly clean ending (perhaps because the station got in a little quick to make room for a 60-second commercial plus an ID). Note the triple back-to-back billboards. I call this to your attention since this network insists on triple opening billboards at the beginning of each half-hour, feeling that closing billboards are too interruptive at the middle break." The so-called clutter elements:

ELEMENT	START OF ELEMENT
Last Act of Show in Progress	
1. 60-second Commercial	7:27:19
2. Show Bumper (card or other static devise used to separate the programing from the commercial)	7:28:20
3. Show Production Credits	7:28:24
4. Promo for Another Show	7:28:40
STATION BREAK	
5. 60-second Commercial	7:28:51
6. 10-second Commercial	7:29:51
7. Station Identication (VO)	7:30:00
NETWORK	
8. Network Color Promo	7:30:02
9. Teaser Opening	7:30:17
10. Show Billboard	7:31:30
11. Commercial Billboard	7:31:34
12. Commercial Billboard	7:31:41
13. Commercial Billboard	7:31:48
14. Film Title, Acting Credits	7:31:55
15. 60-second Commercial	7:32:42
16. Show Title	7:33:43
17. Show Production Credits	7:33:51
Begin Act I	7:34:06

▪ **Middle break:**

"It is an accepted practice to slot hour programs so that they will hold the audience through the middle break and to discourage the viewer from switching to a show on another station starting 30 minutes later. Here this was accomplished by limiting the non-entertainment segment between act two and act three to 2 minutes 13 seconds, with only 11 different elements in it." The elements.

ELEMENT	START OF ELEMENT
Act II in Progress	
1. Bumper Card	7:57:47
2. 60-second Commercial	7:57:53
3. Bumper Card	7:58:55
4. Promo for Another Show	7:59:00
STATION BREAK	
5. 20-second Commercial	7:59:05
6. 10-second Commercial	7:59:25
7. Station Identification (VO)	7:59:34
NETWORK	
8. Show Billboard	7:59:36
9. Commercial Billboard	7:59:40
10. Commercial Billboard	7:59:46
11. Commercial Billboard	7:59:52
Begin Act III	8:00:00

▪ **End of show and five minutes thereafter:**

"The time from the end of the last act to the end of monitoring ran 10 minutes 13 seconds. There were 26 elements in all. This break also turned up a mistake in setting up the monitoring—we only had them tape the first five minutes of the following show; as you will see from the last line, they cut off before getting to the first act." The 26 elements:

ELEMENT	START OF ELEMENT
Act IV in Progress	
1. Show Film Promo	8:24:47
2. 60-second Commercial	8:25:01
3. Show Trailer for Next Week	8:26:02
4. 60-second Commercial	8:27:04
5. Acting Credits	8:28:05
6. Promo for Another Show	8:28:08
7. Promo for Still Another Show	8:28:26
8. Acting Credits (cont'd)	8:28:30
9. Productions Package and Acting Credits	8:28:46
10. Network Identification	8:28:54
11. Promo for Another Show	8:29:06
12. Network Identification	8:29:16
STATION BREAK	
13. 20-second Commercial	8:29:17
14. 10-second Commercial	8:29:38
15. 10-second Show Promo	8:29:48
16. Station Identification	8:29:58
NETWORK	
17. Network Color Promo	8:30:00
18. Show Title	8:30:13
19. Teaser Opening	8:30:24
20. Show Titling	8:32:54
21. Bumper	8:33:29
22. Acting Credits	8:33:32
23. Commercial Billboard	8:33:50
24. Commercial Billboard	8:33:59
25. 60-second Commercial	8:34:09
26. Commercial Still in Progress at End of Checking	8:35:00

Mr. Burgard stressed that credits, titling, bumpers, promos and the other elements are necessary to a certain extent; it is when they become repetitive, unduly long, too numerous or otherwise unnecessarily interrupt or detract from the time available for entertainment that they become "clutter" in the ANA committee's view. Broadcasters, while indicating they are sympathetic to this general viewpoint, also have maintained that a number of the so-called "unnecessary" elements are inserted only at the insistence of advertisers and their agencies.

The French have a word for it—'sell'

French and English are mixed with amusing and, it is hoped, effective results in a set of nine radio commercials for the new motion picture "Irma la Douce." Spots—two one-minute, three 30-second, two 20-second and two 10-second—were produced by Klein/Barzman, Hollywood, featuring Shep Menken and Lee Zimmer, with music by Billy May. The spots started Saturday (May 25) in New York in a saturation campaign preceding the picture's premiere in that city June 6 and will be used in other cities.

Typical is this 20-second spot:

French: Irma la Douce . . . un film charmant.

Man: Irma la Douce . . . a delightful motion picture.

French: Comme vedettes Jack Lemmon. . .

Sound: Kiss.

French: Et Shirley MacLaine. . . .

Sound: Pop—champagne.

French: Mis-en-scene, en couleur, Billy Wilder.

Man: Directed in color by Billy Wilder.

French: Irma la Douce est sexy.

Man: Irma la Douce is—spicy.

French: Oh-ho-ho.

the same time, however, I believe you will agree that, for the same type of show, there should be a direct relation between the cost and the size of the audience.

"I stress 'for the same type of show' because advertisers' evaluation of a show will be based on qualitative as well as quantitative measurements. Just as we today pay more per thousand for a special or selected audience in print media, we would undoubtedly pay more per thousand for a special type of audience in television.

"Qualitative measurements will and must differ with each advertiser and, indeed, for various brands promoted by the same advertiser. Regardless of his particular qualitative measurement, however, each advertiser needs a reasonably accurate quantitative measurement of his audience. To get this he needs meaningful ratings."

Mr. Burgard said that in general the ANA broadcast committee thought present national ratings are suitable for timebuying purposes but had "some reservations about the validity of local television ratings" (see story page 46).

Another Criticism ▪ Mr. Banzhaf told the convention that overcommercialization "is destroying some of the effectiveness of television, and unnecessarily so."

Mr. Banzhaf described overcommercialization as "the shortage of program content—the unnecessary credits, billboards and extraneous plugging—the triple and quadruple spotting—and other practices that fail to consider the limits of the public's patience and tolerance."

"Here," he said, "is an area where clearly the fundamental objective of serving a public need is being put in second place and advertising income is being given prime consideration."

Mr. Banzhaf said media's main responsibility to advertisers—as to media owners, government and public—is "to put service to some segment of the public first in the order of their objectives."

The responsibility of advertisers toward media, he continued, should be in the same vein—"to judge media first and foremost according to their ability to furnish us at a reasonable cost with an eager and interested audience, regardless of its size."

Mr. Banzhaf said that "if we [advertisers] demand favors from the media that are not in the reader's, listener's or viewer's best interest—and if media accede to those wishes—we both suffer. The medium loses its vitality and appeal and eventually its profits—and we lose an effective means for advertising our products. Multiply this a few times and our costs increase, our unit effectiveness is lowered and our profits go down."

Yardsticks Inaccurate ▪ Charges that advertisers won't let media deal with controversy, or require that media dilute programing or editorial material in order not to "offend" segments of the public, are much less justified than the accusers make it appear, according to Mr. Banzhaf.

"A more germane argument," he said, "is the inaccurate yardsticks we use to purchase media, and media's foolish propensity to tailor their properties to meet them, instead of manufacturing a product of great merit to the public and then selling us on those merits. This has been most noticeable in the magazine field during the last several years."

He cited "some very alert radio stations" and specialized publications which, he said, met television's challenge by concentrating on satisfying the needs of specific segments of the market and thereby "carved out unique positions for themselves and have been rewarded handsomely for it."

On the other hand, he said, some publications have sought to increase their circulation figures by continually broadening their editorial appeal, with the result that "in trying to appeal to everyone, all too often they appealed to no one."

Mr. Banzhaf said that "as many advertisers have learned, popularity does not always equate with effectiveness. There are companies and products that would be substantially ahead if they could sponsor programs that appealed strongly to a select audience rather than weakly to a larger one—and they'd probably buy such programs, too, if the networks could find a way of making such programing available at reasonable costs."

Business briefly . . .

United States Packaging Corp., a newly formed company manufacturing and marketing a line of convenience food items and household products, will use television as principal medium for the introduction of its "Heat 'n Serve" products. Geyer, Morey, Ballard Inc., Chicago, will be the agency for the new company, which has home offices in Michigan City, Ind.

Fonda Container Corp., a division of Standard Packaging Corp., starts a national television advertising campaign today (May 27) on seven ABC-TV daytime shows promoting the introduction of its new paper plate product, "Firmware." Agency is Smith, Henderson & Berey, New York.

Procter & Gamble Co., for Lilt home permanent, has bought a one-hour musical special starring Jo Stafford on CBS-TV (Sunday, Aug. 18, 9-10 p.m. EDT). Agency: Leo Burnett Inc., Chicago.

Howard Stores Corp., through Mogul Williams & Saylor, conducting 14-city radio campaign in conjunction with print media contest for annual Father's Day promotion. Four-week campaign, using 20 stations, consists of 400 one-minute announcements. Promotion, tied in with Commonwealth of Puerto Rico, includes contest offering week-long vacations in San Juan.

W. F. Young Co. (Absorbine Jr.) will start a participation campaign on various CBS-TV programs next month to continue throughout the summer and also will use announcements on Mutual and NBC Radio and spot TV buys in selected markets. Agency: Ted Gotthelf Associates, New York.

Philco Corp., through BBDO, New York, has bought a series of four one-hour programs on ABC-TV during the 1963-64 season. The series, *The World Over*, consists of "What Ever Happened to Royalty?," "The World's Girls," and "The Festival Frenzy," in addition to a fourth program studying the Soviet woman.

A Question of Content...Not Semantics!

Any station can program information... and many do...but does their information mean anything? Breezy conversation on topics of limited interest or chit-chat between personalities can be construed as information. But is it?

At KMOX Radio, talk has a purpose... to inform, entertain, educate or amuse... to fill the listener's continuing need for knowledge of our ever-changing world...to permit him to share intimately in ideas and events of vital interest.

Whatever form the information takes... political debates, a medical forum on cancer, discussions of the world's religions, broadcast editorials or an analysis of juvenile delinquency... KMOX Radio listeners are assured of thought-provoking, meaningful programming.

CONTENT, not semantics, separates information from talk!

KMOX RADIO

Ratings may not mean performance

GERHOLD POINTS OUT THAT VIEWER MAY NOT SEE THE COMMERCIAL

A sharp criticism of program ratings as a measurement of advertising performance was expressed last week by Paul E. J. Gerhold, vice president and director of marketing services of Foote, Cone & Belding.

Mr. Gerhold told a meeting of the Association of National Advertisers that the findings of a study conducted by FC&B cast doubts upon the usefulness of program ratings to advertisers. He said the study shows that ratings alone cannot reflect accurately whether the viewer actually sees all of the program; how much exposure there is to the commercial and how many commercials the viewer remembers a day later.

He proposed that advertisers and agencies join together on a well-financed research program to develop more sophisticated data about TV advertising effectiveness.

Mr. Gerhold's remarks concerning the relationship between program ratings and advertising effectiveness were based on a hitherto secret study, which involved 11,000 interviews among housewives in the Borough of Queens in New York during March and April 1961. The interviews were conducted by telephone.

Mr. Gerhold said that more than 20,000 dialings were made to designated homes and more than 11,000 interviews were actually completed. During the 40 interviewing days, 342 specific one-minute commercials were studied, representing the network daytime television programs carried on ABC-TV, NBC-TV and CBS-TV, Monday through Friday, 10 a.m. to 4 p.m., and evening programs broadcast from 7:30 to 10 p.m. including weekends.

An initial call was made to determine whether the housewife actually was home during the time the program was carried. A follow-up call was made 23 hours later (if the housewife had been home the previous day) to determine whether (1) she had viewed any part of the program; (2) she could possibly have seen the commercial; (3) she could remember being exposed to the commercial and (4) she could demonstrate this exposure with recall of the content.

Simple Clue ▪ The middle commercial of each program was used in the test. In each interview, the product and brand for the one commercial that was being checked were identified and a simple clue used to describe the beginning of the commercial.

The results of the study, as outlined by Mr. Gerhold, were:

▪ 14.4% of the homes were tuned to the average evening network television program. (Mr. Gerhold noted this was "surprisingly" almost four whole rating points lower than the 18.3 average rating shown by one rating service for the whole New York metropolitan area for the same programs in the period of the study.)

▪ 9.4% of the housewives viewed some part of the average evening network television program.

▪ 6.8% of the housewives had a chance to see a specific commercial on the program.

▪ 3.8% of the housewives could remember the next day that they actually had seen the commercial.

▪ 2.5% of the housewives could remember and could prove they saw it by recalling something it said or showed.

Mr. Gerhold commented: "Am I right in guessing that you have never heard such small figures to describe the reach and performance of evening network television?"

The portion of the study devoted to daytime network television showed that of 100 tuned homes, 66 housewives viewed a given program; 49 possibly were exposed to the commercial and 20 could recall some of the content of the commercial 23 hours later.

In general, the study also indicated that full or alternate sponsorship attained better recall ratings than did participating sponsorship; commercials broadcast alone did considerably better than those broadcast together with some other type of announcement; commer-

ANA PLEDGES COOPERATION

Will support NAB's three-point plan to solve audience measurement problems

A tentative timetable for the National Association of Broadcasters' three-point program for the solution of audience-measurement problems began to emerge last week.

The first clues were given by Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee, in a session which explored the ratings problems during the spring meeting of the Association of National Advertisers.

The ANA meanwhile made clear that it will cooperate fully with the NAB efforts but feels that ratings are largely a broadcasting responsibility. ANA does not wish to be represented officially on the supervisory body. This essentially was the view expressed by John W. Burgard of Brown & Williamson Tobacco Co., chairman of the ANA broadcast committee, and augmented by other ANA officials.

Mr. McGannon reviewed the NAB committee's plans for a Broadcast Audit Service (BAS), development of minimum criteria and minimum standards for ratings services, and evolution of long-range methodology work (BROADCASTING, May 6, et seq). In this review he told the ANA meeting that:

▪ The committee hopes to have developed the minimum criteria by the end of this year. Some committee members think it may take longer, but a "crash program" is planned to complete this phase as quickly as feasible.

▪ A definitive plan for auditing the ratings services is anticipated by late this summer. Auditing at first may center on compliance with the services' announced standards and methods, with the minimum criteria added to the audit as they are developed. An existing CPA firm may get the auditing assignment. The committee hopes that the ratings services will pay most of the auditing costs.

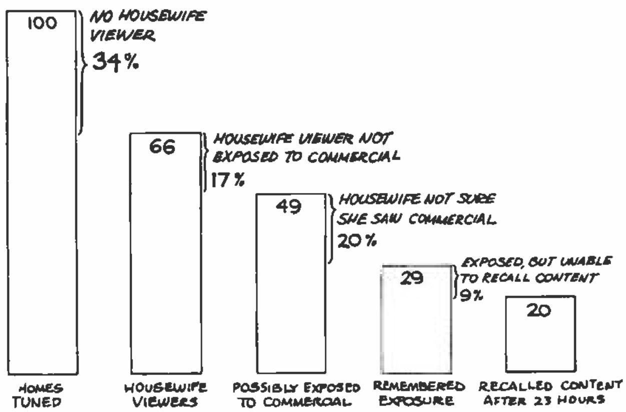
▪ Current committee thinking anticipates that the methods study will encompass four areas: national television, local television, national radio and local radio.

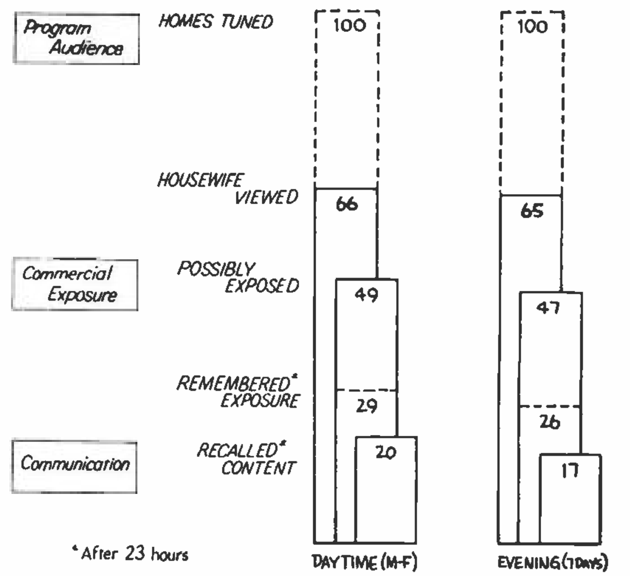
Mr. McGannon noted that the Radio Advertising Bureau is working on its own radio-only methodology project, and that the RAB and NAB groups are conferring in hopes of working out a common approach. "Pride of authorship" is not an issue in efforts to resolve the differences, he said.

Mr. McGannon said the NAB "wants to maintain the closest possible liaison with you," so that what emerges from the project will be satisfactory to advertisers as well as broadcasters.

At another point he said that LeRoy

This chart from Foote, Cone & Belding (below) shows that out of 100 viewers 34 don't actually see the program and 20 can recall the commercial 23 hours later. The adjoining chart (r) points up there is little difference in the pattern between daytime and evening programs.





cials carried on audience-participation shows and situation comedies were twice as effective as those shown on westerns, and commercials in evening programs for soaps, waxes or household supplies achieved almost three times the impact of cigarette commercials.

The significance of the study, Mr. Gerhold observed, is that sets tuned into a program are only one factor among many that influence advertising effectiveness. Others he cited are: the times of the broadcast, commercial environment, nature of the program and the nature of the product.

"What this says to us, very simply, is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency," Mr. Gerhold asserted. "Making television decisions on this basis is like judging a baseball team on the number of runners it gets to first base. It's interesting information and even useful information. But it doesn't score the ball game."

Study Limitations ▪ Mr. Gerhold acknowledged the limitations of the FC&B study. He noted that it was made two years ago and covered only one borough in New York over a two-month period in one television season. But he suggested that the study be considered in terms of the value of this kind of research.

He indicated that it is up to the agencies and advertisers to undertake this type of research, adding that it is "unlikely that the broadcasting industry or the rating services would lead us from the rating figures that are big and easy to make and familiar to use to studies that seemingly reduce the dimensions of advertising."

Collins, president of NAB, planned to bring together representatives of broadcasters, the Television Bureau of Advertising, the RAB, the ANA and the American Association of Advertising Agencies—even though some of these may not be "official" members of the group.

In his report Mr. Burgard made clear that ANA in all likelihood will not be an official member—a view that was confirmed by other ANA officials in response to newsmen's questions. They said ANA would cooperate as fully as possible with NAB, had already held some discussions with AAAA about a joint committee for that purpose, but did not wish to serve on any tripartite organization running the show.

ANA Position ▪ Mr. Burgard presented the ANA broadcast committee's position on this and other ratings questions—and also challenged the notion that increasing the accuracy of local TV ratings would be insupportably costly.

If the TV industry would spend 1% of its gross billing "for adequate projectable ratings at all levels," he said, the result would be $20 million a year, "and professional researchers assure me that this amount would more than pay for such a service."

Mr. Burgard summarized the ANA committee's position on ratings thus:

"1. Ratings are primarily the responsibility of the broadcasters since they are essential to all phases of their operation;

"2. Ratings are an important quantitative guide to our purchase of broadcast time, which must be qualified by other research on qualitative data. The more accurately ratings reflect the total audience, the better;

"3. The principal national television ratings now available are suitable for our purposes of buying time, and we have confidence in their relative usefulness so long as used for the purpose designed, that is, the measurement of national audience.

"4. We have some reservations about the validity of local television ratings and feel that in this area an accuracy equivalent to national television ratings would be desirable for buying purposes. (I might mention that this local information is most desirable in measuring national audiences, just as a breakdown of sales by markets is needed to intelligently analyze your national sales.)

"5. It is not felt that the formation of a tripartite group representing advertisers, agencies and broadcasters to audit ratings services or supervise a cooperative service is desirable or feasible.

"6. We applaud the general direction of the NAB plan toward setting standards and auditing the execution according to those standards. We stand ready to work with the NAB, through a joint ANA-AAAA committee, in establishing standards of measurement that would be most useful to us as buyers of broadcast time."

'Clutter' On TV ▪ The ratings discussions were part of an ANA two-day meeting in New York that delved frequently into television, with specific presentations on the effects of so-called "clutter," triple-spotting and other practices on commercial effectiveness (see page 42), and a study of television's performance as opposed to its ratings (see page 46).

Among other features:

Dr. Carl Rush, senior vice president in charge of research operations for Ted Bates & Co., urged that copy research figures be used purely as guides and that top agency personnel be given the opportunities to make "the most intelligent use of the figures."

It would be a "critical mistake," he said, to evaluate TV commercials "solely on a single number or set of numbers." He noted that modern copy research methods are "extremely valuable" in providing data on the probable effectiveness of advertising before it is run and prior to large investment of media dollars. But he said it would be "wrong to allow our desperate quest for factual support to result in the use of these numbers alone as final judges."

Thomas C. Dillon, general manager of BBDO, told the advertisers that the concept of freedom of the press would be a joke if there were no advertising, because "the entire news communications system of the U. S." is supported by advertising.

He also said that advertising agencies are "very small pumpkins" financially, with the profits of the entire agency business estimated at $6 million a year less than the $22 million earnings last year "by CBS alone."

Public Acceptance ▪ David C. Stewart, president of Kenyon & Eckhardt, stressed the effects of the "education explosion" on advertising acceptance by the public. "The real problem is in the field of advertising creativity," he said. "We must face squarely up to the fact that many old and time-honored advertising techniques will become obsolete as our audience grows in understanding and maturity."

Alfred Seaman, president of Sullivan, Stauffer, Colwell & Bayles, reviewed results of an AAAA study showing that consumers are neither particularly critical nor effusively enthusiastic about the advertising they see, and urged advertisers and agencies to make their messages more attractive and noteworthy (BROADCASTING, April 29).

Harry McMahon, television consultant, screened a series of foreign-made commercials and advised American advertisers to "involve the viewer more actively" in their own commercials "by using pictures and a few well-chosen words to tell a story."

Roger H. Bolin, director of advertising for Westinghouse Electric Corp. and a former chairman of ANA, was presented the ANA's Paul B. West Award for his professional and personal contributions to advertising. The award is named for the late president of ANA, who died in 1960 after heading the organization for 28 years.

Network selling pace is slower

ALL THREE NETWORKS HAVE MORE TIME AVAILABLE FOR NEXT SEASON

The advance selling pace for the TV networks, which locked up their prime-time schedules for the fall earlier than ever, is slower than it was last year.

That appears to be the assessment of the sales popularity of the new, 1963-64 nighttime programs as well as the carry-over shows.

Of the three TV networks, CBS-TV is closest to the sellout point (though this point is never really reached by any network). It, however, still lags behind its sales pace compared to the same approximate time last year.

Last spring, CBS-TV had some 50 minutes open to sell to advertisers. Today it has a few times that amount of time available. Included are the whole of *The Great Adventure* (Friday, 7:30-8:30), 15 minutes in *Route 66* and *The Nurses*, about a half of *East Side, West Side* (Monday, 10-11), and 15 minutes in the *Judy Garland Show* (Sunday, 9-10). There are also some pieces available in such participation shows as *Rawhide, CBS Reports* and *Hitchcock*.

NBC-TV is at about the same point —about 4 hours or so weekly still available—as it was last spring. Much of this time is in open participations, the bulk in such shows as *Sing Along with Mitch, Redigo* (all of it unsold), *Richard Boone Show* (nearly half available) *Espionage, Robert Taylor* and *International Showtime* (each about two-thirds available), and a half of *Joey Bishop*.

ABC-TV had the most time available last spring, and this year has pieces still available in most of its participating shows which run through much of each night's schedule. But it also has programs bearing the SRO sign, among them the new quiz, *100 Grand* on Sunday, *Combat* and the *Greatest Show on Earth* on Tuesday, *Ozzie & Harriet* and *Ben Casey* on Wednesday, *Donna Reed, My Three Sons* and *Sid Caesar-Edie Adams* on Thursday, and *Fight of the Week* and *Lawrence Welk* on Friday and Saturday respectively.

Big Buys Made ▪ Though each of the networks has time for sale, the major, prime-time availabilities are spoken for.

A prediction made in the TV industry that production costs may have leveled somewhat seems to be borne out by BROADCASTING's annual show cost estimates. The weekly tab is placed at $8.3 million in regularly scheduled shows (see chart, pages 50 and 51). This is up some $400,000 from the 1962-63 season's $7.9 million weekly, a previous high. In the 1961-62 season the figure was at $7.1 million, indicating that while costs continue to rise, the acceleration is not as great.

Other trends and statistics on the next season:

▪ There will be more new shows. This season started with 31 new shows. The new season will start with 35, according to current listings.

Of the 35 shows, 16 will be on ABC-TV (3 more than the start of the current season), 11 on NBC-TV (1 more for that network) and 8 new programs on CBS-TV (the same as this season).

▪ Color would appear unchanged in comparing the schedules of this season's with next fall's. This season, NBC-TV had 14 program periods scheduled to be filled at least in some weeks with color. Next season it will have 13 shows. ABC-TV this season offered two shows in color (movies and *Flintstones*). Next season ABC-TV plans three color series (*Wagon Train, Flintstones* and *Greatest Show on Earth*).

▪ Fewer shows will be returning. At the start of this season, there were 63 shows returning. Next season the total will be 52. But there were more shows overall in prime time (after 7:30) for the 1962-63 season: A total of 94 compared to 87 for next season.

The Cooper audience

Combined U. S. radio and TV audiences of 122 million people tuned in to reports of Major L. Gordon Cooper's space flight on May 15 and 16. This figure was announced by A. E. Sindlinger & Co. in a report which shows "increasing mobility" in both broadcast media. The report said that one-half of the radio audience and one quarter of the TV audience of the Cooper flight used out-of-home sets. A breakdown of the Sindlinger figures: 36.3 million saw the flight on TV; 12.7 million listened on radio and 73 million got news of the flight by both radio and TV.

DETAILED WRAPUP OF FALL TV SCHEDULES

This chart details next fall's nighttime programs, how much they cost, who packages them, the time of night scheduled and starting date. Also shown are advertisers and agencies which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and does not include agency commissions or averaging of first-runs against reruns.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats are in italics; (C) denotes color, either as a full series or in part. Program periods start at 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Jaimie McPheeters** $120,000 A.C. Spark Plugs (Brother); Alberto-Culver (Compton); L&M, Quaker Oats (both JWT); Nationwide Ins. (Sackheim); Remington (Y&R) Time available [MGM] 9/15	**My Favorite Martian** $57,500 Kellogg (Burnett); Toni (North) [Jack Chertok] 9/29	*Wonderful World of Color* (C) $110,000 Kodak and RCA (both JWT) [Walt Disney Prod.] 9/15
8:00		*Ed Sullivan* $134,000 Pillsbury (Burnett) P. Lorillard (L&N) Whitehall (Bates) Lever (SSC&B) [CBS] 9/29	
8:30	**Arrest & Trial** $180,000 L&M, Ford, Libby McNeil (all JWT); Union Carbide (Esty); Schick (NC&K); Colgate (Bates); Armour (FC&B); Remington (Y&R); Polaroid (DDB); Goodrich (BBDO) Time available [Revue] 9/15		**Grindl** $42,000 P&G (Burnett) [Screen Gems] 9/15
9:00		**Judy Garland** $156,500 General Mills (D-F-S); Menley & James (FC&B); American Tobacco (SSC&B). ¼ available [Creative Management Ltd.] 9/29	*Bonanza* (C) $115,000 Chevrolet (Campbell-Ewald) [NBC] 9/22
9:30			
10:00	**100 Grand** $55,000 Alberto-Culver and El Producto (both Compton) [Larry-Thomas Prod.] 9/15	*Candid Camera* $59,000 Bristol-Myers (Y&R); Lever (JWT) [Banner-Funt] 9/15	*du Pont Show of the Week* (C) $80,000 du Pont (BBDO) and News Specials [NBC] 9/15
10:30	**FDR or News, Public Affairs** $40,000 Available [Sextant] 9/15	*What's My Line?* $46,000 J.B. Williams (Parson); Kellogg (Burnett) [CBS-Goodson-Todman] 9/8	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* $55,000 Am. Gas (L&N); Am. Dairy (Compton); Green Giant (Burnett) [Stage Five Prod.] 9/18	*CBS Reports* $87,000 Travelers Insurance (Y&R) Time available [CBS] 9/25	*Virginian* (C) $175,000 P&G (B&B); Alberto-Culver (Compton); Carnation (EWR&R); Noxzema (SSC&B); Bristol-Myers (Y&R); Miles Labs (Wade); L&M (JWT) [Revue] 9/18
8:00	**Patty Duke Show** $57,000 Pepsi-Cola (BBDO) Time available [UA TV] 9/18		
8:30	*Price Is Right* $45,000 Block Drug (Grey) Half available [Goodson-Todman] 9/18	**Glynis Johns Show** $55,000 Ralston Purina (Gardner); R. J. Reynolds (Esty) [Desilu] 9/25	
9:00	*Ben Casey* $135,000 Alberto-Culver (Compton); P&G (B&B); Brown & Williamson (Bates); Noxzema (SSC&B); Bristol-Myers (OB&M); Quaker Oats (JWT); Armour (FC&B) [B. Crosby Prod.] 9/18	*Beverly Hillbillies* $65,000 R. J. Reynolds (Esty) Kellogg (Burnett) [Filmways] 9/25	**Espionage** Buick, Pontiac (both M-E) ⅔ available [Poatus Prod.] 10/2
9:30		*Dick Van Dyke* $56,500 Lorillard (L&N); P&G (B&B) [Calvada Prod.] 9/25	
10:00	**Channing** $126,000 Available [Revue] 9/18	*Danny Kaye* $156,500 Armstrong (BBDO); American Motors (GMB); Ralston Purina (Gardner) [CBS] 9/25	*Eleventh Hour* $120,000 Brown & Williamson (Bates); Warner-Lambert, Scott Paper (both JWT); Union Carbide (Esty); Buick, Coca-Cola, Pontiac (all M-E); Schick (NC&K); Jergens (C&W) [MGM] 10/2
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Flintstones* (C) $55,000 Green Giant (Burnett); Welch (Manoff); Best Foods (L&N) [Screen Gems] 9/19	*Password* $35,500 R.J. Reynolds (Esty); Speidel (M-M) [Goodson-Todman] 9/26	**Robert Taylor Show** $92,000 Buick (M-E); Schick (NC&K) ⅔ available [Four Star] 9/19
8:00	*Donna Reed Show* $55,000 Nabisco (M-E); Campbell (BBDO) [Screen Gems] 9/19	*Rawhide* $115,000 Bristol-Myers (Y&R); Coca-Cola (M-E); Philip Morris (Burnett) Time available [CBS] 9/26	
8:30	*My Three Sons* $70,000 Hunt Foods (Y&R); Quaker Oats (JWT) [Don Fedderson] 9/19		*Dr. Kildare* $120,000 Colgate (Bates); Singer (Y&R); Alberto-Culver (Compton); L&M, Scott Paper, Warner-Lambert (all JWT); Glenbrook Labs (D-F-S) [MGM] 9/26
9:00	**Jimmy Dean** $125,000 Star-Kist (Burnett); Pepsi-Cola (BBDO); Polaroid (DDB) Time available [Ban-Dean Prod.] 9/19	*Perry Mason* $115,000 Clairol (FC&B); Hertz (NC&K); Pillsbury, Philip Morris (both Burnett); Sterling Drug (D-F-S) [Paisano Prod.] 9/26	
9:30			*Hazel* (C) $55,000 Ford (JWT) [Screen Gems] 9/26
10:00	**As Caesar Sees It** $65,000 Consolidated Cigar (PKL) [Stonewall Prod.] and **Here's Edie** $65,000 Consolidated Cigar (L&N) [Ediad Prod.]	*The Nurses* $123,500 Brown & Williamson, Whitehall (both Bates); P&G (B&B) ¼ available [CBS] 9/26	**Kraft Mystery Theater** (C) $115,000 Kraft (JWT) and **Perry Como Specials** Kraft (JWT) [Revue] 10/3
10:30	Station time		

MONDAY

Time	ABC-TV	CBS-TV	NBC-TV
7:30	**Outer Limits** $125,000 L&M (JWT); Schick (NC&K); Pontiac (MJ&A); Remington (Y&R); Goodrich (BBDO); P&G (Compton) Time available [UA TV] 9/16	*To Tell the Truth* $42,000 R. J. Reynolds (Esty); Whitehall (Bates) [CBS-Goodson-Todman] 9/9	*Monday Night Movies* (C) $200,000 Miles Labs (Wade); Carnation (EWR&R); Sunbeam (FC&B) Sterling Drug (D-F-S); Bristol-Myers (Y&R); Maybelline (PKG); Union Carbide, Leeming (both Esty); Lorillard (L&N); Vick Chemical (Morse); Beecham (K&E); American Tobacco (SSC&B); Jergens (C&W); Buick, Coca-Cola, Pontiac (all M-E) [20th Century-Fox/MGM] 9/16
8:00		*I've Got a Secret* $45,000 General Foods (Y&R); Toni (North) [Goodson-Todman] 9/9	
8:30	*Wagon Train* (C) $196,000 R.J. Reynolds (Esty); Menley & James (FC&B); Schick (NC&K); Firestone (Sweeney & James); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (MJ&A); Whitman Candy (Ayer); Nationwide Insurance (Sackheim); Pepsi-Cola, Goodrich (both BBDO); Block Drug (SSC&B); Remington (Y&R); Polaroid (DDB) [Revue] 9/16	*The Lucy Show* $70,000 General Foods (Y&R); Lever (JWT) [Desilu] 9/30	
9:00		*Danny Thomas* $60,000 General Foods (B&B) [Marterto] 9/30	
9:30		*Andy Griffith* $60,000 General Foods (B&B) [Mayberry Enterprises] 9/30	**Hollywood Story** $35,000 Timex (W&L); Purex (Weiss) [Wolper Prod.] 9/30
10:00	**Breaking Point** $119,500 Alberto-Culver (Compton); Brown & Williamson, Colgate (both Bates); Armour (FC&B); Block Drug (SSC&B); du Pont (Ayer) Time available [Bing Crosby Prod.] 9/16	**East Side, West Side** $124,500 Philip Morris (B&B); Whitehall (Bates) ½ available [CBS-Susskind] 9/23	*Sing Along with Mitch* (C) $85,000 Buick, Pontiac (both M-E); Block Drug (SSC&B); L&M (JWT); Polaroid (DDB) Time available [All American Features] 9/23
10:30			

TUESDAY

Time	ABC-TV	NBC-TV	CBS-TV
7:30	*Combat* $121,000 American Tobacco (BBDO); Miles Labs (Wade); Beecham (K&E); Firestone (Sweeney & James); Union Carbide (Esty); Colgate (Bates); Pontiac (MJ&A); Armour (FC&B); Block Drug (SSC&B) [Selmur-ABC] 9/17	*Marshall Dillon* (Gunsmoke reruns) For local sale	**Mr. Novak** $110,000 Bristol-Myers (Y&R); Frito-Lay, Noxzema (both D-F-S); Buick, Coca-Cola, Pontiac, (M-E); Warner-Lambert, Scott Paper (both JWT) Time available [MGM] 9/24
8:00		*Red Skelton* $142,500 Best Foods (L&N); S.C. Johnson (FC&B); Philip Morris (B&B); Lever (BBDO) [Cecil Barker Prod.] 9/24	
8:30	*McHale's Navy* $69,000 R. J. Reynolds (Esty); Schick (NC&K); Nationwide (Sackheim); Remington (Y&R); [Revue] 9/17		**Redigo** $53,000 Available [Screen Gems] 9/24
9:00	**Greatest Show on Earth** (C) $122,500 American Tobacco (SSC&B); Kaiser (NC&K); Alberto-Culver (Compton) [Desilu] 9/17	**Petticoat Junction** $59,000 Whitehall (Bates); P&G (Compton) [Filmways] 9/24	**Richard Boone Show** Reynolds Metals (L&N); Polaroid (DDB) About half available [Goodson-Todman] 9/24
9:30		*Jack Benny* $76,500 General Foods (Y&R); State Farm (NL&B) [J&M Prod.] 9/24	
10:00	**The Fugitive** $125,000 P&G (B&B); Brown & Williamson, Mobil (both Bates); MMM, Pontiac (both MJ&A); Menley & James (FC&B); Beecham (K&E); Remington (Y&R); duPont (Ayer) Time available [UA TV] 9/17	*Garry Moore* $146,000 Oldsmobile (Brother); S. C. Johnson (NL&B); R.J. Reynolds (Esty) [Red Wine Prod.] 9/24	*Telephone Hour* (C) Bell System (Ayer) [Henry Jaffee Ent.] 9/24 and *Andy Williams Show* (C) S&H Green Stamps (SSC&B) [Barnby Prod.] and *NBC News Specials*
10:30			

FRIDAY

Time	ABC-TV	CBS-TV	NBC-TV
7:30	*77 Sunset Strip* $115,000 Menley & James, Armour (both FC&B); R. J. Reynolds, Union Carbide (Esty); Schick (NC&K); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (MJ&A); Jergens (C&W); Block Drug (Grey); Remington (Y&R); Goodrich (BBDO) [Warner] 9/20	**Great Adventure** $127,000 Available [CBS] 9/27	*International Showtime* $60,000 A. C. Gilbert (BBDO); Warner-Lambert (JWT) ⅔ available [NBC] 9/13
8:00			
8:30	**Amos Burke** $135,000 Menley & James (FC&B); Pontiac (MJ&A); L&M (JWT); Union Carbide (Esty); Polaroid (DDB); P&G (Compton); Block Drug (SSC&B); Remington (Y&R) Time available [Four Star] 9/20	*Route 66* $119,000 Chevrolet (C-E); Philip Morris (Burnett) ¼ available [Screen Gems] 9/27	**Bob Hope Show** $200,000 Chrysler (Y&R) [Revue] 9/27
9:00			**Harry's Girls** $60,000 Colgate (D'Arcy) [MGM] 9/13
9:30	**Farmer's Daughter** $46,000 Clairol (FC&B); L&M (JWT) [Screen Gems] 9/20	*Twilight Zone* $59,000 American Tobacco (SSC&B); P&G (B&B) [Cayuga Prod.-CBS] 9/27	*Jack Paar* (C) $110,000 Speidel (M-E); Lorillard (L&N); Miles Labs (Wade); Hertz (NC&K); Block Drug, Noxzema (both SSC&B) [Jack Paar] 9/20
10:00	*Fight of the Week* $60,000 General Cigar (Y&R); Gillette (Maxon) [ABC] 9/20	*Alfred Hitchcock* $120,000 Philip Morris (Burnett); P&G (B&B) Time available [Revue] 9/27	
10:30	*Make That Spare* $17,000 B&W, Whitehall (both Bates) Time available [ABC] 9/20		

SATURDAY

Time	ABC-TV	CBS-TV	NBC-TV
7:30	*Hootenanny* $75,000 Polaroid (DDB) Time available [Dankar] 9/21	*Jackie Gleason* $143,500 Colgate (Bates); Drackett (Y&R); Philip Morris (Burnett); Ralston-Purina (Gardner) [CBS] 9/28	**Lieutenant** $85,000 Sterling Drug (D-F-S); Pontiac (M-E) ⅔ available [MGM] 9/14
8:00			
8:30	*Lawrence Welk* $55,000 Whitehall (Bates); J.B. Williams (Parkson); Bristol-Myers (Y&R); Block Drug (SSC&B); Sinclair (GMM) [Teleklew] 9/21	**Phil Silvers Show** $60,000 General Foods (B&B) [CBS] 9/28	*Joey Bishop Show* (C) $49,000 Lorillard (L&N) ½ available [Belmar Prod.] 9/14
9:00		*The Defenders* $127,000 Lever (OB&M); Bristol-Myers (Y&R); Allstate (Burnett); Brown & Williamson (Bates) [CBS] 9/28	*Saturday Night Movies* (C) $200,000 Union Carbide, Leeming, R. J. Reynolds, Chesebrough-Ponds (all Esty); Maybelline (P-K-G); Buick, Coca-Cola, Pontiac (all M-E); Sunbeam, Menley & James (both FC&B); Vick Chemical (Morse); Insurance Co. of North America (Ayer); Jergens (C&W) [20th Century-Fox/MGM] 9/21
9:30	**Jerry Lewis** (to 11:30) $191,000 L&M (JWT); Pontiac (MJ&A); Star-Kist, Green Giant (both Burnett); Beecham, U. S. Plywood (both K&E); Block Drug (SSC&B); Gulton Industries (Compton); Armour (FC&B); Polaroid (DDB); Goodrich (BBDO) Time available [Jerry Lewis Prod.] 9/21		
10:00		*Gunsmoke* $128,500 Johnson & Johnson (Y&R); P&G (B&B); Alberto-Culver (Compton); Whitehall (Bates) [Norman MacDonnell] 9/28	
10:30			

Insurance companies increase TV spending 39.5%

Television billings of insurance companies rose to $20,860,500 last year. The figure represented a 39.5% increase from the $14,952,700 in TV billings in 1961, according to a survey of more than 100 insurance firms by Television Bureau of Advertising.

The top 11 insurance advertisers accounted for $17.6 million of the 1962 total. This represented 57.9% of total media expenditures for the leading advertisers in 1962.

Prudential Insurance Co. of America led the insurance advertisers in TV billings again with $4,006,629. New to TV were Liberty Mutual, Metropolitan Life and the Institute of Life Insurance.

Of the total television billings, spot TV expenditures rose to $5,113,800 from $3,748,600 and network TV expenditures increased to $15,746,700 from $11,204,100.

Five of the top insurance advertisers placed their entire TV billings on the networks. Only one advertiser in the top group, Blue Cross/Blue Shield concentrated all of its TV money in spot.

CONSUMER SERVICES—INSURANCE ADVERTISER TIME AND SPACE BILLINGS

	1962 Network TV	1962 Spot TV	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	1962 % TV
Prudential	$ 4,006,629	$	$ 4,006,629	$ 4,093,756	$ 546,265	$ 58,418	$ 256,215	$ 4,867,527	82.3
Allstate	2,788,071	1,111,610	3,899,681	3,208,089	1,236,672	....	351,962	5,488,315	71.1
Nationwide	2,145,162	361,900	2,507,062	210,030	601,194	....	628,330	3,736,586	67.1
State Farm	1,922,856	36,860	1,959,716	2,125,275	1,496,343	120,299	229,284	3,805,642	51.5
Blue Cross/Blue Shield	....	1,104,070	1,104,070	888,710	1,005,455	....	343,351	2,452.876	45.0
Mutual of Omaha	1,026,581	....	1,026,581	1,279,445	300,415	....	....	1,326,996	77.4
Institute of Life Insurance	555,858	165,560	721,418	....	....	....	1,623,207	2,344,625	30.8
Liberty Mutual	713,805	....	713,805	....	261,743	....	....	975,548	73.2
Metropolitan Life	674,246	....	674,246	....	2,648,498	....	194,189	3,516,933	19.2
Continental National	163,944	356,810	520,754	200,440	92,750	....	534,397	1,147,901	45.4
Kemper	519,545	....	519,545	464,082	274,805	....	28,950	823,300	63.1
TOTALS	$14,516,697	$3,136,810	$17,653,507	$12,469,827	$8,464,140	$178,717	$4,189,885	$30,486,249	57.9

Sources:
Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

UNITED FRUIT'S 'CHIQUITA' RETURNS

$2.5 million campaign to introduce quality banana line

United Fruit Co., whose last big national advertising campaign 19 years ago introduced a lively Latin named "Chiquita" and an accompanying radio jingle warning against keeping bananas in the refrigerator, this summer will spend $2.5 million to revive Chiquita's name with the public.

Of the total advertising budget, 90% of the campaign will go into national and local television advertising in 71 markets, with the remainder in newspapers and Sunday supplements. It is a more sedate "Chiquita" who headlines this campaign, however, with less of the flair which made the "Chiquita" jingle a popular musical novelty in its own right. Company officials felt that the "Chiquita" song and caricature had come to be identified more with the banana industry in general and less with United Fruit Co. specifically.

Hence, the traditional brand name "Chiquita" is being retained, but only as a designation for the company's premium banana product. Beginning June 10 in U. S. markets, the "Chiquita" brand banana will carry a stamp-size seal on its skin distinguishing it from competing brands and also from United's lower quality bananas. To assure closer quality supervision for its premium brand, United ships the "Chiquita" bananas from Central America packed in cardboard cartons—40 pounds to the carton—as opposed to the former method of loading the bananas unprotected in bulk. BBDO, the company's agency for 25 years, is handling the campaign.

Introducing the plans in a special presentation on board one of the company's banana boats docked in New York harbor last week, executive vice president John M. Fox reported that "extensive consumer research told us the American housewife wanted some assurance that the banana she bought looked as good inside as it did on the outside."

The company's director of advertising and marketing services, David L. Ladd, said that the branded bananas had already reached 50% of the company's Canadian markets and would begin to reach American markets June 10.

Mr. Ladd said that a local advertising campaign will accompany the branded bananas into each market. Newspapers will be used for the first six weeks on a "crash" introduction basis, while television will be used from the beginning and on a longer, steadier basis. By the time the product has reached all 71 of the company's major markets sometime this fall, national television advertising will begin with 20 and 60 second spot announcements and participation sponsorships.

The partial-year, $2.5 million for 1963, budget will go up to $4 million for 1964. Joseph Crowley, United Fruit's account executive at BBDO, explained the advertising strategy: "We feel that we could get the immediate reach by use of a newspaper and Sunday supplement campaign, but we felt that television would give us greater frequency in the long run. All the newspaper advertising will be done in the first six weeks, after which television will be used exclusively."

The original introduction of the "Chiquita" campaign on radio in 1944 is estimated to have cost $1 million. By 1960, however, the company's advertising budget had dwindled to practically nothing. It was then that various face-lifting projects were undertaken by the vast tropical concern, and the television campaign was one of the results.

Wolper specials sold

East Ohio Gas Co., Cleveland, has signed as the first multi-market advertiser to buy full sponsorship of the six, one-hour special documentaries that are being produced by David Wolper for United Artists Television. East Ohio Gas has bought the package for showing in Cleveland and Youngstown. Earlier the Liberty Mutual Insurance Co. purchased one-half sponsorship in 25 markets (BROADCASTING, May 20). The series has been bought in 29 markets, including station sales to KLZ-TV Denver and WFGA-TV Jacksonville, Fla.

The rocky road that agencies must travel

WESTERN GROUP REMINDED OF ITS OBLIGATIONS AT PALM SPRINGS MEET

The responsibility of advertising agencies to the advertisers who pay for the ads the agencies create and to the public who watch, hear and read these commercial messages and then buy or fail to buy the advertised products and services, was the unannounced theme of the 13th annual conference of the Western States Advertising Agencies Association, held May 16-19 at the Riviera hotel in Palm Springs, Calif.

More than 250 agency, advertiser and media executives and their wives heard reports and discussions of these major topics, and such associated themes as the ability of research to determine the correct advertising approach to achieve the desired results and to measure the effectiveness of the advertising in achieving them, the relationship of advertising

K&E's Lewis

KCRA-TV's Cooper

Attorney General Mosk

to government and the economics of agency operation.

The relations of agencies with their state governments received special attention. Leonard Shane, chairman of the WSAAA government relations committee, reported that a bridge between advertising and government in California has been established to provide free access for the state's advertising fraternity to present its views and advice to state officials on any legislation affecting advertising or any regulation of advertising practices.

Stanley Mosk, California attorney general, addressing the Saturday luncheon, stated that although competition sometimes causes advertisers "to violate their professional ethics and standards of good taste and occasionally to violate the law . . . I know of no case where a responsible advertising agency has been instrumental in the perpetration of fraud.

"Of course," the attorney general continued, "this is to the credit of your industry, but it illustrates the difficulty you must face in responding to the loose charges, often heard, that the advertising industry is guilty of deceit. The people have no way of distinguishing between legitimate, agency-produced advertising and misleading or tasteless promotions. It all appears in the same newspapers or on the same TV channels."

Keep Trash Away ▪ Pointing out that "publishers and broadcasters have been successful in keeping much trash away from the people," Attorney General Mosk asked how the advertising industry can "prevent the misuse of direct mail techniques," adding that "in our experience, direct mail solicitations are the most offensive. . . .

"The conclusion is inescapable that the advertising industry needs government to protect it from the vicious practices of some advertisers. We are allies, not adversaries. Your industry can be effective, as it has been in the past, by developing and upgrading standards of taste. You should help government and law enforcement by calling our attention to practices which you suspect may be in violation of the law. Cooperation will attain far more than coercion," Mr. Mosk said.

Helen Ewing Nelson, California's consumer counsel, appointed by the governor to keep him and the state legislature informed on matters concerning the interests of the state's consumers, emphasized Mr. Mosk's remarks about the wide view the consumer takes of advertising. "When a retail clerk tells me that this ribbon is washable, she's advertising to me," Mrs. Nelson said. Similarly, she commented, what the salesman at the door tells the housewife and the instruction she reads on a package are both advertising. And, "to government, as to the consumer, advertising includes many things which the advertising agencies have little to do with."

The consumer wants advertising to tell him the truth and also to treat him with respect by telling him what he needs and wants to know about a product before he buys it, the consumer counsel said. He feels offended by a container only two-thirds full, or with false sides or bottom, and by a 15-ounce "pound" package. "The advertising agency, as a bridge between buyer and seller, can do much to maintain the mutual respect so necessary in our free society," she stated. "Advertising more and more will be judged by whether or not it fosters the faith we have in each other."

Unfair Or Misleading ▪ Mrs. Nelson welcomed a suggestion by Robert Pickering, head of Pickering Advertising, San Francisco, that legislation be drafted to make it unlawful for a "bunco artist" to represent fraudulent selling schemes as advertising and said that her own staff tries to use the phrase "unfair selling practices" instead of the "false and misleading advertising" terminology of the statute books.

Advertising's accountability does not end at our national borders, William B. Lewis, chairman of Kenyon & Eckhardt, reminded the agency executives in his keynote address. "Beyond the contributions advertising makes to our domestic economy, it can and must be a vital force in improved welfare and education throughout the world," he said.

"We live in a world in which two out of three children go to bed at night without enough to eat. We also live in a world with another similar statistic—a world in which two out of three people do not know what is going on in the world, or even in their own country. It seems to me that one of advertising's great responsibilities is to use the tools it has developed to improve communications between the peoples of the world."

"The sales productivity of advertising is being questioned more frequently," William Dover, vice president, John G. Knight Co., market research organization, told a session on consumer marketing. "Top business management, responsible for the appropriation, if not the allocation, of millions of advertising dollars, now is demanding more exact information on the contribution of advertising to the marketing of commodities and services." He explained management's growing interest in advertising results by quoting Dr. Bernard Skull, Federal Reserve Board economist, that sales per dollar of advertising have been on a downward slide "from $116 of sales-per-dollar-of-advertising in 1947 to $90 in 1960."

Rate Chaos ▪ Newspapers and radio were given a hard time by the assembled agency executives during a session on "The Chaos in Media Rates." The dual local-national rate policies of newspapers were lambasted for permitting the local retailer to buy space more advantageously than the national advertiser or his agency, thus making the agency look foolish in the eyes of its clients. Radio got its lumps for not sticking to its published rates and for permitting its local salesmen and national representatives to quote better rates than those on its card. "*Standard Rate & Data* is obsolete, so far as buying time is concerned," Marvin S. Cantz, WSAAA president, declared. "It's hazardous to try to buy time in a distant market without having a buyer on the spot," he said. His statement received full endorsement from Jack Melvin of The Melvin Co., Las Vegas, Nev., who asserted, "I can buy time in Los Angeles for less than *Standard Rate & Data* and this puts the agency in a funny position."

Robert Forward, executive vice president and general manager, KLAC Los Angeles, argued that that city's major stations do not cut rates nor do they have a national-local rate differential. "What we do have," he said, "is a growing number of package plans, each designed to meet the needs of a special group of advertisers. It's not chaos, just something for everybody. . . The need is not for simpler rate cards, but for more sophisticated timebuyers."

Research and intuition are both helpful in creating effective advertising, Ernest Dichter, head of the Institute for Motivational Research, and William Tara, creative consultant, agreed. "Most products have an artistic soul and unless you can reveal this you aren't really communicating," Dr. Dichter said. "This takes intuition, creativeness and research."

Dorothy Corey, president, Facts Consolidated, said that if the goal of an advertising campaign is properly defined its results can be measured. "Once the goal is defined," she counseled, "work with the smallest sample you can, one which can be reproduced comparably year after year. That way, you can control your costs and your sample."

Ratings Future ▪ Reviewing the history of the congressional investigation of broadcast ratings, Roger Cooper, research director of KCRA-TV Sacramento, Calif, said he looks for legislation to be proposed as the solution to the current problems. The way to avoid this, he said, is by an industry plan of self-regulation, but he warned that such a plan can succeed only if it also has the support of advertisers and agencies.

Reminded of the failure of previous tripartite efforts to control broadcast audience measurements, Mr. Cooper said that the Cooperative Analysis of Broadcasting and Broadcast Measurement Bureau were both measurement services operated in competition with private companies. His recommendation is for advertiser-agency-broadcaster supervision and standard-setting of measurements to be conducted by at least two competitive privately operated services, he stated.

The outlook for the next five or 10 years is for the big agencies to get bigger, with an intramural battle whether there will be an all-inclusive agency, such as Interpublic seems aiming to become, or fragmentation into a number of various individual services, such as package design, publicity and the like, Ira Rubel, management consultant, told the agency executives. If an agency becomes a collection of specialists and the advertising generalist disappears, the problem arises how well the specialists can understand the overall picture of their clients' advertising policies and problems.

The expansion of agency size and the increase in the number of services offered to clients calls for a more flexible compensation system than the single media commission of 15%, Mr. Rubel said. Only agencies whose billings are chiefly in network television and national magazines can make out on media commissions alone, he commented, adding "they don't need a management consultant."

Compensation ▪ Where additional compensation is asked from the agency's clients, it ought to be related to "time taken, skill required and results accomplished," Mr. Rubel stated. Proper record keeping can make the first two items easy to calculate, he noted, but "one trouble with agencies is that too seldom can they demonstrate what the advertising they have produced has actually accomplished for the client."

Woodrow Wirsig, editor of *Printers' Ink,* called for built-in-obsolescence in all new products and for a law compelling everyone to spend a specified minimum each year for consumer goods (with a proportionate reduction in taxes) to prevent the economy from "grinding to a halt." Business has concentrated too long on improving production and now must focus its attention on how to increase distribution. "As advertising men, we must teach people to spend," he declared. "Thrift is no longer a virtue. A dollar saved may cost us our jobs."

The young have influence

Management of radio stations programed with music popular with teen-age listeners, accustomed to being told that "your ratings don't mean much because these kids don't buy anything but hot dogs, candy and Cokes," got some strong support for their program policy from market research specialist Bill Dover. Mr. Dover, for 25 years head of the business and market research department of the *Los Angeles Examiner* until its demise in 1962, told the Western States Advertising Agencies Association 13th annual conference:

"While important in merchandising because of the postwar birth splurge, it is the growing influence of these young adults of the family selection of products and of brands that is vital to marketing, both today and tomorrow. Their numerical strength, as a segment of the market potential, is inflated because their definite tastes and preferences exert a strong influence on the average family purchase of both ordinary and special commodities. This influence is apparent, from toothpaste to automobiles, from apparel to music, from magazines to food, from the use of words to the use of time. Keen merchandisers cater to the patronage of the young adult group and publicize their choice as an example to the more staid adults to stay young, think young, act young, with Elvis or with some other equally odd character currently intruding over the everyday horizon of American life."

Metromedia stations, sales arm rejoin RAB

The Radio Advertising Bureau, which is going its own way in the area of solving radio's audience rating problems but hopes to gain eventual cooperation of the National Association of Broadcasters, last week saw additional evidence of support with the return to membership of a major station group.

Metropolitan Broadcasting radio stations and their national sales arm, Metro Broadcast Sales, announced plants to join RAB effective June 1. The Metropolitan stations had been RAB members but left the organization in December 1961.

It is estimated that since March 1 of this year, RAB has been pledged $150,000 in membership dues. In this period NBC Radio, NBC O&O radio stations, Capital Cities Broadcasting Corp., and an additional number of independent stations joined the promotion organization.

Metropolitan's radio stations, owned

Edmund C. Bunker, RAB president (l) and John W. Kluge, Metromedia Inc., president, on occasion of Metromedia's rejoining RAB.

by Metromedia Inc. are WNEW-AM-FM New York, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland and KMBC-AM-FM Kansas City. (Metromedia has also purchased KLAC-AM-FM Los Angeles and WCBM-AM-FM Baltimore pending FCC approval.)

Edmund C. Bunker, RAB president, said the Metromedia move "comes at a time when financial and moral support is vitally needed by RAB in its efforts to improve the measurement of radio." John W. Kluge, president of Metromedia, who made a joint announcement of the new affiliation with Mr. Bunker also noted radio's need for "concerted action."

ABC-TV sold out for Winter Olympic coverage

ABC-TV reports it has sold out its planned prime time coverage of the 1964 Winter Olympics from Innsbruck, Austria, and network officials are now considering live coverage of some portions if a communications satellite is available.

Also sold are 15 pre-Olympic half-hour programs the network has scheduled as part of its exclusive Winter Olympics coverage. Sponsors and agencies participating in the Olympic and pre-Olympic coverage are the Firestone Tire and Rubber Co. (through Sweeney & James,) the Andrew Jergens Co. (Cunningham & Walsh), Liberty Mutual Insurance Co. (BBDO), P. Lorillard Co. (Lennen & Newell), Jos. Schlitz Brewing Co. (Leo Burnett) and Texaco Inc. (Benton and Bowles).

The pre-Olympic offerings will be half-hours (6:30-7 p.m., Saturdays) for the 15 Saturdays preceding the Olympics. Exact times have not been set for the Olympic coverage, but the network said it will come during prime time, and regular shows will be preempted to make room for the Olympics. Sixteen hours of coverage are planned between Jan. 29 and Feb. 9, with one hour each weeknight, and two hours on each of the four weekend days during the period.

Y&R gets $7 million Breck account

The appointment of Young & Rubicam as advertising agency for John H. Breck Inc. (toiletries), Springfield, Mass. was announced last week by Breck. The account bills an estimated $7 million, of which approximately $2 million is allocated to network and spot TV.

The Breck business has been handled by Reach, McClinton & Humphrey Inc., New York and Springfield, which places about $5 million, and N. W. Ayer & Son, New York, which places approximately $2 million. It was reported that $2 million of the overall $7 million will continue to be placed by Reach, McClinton & Humphrey for a brief period prior to the transfer to Young & Rubicam.

No reason was given for the reassignment of the account. Reach, McClinton recently lost almost $3 million in billing on the International Latex Corp. account to Y&R. Six months ago Charles D. Reach, chairman, reported he was selling his stock in the agency and would partially retire.

The acquisition of the Breck account almost compensates for the loss by Y&R last month of the $8 million Beech-Nut Life Savers Inc. business (BROADCASTING, April 29).

Rep appointments . . .

- WMHE Toledo, Ohio: Herbert E. Groskin & Co., New York, as exclusive national representative.
- WQXT West Palm Beach, and WYND Sarasota, both Florida; WBMD Baltimore; WTMT Louisville, Ky.; WEGP Presque Isle, Me.; WTKO Ithaca, N. Y.; WALG Albany, and WMOG Brunswick, both Georgia; WBZE Wheeling, W. Va., and KASH Eugene, and KAST Astoria, both Oregon: Vic Piano Associates Inc., New York, as national representative.
- KPUB Pueblo, Colo.: Country Music Sales, New York as national representative.
- WMAM Marinette, Wis.: Burn-Smith Co., New York, as national representative.

SELLING IS MORE THAN ADVERTISING

Hylan points out TV's role in accepting marketing award

William H. Hylan, television network executive turned television-radio agency executive, last week drew a clear distinction between television's commercial role and that of its print competitors.

"I believe magazines are a great advertising medium," he said. "However, I believe with equal firmness that television is more than an advertising medium—that it is actually a sales medium."

Mr. Hylan, who resigned as senior sales vice president of the CBS-TV network to become director of radio and television for J. Walter Thompson Co. a few weeks ago, emphasized this distinction in a speech accepting the 1962 "Marketing Executive of the Year" award of the Sales and Marketing Executives International Society in Philadelphia Wednesday (May 22).

But, he asserted, television is the victim of "one of the most bizarre paradoxes of present-day marketing," in that advertisers usually will pay a higher cost-per-thousand for print than for television. TV's best answer, he said, would be to conduct and circulate research "that goes beyond audience size to measure the impact of media on the audience."

It's Essential ▪ "In my opinion," he continued, "this kind of research is absolutely essential if television intends to grow as an advertising and sales medium.

"If there is a difference in impact—and there must be—between television and print; if television performs a function that can go beyond informing—and I sincerely believe it can; if there are ways and means of using the medium that do not fall into the patterns to which we have been accustomed by older media, then let the marketing community be so informed."

Triangle renews with Blair

The Triangle Stations has renewed its national representation sales contract with John Blair and Co., it was announced jointly last week by Roger W. Clipp, vice president and general manager of Triangle's broadcast division, and John Blair, head of the representative company. The Blair organization has represented Triangle for nine years.

Under the contract, Blair Television will represent WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, and WLYH-TV Lebanon-Lancaster, both Pennsylvania; WNBF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif. Blair Radio will represent WFIL, WNHC, WNBF, WFBG and KFRE.

Kemper slaps antitrust suit on ABC-TV

NIXON 'OBITUARY' IS CATALYST IN COUNTER SUIT

A new chapter was begun last week in the controversy over Howard K. Smith's program last fall on ABC-TV, "Political Obituary of Richard Nixon," which included comments by Alger Hiss.

The Kemper Insurance Co. of Chicago has charged ABC with violation of the antitrust laws because of the must-buy of its program contract requirements and affiliate practices. Kemper also seeks to block ABC's suit against Kemper which seeks damages of $452,000 for breach of a program contract canceled by the insurance firm after the Smith show.

Kemper took its case to the U. S. District Court in New York last Thursday (May 23). ABC's suit was filed earlier in New York State Supreme Court.

The Nixon program was aired Nov. 11 and was sponsored on ABC by a Kemper competitor, Nationwide Insurance Co. of Columbus, Ohio (BROADCASTING, Nov. 19, 1962, et seq.). Kemper until that time sponsored *Evening Report*, an ABC news program.

Violation ▪ The court suit explained that Kemper discontinued its news program because a "cross plug" for the program on Mr. Nixon had been included within the time of *Evening Report* on Nov. 9. Kemper charged that the cross plug "clearly violated a provision whereby ABC agreed not to promote any competing business during the Kemper time."

At the time of the discontinuance, Kemper alleged its reputation "had been damaged materially" because many persons hearing the plug for the Nixon program on Kemper time "thought Kemper was associated with the program featuring the convicted perjurer" Hiss, Kemper recalled last week. Kemper also claimed that the tenor of the program about Mr. Nixon "disgusted a large number of people and this had the effect of defeating Kemper's objective in sponsoring a television news program."

The Kemper antitrust suit charged that ABC tied the sale of *Evening Report* on 95 TV stations in markets desired by Kemper to sale of an additional 35 stations in markets where Kemper did not wish to advertise. Kemper said it finally acceded because the program was the type it needed in its advertising campaign.

The suit also includes general charges ranging through the entire field of network and affiliate station relationships.

Still another estimate of WSJS-TV's value

A radical difference of opinion as to the market value of WSJS-TV Winston-Salem, N. C., on April 30, 1956, has been evinced by witnesses testifying in recent weeks in Los Angeles Superior Court. Those called by Harned Pettus Hoose, counsel for Mary Pickford and her husband Charles (Buddy) Rogers, have valued the station in the neighborhood of $3 million. Horace W. Gross, vice president of Howard S. Frazier Inc., Washington management consultant, station appraisal and brokerage firm, put the price at that time at $2.8 million. Alvin G. Flanagan, vice president and general manager of KBTV(TV) Denver, on the stand the opening days of last week, gave his opinion that a fair price would have been $3.2 million. Earlier witnesses called by Sherman Welpton Jr., representing Piedmont Publishing Corp., put a considerably lower valuation on WSJS-TV. Harold Essex, vice president and general manager of the station, said that on April 30, 1956, a fair price would have been $1 million (BROADCASTING, May 6). John Alden Grimes, an appraiser from Arlington, Va., figured it should have been $1.1 million. Litigation before Los Angeles Superior Court Judge Bayard Rhone, concerns the price Piedmont Publishing should pay for the Pickford-Rogers one-third interest in the station, under an option to buy this interest on April 30, 1956 (BROADCASTING, April 29).

SARNOFF ON EDUCATIONAL TV

Calls for examination of medium's purpose

NBC Board Chairman Robert W. Sarnoff called for "an examination in precise and realistic" terms of educational television's purpose and made special reference to ETV's instructional function in a talk delivered last week before the National Congress of Parents and Teachers in Miami Beach.

"Those who discount the teaching aspect of educational television would undermine one of its basic functions," he said. "At a time when all education is burdened by shortages of teachers and facilities, when educational requirements are outstripping conventional methods of instruction, the use of educational television as an integrated part of the educational system is not only indicated . . . it is imperative."

Mr. Sarnoff has been on record consistently as emphasizing the teaching function and the need for financial assistance from educational sources.

In his Miami Beach talk, Mr. Sarnoff said that "those who discount the educational community as a source for permanent financing of educational television are unrealistic in failing to recognize its need for stability and continuity of income."

In a talk two weeks ago, CBS President Dr. Frank Stanton said the financial base of ETV should be broad enough "to involve not just the educational and television worlds, but the churches, the civic organizations, the business community—the people . . . the great bulk of . . . support [should] come directly from the public."

Last week, Mr. Sarnoff specified that "it is particularly through [educational foundations and institutions] that a financial base can be established for educational television, in addition to the important resources furnished by viewer contributions."

In addition to teaching, Mr. Sarnoff said that ETV had opportunities to treat specific subjects with greater detail than commercial TV and to indulge in more program experimentation. "Both forms of television compete with each other, each in its own way, in seeking to engage viewer interest," said Mr. Sarnoff. "Viewed in this light, commercial and educational television are interacting, and by enriching each other, can enlarge the total contribution of television to the nation."

Dr. Stanton had urged that ETV "must succeed in its broadest, not its narrowest sense," but last week Mr. Sarnoff called it "semantic futility to argue whether fulfillment of these opportunities results in a 'broad' or 'narrow' service." ETV, he said "is by its very nature a specialized service . . . but within its own framework and purpose . . . can be as broad as the need fulfills."

Mr. Sarnoff's remarks were consistent with a similar statement he made on the occasion of an NBC gift of $100,000 to New York ETV outlet WNDT(TV) April 8. At that time he referred to WNDT's problem "in developing an operation which can help relieve the shortage of teaching facilities and assist educational organizations, while providing a specialized service to viewers of the community."

It was a correspondence regarding that gift between Mr. Sarnoff and WNDT President Dr. Samuel Gould which later touched off an FCC inquiry into whether commercial TV donors were seeking to influence ETV programing. A passage of Mr. Sarnoff's letter said that he was "impressed" by plans to devote "the bulk" of WNDT's service to direct teaching and the rest to "specialized interests not met by commercial broadcasters."

Mr. Sarnoff has called "unwarranted and untrue" any implication that he had attempted to influence WNDT programing, and said that any statements he made in the letter were based on conversations he had with Dr. Gould.

Salant wants radio-TV access to U.S. Congress

Repeal of the ban on broadcast coverage of the committee hearings of the U. S. House of Representatives was called for last week by Richard S. Salant, president of CBS News, in a talk before the Broadcast Advertising Club of Chicago.

Mr. Salant, without going into detail, also called for "liberalization" of the

Senate rules which already permit broadcast coverage of committee hearings. Speaking Tuesday, he said that the barriers to free access to coverage of the news must be taken down "by public demand" rather than by TV and radio pressures for their rights since the nation's need for knowledge is of far greater importance.

The members of the U. S. House of Representatives are considered most "directly representative of the people," Mr. Salant observed. Therefore the refusal of the House to permit its public committee hearings to be covered by the broadcast media constitutes a "most flagrant" violation of the public's right to know, he indicated.

Mr. Salant said the various media "feed into each other and complement one another" but they are not interchangeable. "Each medium is distinctive," he said, and each has qualities superior to the others.

The joint journalistic venture on slum clearance coverage undertaken last week by CBS-owned WBBM-TV Chicago and *The Chicago Daily News* (story page 60) constitutes a "very interesting experiment" in the view of Mr. Salant. The joint project has the "potential of one of the greatest breakthroughs in journalism," he said.

Chicago's Broadcast Advertising Club last week also announced establishment of a trust fund for college scholarships to advertising and marketing students. Future grants will be made up to $1,000 each. The club has been giving annual scholarships since 1959.

WTIC's Steele feted

Tribute to Bob Steele, sports commentator and personality for WTIC-AM-TV Hartford Conn., was paid by 500 leading citizens of Connecticut and of the sports world at a testimonial banquet in Hartford last Wednesday. It marked his 26 years in broadcasting with the Travelers' stations.

Among figures who paid personal tribute to the 51-year old commentator were Governor John M. Dempsey of Connecticut; H. Meade Alcorn, former chairman of the Republican National Committee, toastmaster; Mayor William Glynn of Hartford; Paul W. Morency, Travelers Broadcasting president; FCC Commissioner Robert E. Lee; Red Smith, New York *Herald Tribute* columnist, and Charles Blossfield, business manager of the Milwaukee Braves.

WJIM joins NBC Radio

WJIM Lansing, Mich., last week became an affiliate of NBC Radio. The station, owned by Gross Telecasting Inc., Lansing, operates on 1240 kc with 1 kw daytime, and 250 w nighttime.

Roth's premises hit by NAB's Carlisle

ARIZONANS HEAR BOTH SIDES OF FSA PICTURE

Jack Roth, KONO-AM-TV San Antonio and president of the Texas Association of Broadcasters, took his fight against the industry's alleged lack of Washington leadership to Arizona May 18.

The Texan, after roundly criticizing LeRoy Collins, president of the National Association of Broadcasters, was immediately answered by William Carlisle, NAB vice president for station services. Broadcasting victories will not be won by the formation of any "rump" federation as proposed by Mr. Roth, Mr. Carlisle countered as both spoke before the Arizona Broadcasters Association.

Speaking as president of the TAB, Mr. Roth asked the Arizona broadcasters to support a proposed federation of state associations to be headquartered in Washington. "FSA is thought of as a proposal to weld in one mighty unit all of the state associations together with a singular head, a man from within our own industry," Mr. Roth said.

Speaking as an individual, and not as TAB president, Mr. Roth charged that Governor Collins has attacked the TAB and its president "for our unheard of audacity in discussing and requesting the interest of the other 49 states in the formation of FSA." Mr. Roth said that the majority of the industry's problems "are manifest in the fact that we do not have the leadership necessary to put our industry in its rightful position in the view of our government and this is the direct result of a man [Collins] who was brought in from the outside, a politician, a former governor who had not the slightest idea . . ." of the realities of radio-TV.

Divide And Weaken ■ Mr. Carlisle said Mr. Roth's proposed federation, no matter how sincerely advocated, could only divide and weaken the efforts of the NAB. The national association fully endorses states' rights "but we would dislike seeing 50 experts ride off in 50 directions on matters of significance," he said. Such a group operating outside the NAB's aegis could possibly advocate a policy different from that of the NAB in regulatory matters, he warned—"a thoroughly dangerous posture for all concerned and a source of glee for our enemies."

NAB is at peak membership and financial strength and has "exceptional leadership," the association's vice presi-

WBBM-TV, 'Chicago Daily News' cooperate on slum story

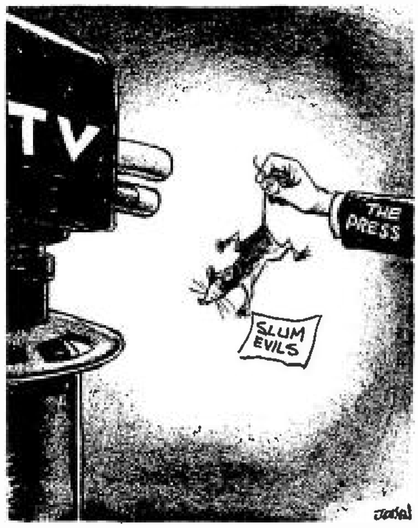
A joint journalistic effort by WBBM-TV Chicago and the *Chicago Daily News* hit the front page and the TV screen almost simultaneously last week as an in-depth running story about the city's slum problems and slum landlords.

Teams of reporters and cameramen from both the station and the newspaper secretly researched the subject during the past several months in preparation for the cooperative double-impact venture. A week-long series of newspaper articles and TV news programs broke on Monday with the first of two documentary shows on WBBM-TV and a front-page banner headline story in the *Daily News*.

The 30-minute TV documentary was aired in the 10:15 p.m. spot following the late news, and the second portion of the two-part documentary will be aired in that same period tonight (May 27). WBBM-TV carried other news reports on the story during the week, too.

The station and the paper claimed a "journalistic first." The *Daily News* observed: "It marks the first time that a metropolitan newspaper and a major television station have joined to present in the newspaper pages and on the TV screen simultaneously the facts on a major problem facing the community."

Co-operative Close-Up



From the *Chicago Daily News*

WBBM-TV assigned three newsmen and three cameramen to the project while the *Daily News* used five reporters and four photographers. The two teams operated from a secret headquarters in a downtown office building. Hugh Hill headed WBBM-TV's team. The *Daily News* reporters appeared on the air in WBBM-TV's coverage while a TV reporter bylined a story in the paper.

The *Daily News* observed that its reporters "had to adjust to traveling with a television camera and crew, where they normally might need merely pencil and paper. The television men had to accustom themselves to the nonpictorial drudgery of digging deeply into stacks of musty records."

The joint story was arranged by the editors of the *Daily News* and by Clark George, CBS vice president and manager of WBBM-TV. Mr. George said he couldn't recall who got the idea first. "It sort of grew like Topsy," he said.

Reaction to the joint TV-paper story appeared to be immediate. Another Chicago newspaper ran articles playing up extensive progress that has been made in slum clearance in recent years and one landlord paid up housing court fines of many years' standing.

On Thursday in the state capitol it was announced that a special committee of the House had been formed to investigate charges of slum rent gouging. The committee scheduled public hearings in Chicago starting the very next day.

dent said. The association now has 1,906 AM members (up 55 since Jan. 1) and 412 TV members (up from 396 at the end of the year).

The Arizona association tabled a resolution endorsing the Texas proposal for a state federation. At least three other state associations have officially rejected the TAB plan (BROADCASTING, May 20).

Sloan awards given for highway safety

Sixteen broadcasting organizations, commercial sponsors and individuals were presented with Alfred P. Sloan Awards for highway safety promotion during 1962 at a dinner in New York last Tuesday (May 21).

The winners of bronze plaques and their categories were: WAVZ New Haven, Conn., 1 kw or less radio station; WKMH Dearborn, Mich., over 1 kw radio station; WSBF-FM Clemson, S. C., noncommercial education radio station; CBS Radio, national radio network sustaining; WGN-TV Chicago, television station sustaining; KDKA-TV Pittsburgh, special award, television station sustaining; KDPS-TV Des Moines, Iowa, noncommercial educational television.

Bethlehem Steel Co., 1 kw or less commercial; Willard E. Robertson Corp., New Orleans, over 1 kw commercial; Bell Telephone Co. of Pennsylvania, regional radio network and group-owned station commercial; Metropolitan Life Insurance Co., national radio network commercial; H. H. Meyer Packing Co., Cincinnati, television station commercial; Glenbrook Laboratories, division of Sterling Drug Inc., television network commercial; RCA, special award, television network commercial.

The 1962 Sloan program included two creative awards of $1,000 each to a producer and writer for "work of exceptional originality in the treatment of highway safety." The producer award went to Carroll James of WWDC Washington and the writer award was shared by Edwin L. Beachler and Brian Scruby of KDKA-TV Pittsburgh.

Media reports...

Capital news bureau ■ KDKA Pittsburgh has opened a news bureau in Harrisburg, Pennsylvania's capital, to cover political state news, with special emphasis on Governor William Scranton's weekly news conferences. Head of the bureau will be Mark Forrest, one of KDKA's political reporters.

New location ■ Radio Free Europe Fund, New York, has moved to new offices at 2 Park Avenue, room 410. New telephone number: Lexington 2-1323.

New Jersey broadcasters oppose FCC proposals

The New Jersey Broadcasters Association went on record last week as opposing the FCC's proposals to limit the number of broadcasting stations, limit broadcast advertising and restrict the dissemination of information on horse-racing and other sports events.

In their spring meeting at Rutgers University, New Brunswick, representatives of 20 member stations were reported to have unanimously adopted a resolution to this effect.

The association also heard a report that its emergency weather network has gone into operation with 21 radio stations participating. Other speakers included Dr. Samuel Gould, head of WNDT(TV), educational station in New York, and Harry Daly of the Washington law firm of Daly & Ehrig. Fred Wood of WMVB Millville, president of the association, presided.

Boyoboy, do we carry national brands!

"In fact, we not only carry them," say WSAZ-TV Supermarket proprietors Tom Garten[1] (right) and John Sinclair,[2] "we do a bang-up job of displaying and selling them, too!"

Not only in Charleston and Huntington, they could add, but in the entire 72-county 4-state Supermarket area as well.

Of course, our gleeful friends admit their station WSAZ-TV deserves *some* of the credit for Supermarket's annual $2,044,160,000* in retail sales.

THE SUPERMARKET STATION
WSAZ-TV
CHARLESTON-HUNTINGTON, W.VA.
CHANNEL 3
NBC PRIMARY: A DIVISION OF THE GOODWILL STATIONS INC.

But, being modest, they'll also lay some of the laurels on the doorsteps of the 495,700 television homes** there. And on the doorsteps of the 2 million users*** of national brands who earn Supermarket's $4 billion yearly payroll.

Like *your* product to be carried in Supermarket? Call your Katz agency man soon. (1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *SRDS (1/1/62-1/1/63) **ARB Coverage Study (fall, 1960) ***SRDS (Population—1/1/63)

Option time: its days are numbered

THAT AND CBS STATION PAYMENT PLAN SET FOR SCRAPPING BY FCC

The FCC is approaching its moment of truth this week on the question of network option time. And indications are the commission will vote to outlaw this venerable network technique for assuring station clearances.

The commission is also expected to strike down, as a violation of its rules, another network device for obtaining clearances—the CBS plan of graduated compensation for affiliates.

The commission is said to feel that both militate against a station's ability to choose its programs from among various suppliers.

The two issues are among several controversial and long-pending matters the commission hopes to dispose of in advance of Chairman Newton N. Minow's June 1 departure from the agency (BROADCASTING, May 20). Special meetings will be held today and tomorrow (Monday and Tuesday), in addition to the regularly scheduled Wednesday session.

The commission has been reconsidering the option-time issue since July 1961, when the U. S. Court of Appeals, at the agency's request, remanded it (BROADCASTING, July 3, 1961). The question was in the court as a result of an appeal taken by KTTV(TV) Los Angeles from the commission's 1960 order reducing option time in the four segments of the broadcast day from 3 to 2½ hours.

In its appeal, KTTV, an independent station, argued that option time violates antitrust laws, a position shared by the Department of Justice.

FCC's 1960 Position ▪ The commission, in its 1960 order, held that option time "is reasonably necessary" to network operations and that such operations were in the public interest. The vote was 4-3.

The commission asked the court to remand the question after former Commissioner Charles H. King, who voted with the majority, was succeeded by Chairman Newton N. Minow.

The only member of the four-man majority that supported option time in 1960 and who is still with the commission is Robert E. Lee.

It is believed that Chairman Minow along with new Commissioners Kenneth A. Cox and E. William Henry (chairman-designate) will vote to outlaw option time, and that they will be joined by one or more of the remaining commissioners—Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. All three voted for the remand.

Loevinger Opposes Option Time ▪ A delay in the commission vote on this issue beyond Chairman Minow's departure date wouldn't make any difference in the final vote. Assistant Attorney General Lee Loevinger, who is to replace Mr. Minow as an FCC member, endorses the view that the practice violates the antitrust laws.

However, the proposed option-time order now before the commission doesn't get into the question of antitrust violation. The commission, in its notice of proposed rulemaking in May 1961, said it wouldn't consider it.

According to one commission official, the language in the proposed order is

VHF drop-ins: biggest puzzle at the FCC

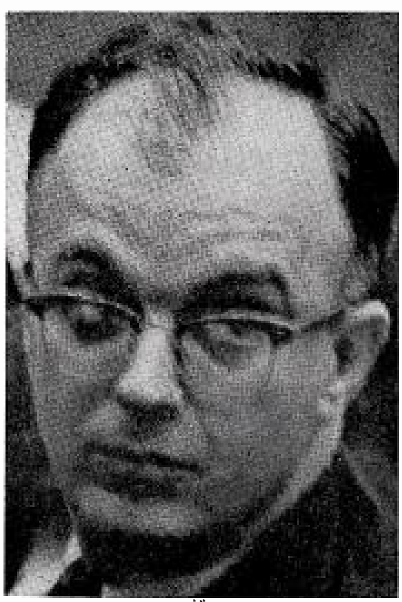
The FCC drop-in proposal has developed into a cliff-hanger as a result of a compromise solution that is being urged by Commissioner Kenneth A. Cox.

The commission two months ago instructed its staff to prepare an order that would reject the FCC's own proposal to drop short-spaced VHF channels into seven markets (BROADCASTING, March 11).

But there was no certainty among agency officials last week that the 4-3 majority by which those instructions were issued would hold up today (May 27), in a special meeting called to make a final decision on the question.

Commissioner Cox, who was in the minority two months ago, has fashioned a compromise that, he hopes, will ease majority fears that the drop-ins would constitute a set back to UHF development.

Under his compromise, the drop-ins would be approved—thus bringing the immediate service he feels is needed to the seven markets—but only as an interim measure. Successful applicants for the drop-in channels would be required to operate a parallel UHF station which would not be permitted to duplicate more than 30% of the VHF station's programing. At the end of seven years, the VHF channels would have to be surrendered.



Commissioner Cox
Compromise author

Opposing Argument ▪ The main argument heard against this proposal is that the commission could not bind the actions of a future commission and as a result, there is no assurance that the holders of the VHF drop-ins could ever be required to give them up.

Chairman Newton N. Minow had suggested a similar compromise but eventually voted against it and in favor of the final order denying the drop-ins. However, there were reports that he—and, possibly Commissioner E. William Henry, who is due to replace him as chairman next week—might swing over behind Commissioner Cox's proposal.

Chairman Minow is known to feel that the drop-in question is one of the most difficult he has had to face in his 27 months at the FCC. And, if the way could be found, he would like it settled by something more decisive than a 4-3 vote.

broad enough to bar not only option time but "anything like it." It's understood the document makes two major points:

- Option time tends to reduce the number of programing sources by putting independent producers and syndicators at a competitive disadvantage with networks in selling their product to stations.
- Option time isn't necessary to network operations. In reversing the position taken by the FCC in 1960, the new commission majority reportedly will say that networks have had considerable success in obtaining clearances in non-option time. (As one commission official put it privately, "affiliates are going to sign up for network programs willy nilly if they treasure their affiliations.")

Effect on Local Programing ▪ The commission is also said to feel that option time inhibits the production of local live programs by the stations—a matter of intense concern to the current commission. It's understood the commission feels that, with a certain number of hours optioned to the network, too little time is left for local programing.

If the FCC votes this week to outlaw network option time, as is expected, it will be confirming a recommendation issued in 1957 by a special FCC network study staff headed by Roscoe L. Barrow (see picture), dean of the University of Cincinnati Law School. Dean Barrow's report urged that option time be prohibited—though for grounds other than those the FCC this week is expected to use. Dean Barrow said option time was a violation of the antitrust laws.

The option-time issue has been building since 1957, when a special network study staff, headed by Roscoe Barrow, dean of the University of Cincinnati Law School, issued its report. The staff said the practice was a violation of the antitrust laws and should be abolished.

If the commission declares the CBS compensation plan a violation of its rules, as expected, it will be the second time it has done so. Almost a year ago, the commission held that the plan, under which the network compensation rate paid a station is increased with the amount of network programing it takes, violated the rules because it inhibited affiliates from taking programs from other networks (BROADCASTING, June 4, 1962).

New Version Submitted ▪ CBS asked the commission to reconsider its ruling and, at the same time, amended the plan to meet commission objections (BROADCASTING, June 25, 1962). The commission decided that the revised version wouldn't interfere with inter-network competition, but said it raised a new question—its effect on a station's willingness to carry local programs.

"The commission," it said a year ago, "believes the inevitable effect of the plan is to hinder affiliates from rejecting the programs of CBS which they believe to be unsatisfactory, unsuitable, or contrary to the public interest or from substituting programs of greater local or national importance for CBS offerings."

The commission reportedly will reaffirm this view this week. The network's original plan was declared a violation of the rules by a 6-1 vote, with Commissioner Ford the lone dissenter.

Commission action in outlawing both option time and the CBS compensation plan won't be the last word in either case. An appeal from the proposed option-time order would almost certainly be taken by the networks. CBS already has appealed the commission's action on its original compensation plan (BROADCASTING, Jan. 7). CBS contends the commission has no authority to regulate business arrangements between a network and its affiliates.

The plan is also the subject of another court suit—one filed against CBS by the Justice Department, which says that the plan constitutes an antitrust violation.

The markets that had been ticketed for the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); and Charlotte, N. C. (channel 6).

Also In Favor ▪ Besides Chairman Minow and Commissioner Henry, the March majority in favor of rejecting the drop-ins included Commissioners Robert E. Lee and Robert T. Bartley. Commissioners Frederick W. Ford and Rosel H. Hyde joined Commissioner Cox in minority.

Since the staff instructions were issued, the commission has been showered with petitions from both sides in the issue. Many of the proponents of the drop-ins, notably ABC, which is looking for third VHF affiliates in additional markets, have recommended dual VHF-UHF operaton as a compromise solution.

The argument of those opposing the drop-ins is that commission approval would hurt the development of UHF television and run counter to the intent of Congress in passing the all-channel receiver bill.

FCC grants Chicago TV channel, but—

The FCC last week indicated some misgivings about granting applications for new TV stations that will program for ethnic minorities. It also suggested the hope that such stations can be used to promote the kind of integration that will make specialized programing obsolete.

The commission made its feelings known in granting an application for a CP for a station on channel 44 in Chicago to Essaness Television Associates, which plans programing to serve the needs of Chicago's Negro community.

The FCC has granted several applications for such stations. But it began to re-evaluate its policy in this area after a grant to WOOK-TV Washington caused protests from Negro community leaders. They complained the station would merely extend the segregation policy to the airwaves (BROADCASTING, Feb. 18).

In a letter to Essaness, which was made public, the commission made it clear that it was granting the application on the basis of the company's promise that the proposed programing will not emphasize racial differences and that neither the programing nor advertising "will . . . exploit or demean the Negro audience."

The commission also noted that the company promised that "the ultimate purpose of your station's programing is to create a non-segregated society in which there will be cultural, intellectual and economic conditions of complete equality for the races in the Chicago area, so that there will no longer be any need for specialized programing of the kind which you propose."

The letter was approved by Commissioners Rosel H. Hyde, Robert E. Lee, E. William Henry and Kenneth A. Cox. Commissioner Robert T. Bartley dissented, and Chairman Newton N. Minow and Commissioner Frederick W. Ford did not participate.

FCC UPHELD IN CATV CASE

Appeals court says commission can protect TV stations from antenna system inroads

A federal court has upheld the FCC's right to protect local TV stations from the inroads of community antenna systems—through its licensing powers over common carrier microwave relay licensees.

In a unanimous, three-judge decision last week, the U.S. Court of Appeals for the District of Columbia affirmed the commission's refusal to grant additional facilities to Carter Mountain Transmission Corp.

Carter Mountain brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system serving north central Wyoming. This is the same area served by KWRB-TV Riverton-Lander-Thermopolis-Worland, Wyo., which objected to the application. The FCC, after a hearing, upheld KWRB-TV's contention that the additional signals into its area would force it out of business.

The court's ruling is expected to strengthen the FCC's hand in its current negotiation with community antenna spokesmen on the proper form legislation should take giving the commission power to directly regulate CATV systems. It also affects about a dozen microwave applications which have been held in abeyance pending the outcome of the Carter Mountain ligitation.

The decision, written by Circuit Judge George T. Washington, held that:

- The FCC has every right to consider the impact of CATV on a local TV station, even though the application relates to a common carrier facility.

"It [the FCC] cannot let its decision in the radio carrier field interfere with its responsibilities in the television broadcasting field," Judge Washington wrote. He also noted that under Sec. 307 (b) requiring a fair and equitable distribution of frequencies among the states, the commission may weigh the effect on the community or communities to be served in a comparative hearing for the same facilities; therefore, he added: "It necessarily follows that in determining whether the authorization requested by appellant [Carter Mountain] would be in the public interest, the commission was entitled—if indeed it was not obliged—to consider the use to which the facilities and frequencies requested were to be put, and to weigh that use as against other legally relevant factors, including the effect on existing local stations."

- The commission's action does not constitute an unlawful extension of its authority to regulate CATV systems. The FCC does not now have authority over CATV systems, but has asked Congress for this power.

In denying Carter Mountain's application, the FCC said it would entertain a refiling provided the CATV system would agree to carry the local station on its lines and not to duplicate its programs from another station.

The court said: "The commission deemed adequate protection of the local station to be in the public interest, and instead of denying appellant's application outright, as it might have done, it offered the appellant the opportunity to secure what it was seeking if it protected the public interest."

- The FCC has sufficient grounds to decide that the increased facility for Carter Mountain might put KWRB-TV out of business. In developing this point, the court cited not only the economic status of KWRB-TV, but also its overall programing, local operations and programing for its area, its arrangements with the three networks and its public service record.

"The closing of the station would mean that no local programs of this type would be available to residents of at least half of the area served," the court said. It pointed out that more than half of the 74,000 people in the region live in rural areas and since it is uneconomical for a CATV system to serve rural areas they would lose their entire TV service. Moreover, it added, the 25,000 people in the urban areas also would be deprived of TV service unless they subscribed and paid for it via the CATV systems.

Joining Judge Washington in the decision were Chief Judge David L. Bazelon and Judge Wilbur K. Miller.

Misidentification may cost WHAS-TV

WHAS-TV Louisville faces a $1,000 fine for failing to announce that the sponsor of a half-hour documentary it broadcast April 29 on former Governor A. B. (Happy) Chandler was acting for a Chandler opponent in Kentucky's May 28 Democratic gubernatorial primary election (AT DEADLINE, May 6).

The station had announced that the documentary—which constituted an unflattering review of the former governor's public life—was sponsored by the "Committee for Good Government."

But, the commission said in a letter to WHAS-TV last week, the station "had reason to inquire . . . whether the true sponsor was in fact Edward T. Breathitt," one of Mr. Chandler's primary opponents.

The commission said the application for time "and the subsequent contracts executed by the advertising agency for the 'Committee for Good Government' indicated that the committee was in fact acting on behalf of Mr. Breathitt."

The commission, which acted on a complaint from Chandler supporters, said this constitutes an apparent violation of the agency's rules requiring sponsorship identification.

"Furthermore," the agency added, it regards the failure "to make an appropriate sponsorship identification [as] extremely serious . . . in view of the importance of political broadcasts to our democratic system of government."

The commission said it has determined that the station has incurred "an apparent liability of $1,000 for willfully failing to observe the sponsorship-identification requirements" of the Communications Act and the FCC rules. The proposed fine is the stiffest penalty the agency can levy for a single violation. WHAS-TV was given 30 days in which to give its reasons why it shouldn't be held liable or why the fine should be smaller.

Several other stations in Kentucky and nearby states reportedly had also planned to carry the film. However, after receiving word from the commission of the complaint that had been lodged against the Louisville station, they either dropped the program or identified it as being sponsored by Breathitt supporters.

Henry against ceiling on station sale prices

FCC Chairman-designate E. William Henry said in a television interview yesterday (May 26) that he opposes any ruling which would limit the sale prices of stations. The question was raised by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, who interviewed Commissioner Henry on WOR-TV New York's television program, *Congressional Conference*.

Representative Celler pointed out that broadcasters who pay high prices for television and radio stations

(Philadelphia) are forced to "squeeze the last drop out of the lemon" to realize a profit on their investments, leaving little chance for cultural or educational programing.

Questioned about FCC considerations of antitrust violations in okaying license renewals, specifically the General Electric Co., Mr. Henry said he voted for a hearing on GE's qualifications when the majority ruled 4-3 against a hearing. The FCC instead instructed its staff to obtain further information on GE's qualifications Mr. Henry said (BROADCASTING, Jan. 21).

Short handed

The FCC is gaining a new chairman next week but losing a member. And it will have to get along with only six members for at least several days. Chairman Newton N. Minow will be succeeded as chairman by Commissioner E. William Henry on June 1. But Assistant Attorney General Lee Loevinger, who is to fill out the remaining five years of Mr. Minow's term, won't appear before the Senate Commerce Committee for his confirmation hearing until June 4. And the Senate normally waits at least a day before voting on a nomination that has been reported by committee.

Bay Area seeks ch. 10 for interim operation

Bay Area Telecasting Corp. last week filed an application with the FCC for an interim operation of channel 10 Tampa-St. Petersburg. Bay Area is one of six applicants for the drop-in VHF channel, and would operate the facility pending a final decision in the proceeding.

In applying for the interim operation Bay Area said that it "is willing to undertake the risk in order that channel 10 service might be had." The "risk" referred to is that none of the other five applicants for the channel have indicated interest in such an interim operation, so there is no "sell out agreement" with a winning applicant. Such an agreement exists among the applicants now operating interim grants by the FCC. They are WOKR(TV) [ch. 13] Rochester, and WNYS(TV) [ch. 9] Syracuse, both New York, and WZZM-TV [ch. 13] Grand Rapids, Mich.

The five parties competing with Bay Area are: City of St. Petersburg (WSUN-AM-TV); Suncoast Cities Broadcasting Corp.; Florida Gulfcoast Broadcasters Inc.; Tampa Telecasters Inc., and WTSP-TV Inc. WTSP-TV Inc., had received a grant for channel 10 in January 1962 which was remanded six months later for further hearing (BROADCASTING, Dec. 10, 1962).

Proposed Facilities ▪ Bay Area's interim operation application proposed use of the antenna of WDAE-FM Tampa, utilizing an adjacent vacant lot for a transmitter and studio site. Bay Area said the antenna site falls 30 miles short of the required mileage separation from channel 10 in Miami (WLBW-TV), but that a directional antenna would avoid any interference. Bay Area estimated the construction cost at $100,000, a year's operation at $1.06 million, and revenue of $1.3 million—indicating a profit of about $240,000.

Bay Area said that it assumed an ABC-TV affiliation would be negotiated, but that no agreement has been made. WSUN-TV (ch. 38) is presently the ABC-TV affiliate in the area. WFLA-TV (ch. 8) and WTVT(TV) (ch. 13), both Tampa, are NBC-TV and CBS-TV affiliates respectively.

It was estimated by Bay Area that channel 10 should be in operation three or four months following an FCC interim grant. Bay Area also said it would welcome participation in the interim operation by any of the other five applicants, and that it would handle the filing of necessary amendments to its application.

FCC Hearing Examiner Millard F. French last week granted a joint petition by all of the applicants, except WTSP-TV, and extended to June 21 from May 21 time for filing proposed findings in the proceeding. Replies to the findings would be due July 19.

FCC authority to levy fees is questioned

The FCC's new fees for licensees are being questioned by Representative Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee.

Representative Rogers said in an interview last week that he wants to know whether the commission intends to charge broadcasters fixed fees on the basis of inferred authority or on a direct grant of power given to the agency by a legislative committee of Congress.

If the FCC believes it can act on the basis of what the Appropriations Committee may have said in an appropriation measure, then the agency may be on shaky ground, Representative Rogers said. The appropriations unit is not a legislative committee, he pointed out.

The commission adopted a final order for its schedule of fees earlier this month (BROADCASTING, May 13). The fee schedule becomes effective Jan. 1.

A plan to tidy up the ratings mess

NAB DESCRIBES TO HARRIS ITS CURE FOR CONDITIONS HE EXPOSED

The National Association of Broadcasters told the House Special Subcommittee on Investigations last week how it intends to insure that broadcast measurement will be more accurate and reliable in the future without government intervention.

LeRoy Collins, NAB president, said at a hearing Thursday (May 23) that the association was preparing to:

▪ 1. Set ratings standards so that it can offer a seal of approval to ratings companies which meet its criteria. It hopes to take applications within 60 days, he said.

▪ 2. Establish and operate an auditing service which would require ratings firms to expose their methods to inspection by professional researchers.

▪ 3. Finance methodology studies in four separate broadcast areas: local and national radio, local and national television.

The subcommittee's immediate response was a warm welcome to the broadcasters' prompt acceptance of responsibility to solve the ratings mess, but some members questioned the absence of any proposal by broadcasters which would seek to prevent abuses in the use of ratings by advertising agencies or broadcasters themselves. The congressional group has stressed since its hearing began almost three months ago (BROADCASTING, March 11 et seq) that it considers research abuses as important as accurate and reliable ratings.

One subcommittee member said he felt the public could wonder whether broadcasters were not creating a conflict of interest problem by trying to improve ratings themselves instead of leaving the solution in the hands of an outside, impartial party such as an academic or commercial research organization.

Representative Oren Harris (D-Ark.), subcommittee chairman, reminded association witnesses that if the NAB failed to obtain results satisfactory to the subcommittee, the group would be impelled to resolve the problem through legislation toward government regulation of ratings services.

Representative Harris requested, and was promised, step-by-step reports from the NAB to keep the subcommittee informed on the association's progress, and helped set the stage for another public hearing at which the NAB would later detail its progress.

He said he would reserve comment on the NAB plan, "not that I have any question in my mind about your efforts. . . . But we don't want to be led down the wrong path."

Situation Recognized ▪ Two weeks ago the Radio Advertising Bureau explained to the subcommittee its plans for a $200,000 methodology study and emphasized the need for individual treatment of radio's unique out-of-home audience measurement problems (BROADCASTING, May 20). Not only did last week's NAB proposal recognize radio's special situation, but it said local and national radio and television had individual research requirements.

(For the text of the NAB plan, see box on page 67.)

Governor Collins said the association proposal has the "affirmative support" of its TV and radio boards and has had the continuous participation of the radio and TV networks, which "have expressed approval."

The American Association of Advertising Agencies and the Association of National Advertisers have been briefed on the proposal, he said (see page 46), and the ANA pledged cooperation.

Three major ratings services "have indicated agreement with the soundness of this approach [see box] and a willingness to lend their support in its prompt implementation," he said.

The NAB will set two major criteria for ratings firms: ethical and statistical. The ethical requirement "seeks to address itself positively to the subcommittee's disclosures that there was a great deal wanting in the care, diligence, and efficiency of the ratings services in the conduct of their activities," said Donald H. McGannon, chairman of the research committee and president of Westinghouse Broadcasting.

To implement its auditing service,

Governor Collins and Mr. McGannon
An answer for the ratings mess?

Mr. Goldberg
The NAB's chief researcher

Mr. McGannon said, ratings firms "would submit, in response to a detailed questionnaire, a full disclosure of [their] operating procedures, techniques, criteria, etc. . . ." The NAB has not closed the door to an outside organization which might conduct subsequent audits of the raters, Mr. McGannon said.

Representative J. Arthur Younger (R-Calif.) said he had been hopeful broadcasters would "get away from the conflict of interests people will have in mind when you try to do this yourselves."

Governor Collins said three major ratings firms have promised their support to the association: The A. C. Nielsen Co., The Pulse Inc. and the American Research Bureau.

Asked if the Nielsen company had said it would agree to an "unannounced audit" procedure. NAB witnesses said they thought that the company had agreed that it would go along. Gov. Collins read from a telegram sent him by A. C. Nielsen Jr., company president, which again promised his firm's cooperation with the NAB. The subcommittee's inquiry was set off by receipt of a copy of a telegram sent to the NAB by Robert A. Pauley, ABC Radio president, who warned that the Nielsen company would not agree to such an audit.

No Violence ▪ Melvin A. Goldberg, NAB research director and an association vice president, said the companies "didn't disagree violently" when asked to make a financial contribution to the plan. However, they thought such costs should more properly be borne by the users of ratings, especialy broadcasters, he said.

Asked if the A. E. Sindlinger Co., whose methods and standards the subcommittee found satisfactory, had been ignored in the NAB's preparation of its proposal, Mr. Goldberg said all ratings firms would be contacted as the proposal was worked out.

Representative Gillis W. Long (D-La.) expressed concern that the NAB's ratings standards might become not a minimum, but a ceiling. It was his impression this is what has happened with the association's commercial practice code, Representative Long said.

"My impression is that you are trying to reduce the commercial practices code to minimum standards . . . and there is a danger this could happen with ratings," the congressman said.

"I would certainly hope not, sir," Governor Collins replied. The NAB is approaching its ratings standards from a professional standpoint, he added.

Representative Long said in a later interview that if broadcasters failed to live up to their own code, he saw "no reason to think they'll honor a code imposed on someone else" [the raters]. "This problem is serious enough," he continued. "Before we accept [the NAB plan] as a solution, we need . . . to be convinced it's going to work more effectively than their present self-policing practices are working."

It Should Work ▪ Governor Collins said of the proposal that "much of what we do will have to be by persuasion, reason. . . ." The ratings plan is something "novel," and "we think it

NAB's three-part ratings research plan

The three-part ratings research plan of the National Association of Broadcasters was presented Thursday (May 23) by LeRoy Collins, president, to the House Special Subcommittee on Investigations (see page 66).

The complete text of the proposal, entitled "NAB Industry Rating Research Plan," follows:

"Part I: The president of the NAB will appoint a rating council consisting of representatives of NAB and the presidents of the Radio Advertising Bureau and Television Bureau of Advertising (or their designees). The American Association of Advertising Agencies and the Association of National Advertisers will be invited to provide continuing advisory liaison representation. This rating council will, with the advice and assistance of broadcaster and technical and professional personnel, establish minimum criteria and minimum standards for rating services; and will establish and administer a system of accreditation of such services based upon adherence thereto.

"Part II: The rating council will, in addition, undertake the organization of a rating audit service (RAS) which will seek the disclosure, and provide for the auditing, of rating methodologies and procedures of implementation.

"As a first step in this behalf, RAS will obtain from the cooperating rating services essential information as to their present activities. A detailed questionnaire will be sent initially to each such rating service to determine present operations. The RAS will, from such information and other disclosures, from time to time, audit the services to determine performance.

"RAS will be directed by professional management selected by the rating council, and financed by the rating services and users.

"Reports of the RAS audits will be made to the rating council on a regular basis. The rating council, in turn, will examine the reasons for any noncompliance with the minimum criteria and standards, afford a reasonable opportunity for remedial action if a default is discovered, and rescind the accreditation of the individual service if this is not forthcoming.

"Part III: The NAB research committee will initiate immediately a comprehensive, continuing research program dealing with rating service methodologies, their improvement and adequacy.

"This program will be clearly separated into radio and television segments and supervised by appropriate subcommittees.

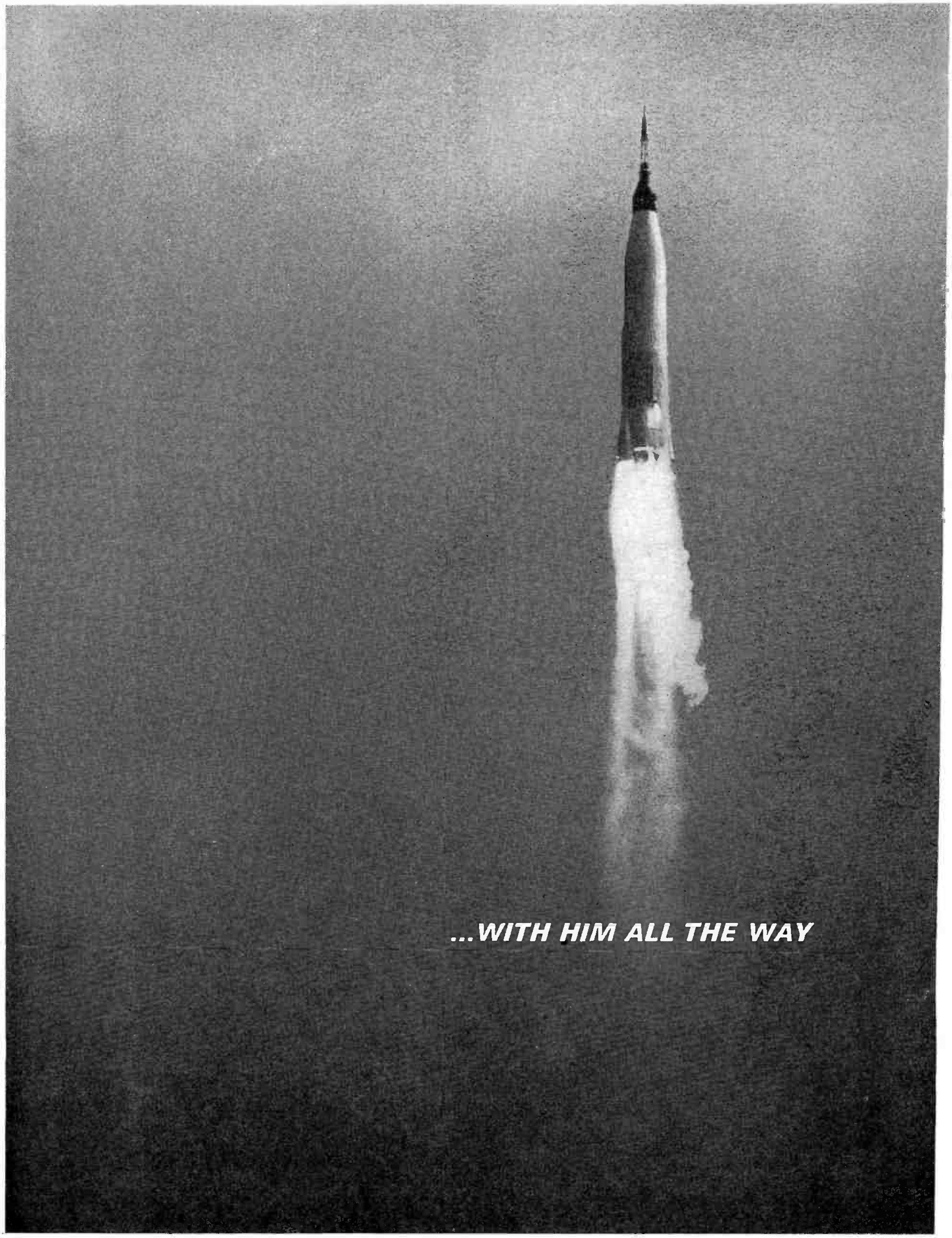
"Since national problems differ from local problems, and radio differs in its problems from television, methodological research will be conducted independently and simultaneously in all four areas.

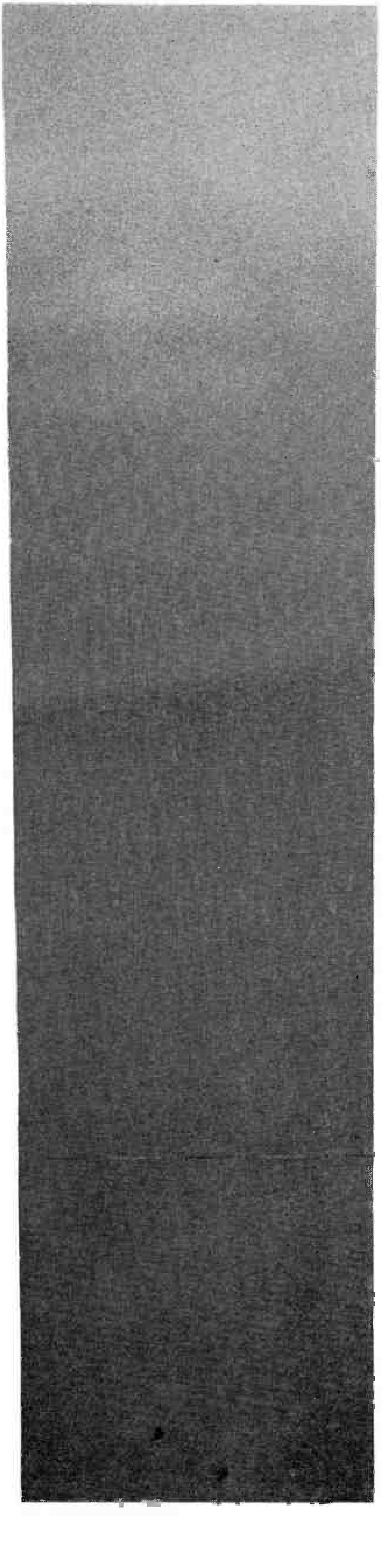
"Special attention will be given to the serious problems inherent in local radio measurements and the inclusion of out-of-home or mobile listening.

"As part of this overall plan, the television networks, in cooperation with NAB, have initiated plans to undertake research studies directed toward the improvement of techniques for measuring the nationwide television audience."

The members of the NAB research committee: Donald H. McGannon, president of Westinghouse Broadcasting Co., Chairman; David C. Adams, senior executive vice president, NBC; Charles H. Crutchfield, executive vice president and general manager, WBTV(TV) Charlotte, N. C.; Thomas K. Fisher, vice president and general counsel, CBS Inc.; Simon Goldman, president and general manager, WJTN-AM-FM Jamestown, N. Y.; Robert F. Hurleigh, president MBS; Nathan Lord, manager, WAVE-AM-TV Louisville; Willard Schroeder, president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich.; and Simon B. Siegel, executive vice president, ABC.

Melvin A. Goldberg is NAB vice president and research director.


...WITH HIM ALL THE WAY



On Major Gordon Cooper's 22-orbit spin-through-space, NBC News was with him all the way...and not merely in spirit. No other network, declared the nation's newspaper critics afterward, covered the event with such thoroughness, devotion and skill. Here is a sampling of the reviews:

ON PREPARATORY PROGRAMMING *"Only NBC saw fit to give us a preview last evening. Fascinating stuff it was, too..." Harriet Van Horne, New York World-Telegram and Sun.*

"NBC got there first with a space flight special Monday night." Harry Harris, Philadelphia Inquirer.

ON TUESDAY'S CANCELLED FLIGHT *"Alone among the TV networks, NBC demonstrated concern for the human element... the only network to see Cooper safely out of his Faith 7 capsule." Bob Williams, New York Post.*

"While ABC and CBS switched to regular programming...NBC stayed right with the story..." Rick Du Brow, Denver Post.

ON THE FLIGHT ITSELF *"NBC's coverage of Gordon Cooper's space-orbiting seemed by far the best." Jack O'Brian, New York Journal-American.*

"NBC's 'Today' show stayed on the air all night to keep the nation informed." Arthur E. Fetridge, The Boston Herald.

"NBC gave the viewers by far the lengthiest and most comprehensive report." Ben Gross, New York Daily News.

"For the second day in a row, NBC took the ball and ran away from other networks in covering astronaut Cooper's space flight." Al Salerno, New York World-Telegram and Sun.

"Coverage...was commendable, but NBC rates special mention." John Horn, New York Herald Tribune.

AND NBC RADIO COVERAGE WAS SINGLED OUT *"Much the most extended coverage of the flight came yesterday from NBC radio, and in many ways John Chancellor was the broadcasting star of the event." Jack Gould, The New York Times.*

Apparently, the general public feels as strongly as the reviewers about the consistent superiority of NBC's reporting, for more people kept pace with Cooper through NBC than through any other network. And NBC has continued to follow the astronaut's activities since his return-to-earth. Through both radio and television, we've covered his Saturday arrival in Hawaii; his Sunday press conference from Cape Canaveral; and his Tuesday reception by the President, Congress and the Washington public. On Wednesday NBC gave the nation's viewers a better-than-curbside seat at Manhattan's ticker-tape welcome for the good major. As we've been saying, we're with him all the way.

Look to NBC for the best combination of news, entertainment and information.

will work," he added. It would be unfair of the subcommittee to presume the code enforcement has not been successful and expect because of that experience that the ratings plan will fail, he said.

Asked when the association would implement its research studies and set up its auditing service, Governor Collins said he admired the RAB's "zeal and energy" (the bureau hopes to begin by Sept. 1), but the NAB has a broad area to cover.

The subcommittee also wondered whether the NAB's auditing organization would try to reproduce the tabulation of data performed by ratings services, a method employed by the subcommittee staff to expose inadequacies in the raters' procedures. Mr. McGannon said he could not state whether this would be done.

Robert E. L. Richardson, subcommittee attorney, in a pointed exchange with Mr. Goldberg, asked whether the researcher had any current bias toward any ratings service. Mr. Goldberg said he was interested only in truth and objectivity in research.

Governor Collins said at this point that he thought the research departments of the networks have failed to provide leadership to prevent situations which the subcommittee's investigation has disclosed. "We'll work with them [the networks]," the governor said, "but they will not dominate" implementation of the association's program.

Representative Harris said he hoped the NAB planned to require that all stations in any given market would be entitled to be rated.

Too Involved ▪ On the subject of ratings use, Governor Collins said the problem was very involved and "one for which I have no pat answer." However, he said, he does not agree that it is an area which "should be properly pursued by us." How can anyone control how an advertising agency considers ratings figures? he asked.

In a concluding exchange, Representative Harris likened the public's need to be informed about ratings inequities and their importance in broadcasting to the necessity for public disclosure of the payola and rigged quiz show scandals of 1958-60.

This ratings problem is something "of which the public never had any inkling whatsoever," he said. Asked if a public affairs program on broadcasting problems might not be helpful, Governor Collins said, "Well, I would agree with you the broadcasting medium doesn't acquaint the public . . . with what its struggles are."

Air Force-newsmen policies questioned

MOSS WANTS TO KNOW WHAT CORRECTIONS ARE COMING

A House information subcommittee asked the Air Force last week why it advises personnel to violate regulations prohibiting them from using force against newsmen seeking to approach and/or photograph aircraft which crash in civilian areas.

Representative John E. Moss (D-Calif.), chairman of the Foreign Operations and Government Information Subcommittee, said Monday (May 20) that his subcommittee already has pointed out several examples of such violations and wants to know what the service will do about rescinding its "erroneous guidance."

The subcommittee, which has been trying to correct similar violations by military authorities for several years, earlier this month told Defense Secretary Robert S. McNamara that "there has been a very disturbing trend" in incidents where military personnel have unlawfully obstructed newsmen in civilian areas, claiming their actions were to prevent breaches of security (BROADCASTING, May 13, CLOSED CIRCUIT, April 15). A few days later the Air Force let it be known it was considering stiffer regulations because of the wider use of nuclear arms aboard aircraft.

Limited Policy ▪ Representative Moss wrote Air Force Secretary Eugene M. Zuckert Monday that the service's regulation 190-10 "clearly states that: 'Military authority may not prohibit the taking of photographs . . . Air Force policy is limited to withholding consent.' "

He said the subcommittee has been told "about yet another incident." Broadcast newsmen seeking to cover the crash of an Air Force B-58 near Butlerville, Ind., last fall were prevented for 90 minutes from approaching closer than 1.5 miles from the crash scene by military police, Representative Moss said. An officer then permitted the newsmen to approach the aircraft, but withheld consent for photographs "and even to take notes. A night of arguments and discussions ensued between the reporters and the military and civilian police," he reported. Permission was granted just before morning.

Air Force officials later apologized, but their commander said his men acted in good faith and did what they thought was best, Representative Moss said.

In his letter to the air secretary, Representative Moss reminded him that the service published a recommendation in March 1962 that the use of force in such situations was indicated "for those rare, repeat rare, occasions when failure to take such action would compromise vital defense information."

Representative Moss blamed the March advisory. "It appears that most if not all—of the violations . . ." came from the publication, he said.

"Since the guidance . . . clearly conflicts with the requirements of regulations, please inform the . . . subcommittee what steps you will take to rescind the erroneous guidance . . ." he concluded.

In his earlier letter to Secretary McNamara, Representative Moss pointed out that if the military services need new authority to safeguard the nation's security, they should request it from Congress.

Equal time waiver in '64 approved

The House Commerce Committee voted last week to give broadcasters a break on equal time requirements for next year's presidential and vice presidential election campaigns, but it deferred action on broader modification of the political broadcasting law.

The committee approved the Kennedy administration's resolution in a closed-door session Wednesday (May 22) to provide the same equal time opportunity ground rules in 1964 that applied in 1960 when the presidential and vice presidential races were exempted from the rule requiring broadcasters to afford equal opportunity to all candidates, no matter how slight their chance of election.

A report must yet be written before the bill heads toward the floor.

The change in this year's legislation is a specific time limit for the suspension. It will be only during the 75-day period commencing Aug. 20, 1964 and ending on the day before the elections, Nov. 4. The 1960 suspension language in Public Law 86-677 said the equal time measure "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 United States."

With the equal time question resolved for the present, the congressmen next want to deal with problems brought out during this year's equal time hearing (AT DEADLINE, March 25, BROADCASTING, March 11). Representative Walter E. Rogers (D-Tex.), chairman of the Communications Subcommittee, said he would attempt to arrange a hearing on editorializing in the next month or two.

What concerns some lawmakers is the editorial promotion of candidates by broadcasters. They wonder if this is proper, and whether it raises equal time questions for candidates who are not supported by broadcasters.

Four subcommittee members opposed

Secret hearing to discuss censorship plans

A congressional committee on information is going to take up the question of a code of wartime censorship—but the hearings will be censored; they will be closed to the public.

The House committee, headed by Representative John E. Moss (D-Calif.), will probe the proposed censorship regulations in an executive session tomorrow (May 28). Mr. Moss promised, however, that the unclassified highlights of each session will be made public.

A draft of a wartime censorship code was made public earlier this month by Edward A. McDermott, director of the Office of Emergency Planning, a White House staff (BROADCASTING, May 13). Copies of the proposed code were given to media representatives and they were asked to submit comments and recommendations in about a month's time. A further meeting with media representatives is expected to take place next month.

Broadcasters received a copy of the suggested regulations from the National Association of Broadcasters. Just a few responses have been received, Howard H. Bell, NAB vice president, said last week, and none so far indicate any major objections to the proposals. Some questions have been raised, he said, as to whether the rules would go into effect in situations short of war.

This question, as well as the need for guidelines for emergency short-of-war situations like the Cuban crisis of last October, will also be explored by the Moss committee.

Last week the Moss committee questioned Dr. George L. Simpson Jr., assistant administrator of the National Aeronautics & Space Administration, on that agency's public information policies, particularly its reliance on the Defense Department for clearance on foreign space activities.

Dr. Simpson acknowledged that since 1961 NASA has not reported on Soviet or other foreign space successes or failures without approval of the military. This is true, also, he said even of launches publicly announced by the Soviet government.

As a follow up to Dr. Simpson's appearance, the committee is scheduled today (May 27) to interrogate Arthur Sylvester, information director of the Defense Department. This session, however, will be closed.

Last Friday, the committee heard Roger Hilsman Jr., director of the State Department's intelligence and research unit, on charges that news from South Viet Nam has been suppressed.

the suspension resolution, and one withheld an amendment on editorializing when he was assured further hearings would be held in that area.

Representative J. Arthur Younger (R-Calif.) said he thought a new Section 315 suspension would weaken the provision and that none should be granted until Congress is told what kind of programs broadcasters expect to produce in the absence of equal time requirements.

Representative Younger said he would have introduced an amendment to prohibit broadcasters from editorializing for or against candidates or upon controversial issues during a campaign. The 1960 joint appearances were far from the debates broadcasters promised, he said. "In my opinion, they did not deliver."

The subcommittee also is concerned about repeal of Section 315 itself, which was advocated strongly during the suspension hearing in March. Some doubt the wisdom of even temporary suspension for the presidential contest next year, and believe the resolution approved last week may face a serious challenge on the House floor.

FCC to tackle program report form this week

FAILURE TO AGREE CREATES NEW COMPLICATIONS

The FCC this week will attempt to solve a problem that has plagued the commission since 1960—how to revise its program reporting form for television stations. But it appeared that the commission will have to make a herculean effort to reach agreement.

A committee of three commissioners had been created to draft a revision that could be submitted to the full commission. But instead of submitting one version, each of the three members submitted a different one—to the disappointment of their colleagues.

The three committee members are Frederick W. Ford, who served as chairman, Robert T. Bartley, and Kenneth A. Cox, who replaced Chairman Newton N. Minow on the panel this month.

All three would require applicants to survey the programing needs and wants of their communities. But at this point, the proposals begin to diverge.

Commissioner Ford would require a narrative statement that would include (1) a description of how the survey was conducted, (2) an evaluation of what the survey developed and (3) the resulting programing proposed by the applicant to meet the needs and wants. He would abandon the composite week, except for commercial continuity, and require reports every year, on the ground that an applicant cannot, with any confidence, project his programing three years in advance, as required by the existing forms. Major changes between proposed and actual programing would have to be explained.

Proposal Means Work ▪ Commissioner Ford acknowledged that his proposal would impose a burden on both the applicant and the FCC staff in giving the staff a more difficult analytical job to do. But he is said to feel that his form would stimulate the applicant to think more thoroughly of the needs of his community and, at the same time, give the commission a clearer picture of how well the station is meeting its responsibilities.

He has also argued that retaining the composite week for commercial continuity would eliminate the need for any FCC-imposed limit on commercials, which he opposes. He believes that, by pinpointing the amount of commercials carried by a station, the form would enable would-be advertisers to spot—and avoid—those stations that are guilty of overcommercialization.

Commissioner Bartley, like Commissioner Ford, would require an annual report and eliminate the composite week. He would also ask for an evaluation of the survey results and an explanation of how the needs would be met. But he wants more detailed information than that which he thinks can be obtained from a narrative statement. He favors eliciting information through specific questions. He would also ask the applicant to explain the difference, if any, between programing proposed and that carried.

Cox Version ▪ Commissioner Cox, who until his appointment to the commission in April was chief of the Broadcast Bureau, reflects the views of the staff. He would, reportedly, keep the report on a three-year basis and would not require an evaluation of the community survey. But he would require a proposed typical week and a composite week. The typical week would be broken down according to seven of the 14 programing categories that the commission, in its 1960 program policy statement, said were "usually necessary" to meet the community needs and interests. Programs carried to meet the requirements of the remaining seven categories would be listed separately.

The staff believes the statistical information contained in the composite week is necessary for an informed judgment of the station's performance. In previous commission discussions of the program form, Commissioners Ford and Bartley were the only members who opposed retention of the composite week.

Grand Broadcasting proposed for ch. 13

FCC Hearing Examiner Forest L. McClenning last week issued an initial decision favoring Grand Broadcasting Co. for channel 13 in Grand Rapids, Mich. In selecting Grand's application, the examiner said the decision was difficult as all four applicants were outstanding.

The three applications denied were West Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Co. Two other applicants, Atlas Broadcasting Co. and Major Television Co., dropped out of competition in May and August 1962 respectively.

Grand and the other three applicants have operated channel 13 on an interim basis since July 26, 1962. WZZM-TV (ch. 13) went on the air in November 1962.

Examiner McClenning said Grand has shown itself to be "the superior in broadcast experience and in integration of ownership and management to all other applicants." He noted that 11 of Grand's 21 stockholders, representing 41.56% ownership, have been long term residents of the Grand Rapids area, and that Mary Jane Morris (16.88%) has been an area resident since 1960. The hearing examiner found that a total of 74% of Grand's ownership would be integrated with its management.

The executive officers of Grand have had extensive broadcast experience, Mr. McClenning found, and have been active in civic matters. Miss Morris, an attorney, was employed by the FCC from 1948 to 1960; serving as secretary of the commission for last six years of that time.

Peninsular Broadcasting was also noted for having its ownership (48%) integrated with management, on a day-to-day basis. Peninsular was further noted to have the only claim of past broadcast experience, by virtue of 20% ownership by the H & E Balaban Corp., a multiple licensee. However, a grant of the Peninsular application, it was decided by Examiner McClenning, would add substantially to H & E Balaban's extensive ownership and "must be considered a factor militating against grant of the Peninsular application."

FCC WANTS DETAILS

Hyde, Lee charge renewal inquiry is unwarranted

Five New England television stations whose license renewals have been deferred because of FCC questions about local live programing were asked by the commission last week for a detailed explanation of how their policy on that type of programing operates.

The letter, which had been pending before the commission for several weeks, had reportedly been drafted and redrafted in an effort to avoid any implication that the FCC was attempting to influence the scheduling of local live programing in prime time.

But two commissioners—Rosel H. Hyde and Robert E. Lee—opposed the commission action. They felt the stations' licenses should have been renewed without any inquiry.

And Commissioner Hyde, in a five-page dissent, said that the commission shouldn't employ its authority to request information as a means of influencing program selection.

Voting in favor of the letter were Chairman Newton N. Minow and Commissioners Kenneth A. Cox, Robert T. Bartley and E. William Henry.

Ford's Contribution ▪ Commissioner Frederick W. Ford, who had originally opposed the commission decision to defer action on the stations' renewal applications (BROADCASTING, April 1), was absent from the meeting last week. But he is reported to have played a major role in redrafting the proposed letter that had been submitted by the staff. Some commissioners felt the staff's version placed too much emphasis on the question of local live programing in prime time.

The stations whose composite weeks showed what the commission considered an insufficient amount of local live programing are WAGM-TV Presque Isle, WCSH-TV Portland, and WLBZ-TV Bangor, all Maine; WHYN-TV Springfield, Mass.; and WNHC-TV New Haven, Conn. WJAR-TV Providence, R.I., had also been on the deferred list, but its license was renewed two weeks ago on the basis of a supplemental program analysis (CLOSED CIRCUIT, May 20).

The commission's letter points out that the FCC's licensing policies requires the agency to pay "appropriate attention to local live programing," then asks the stations to submit:

1. A narrative description of the steps taken to determine the community's needs and interests for local live programing.
2. The conclusions reached on how these needs and interests should be met in each segment of the broadcast day (8 a.m. to 6 p.m.; 6 p.m. to 11 p.m.; and other).
3. A description of the local live programs carried within the last 12 months in each segment of the day.
4. Plans for meeting the community's needs for local live programing during the coming renewal period in each segment of the day.

Reports Analyzed ▪ Commissioner Hyde, in his dissent, analyzed the local live programing reported by each of the five stations and found that none carried less than 5% on an over-all basis and that each broadcast local live news, weather and sports programs between 6 and 11 p.m. He also found that the stations had policies of preempting network offerings for local live programs.

The stations' local live programing on an over-all basis and in prime time, as reported by Commissioner Hyde: WAGM-TV, 5.6% and 13.9%; WCSH-TV, 7.7% and 5.02;% WHYN-TV, 8.4% and 5%; WLBZ-TV, 7.4% and 2.86%; and WNHC-TV, 9.8% and 3.6%.

Commissioner Hyde said the decision to defer the stations' renewals and send letters of inquiry "apparently stems from concern as to whether the practices of the stations in respect to local programing other than local news, weather and sports between 6 and 11 p.m. are satisfactory to the commission. . . . I find no justification for further delay and inquiry concerning the applications of these stations," he added.

"There is no question as to the power of the commission to request information, but this information should not be invoked to needlessly burden applicants and FCC processes. Moreover, I think this authority should not be used to influence program selection."

Government briefs...

Minow on 'Journal' ▪ Resigning Federal Communications Commission Chairman Newton Minow, will be interviewed on *David Brinkley's Journal* tonight (May 27) on NBC-TV, 10 p.m. EDT. Discussion topics included the FCC's role in communications, the importance of ratings and public complaints about TV.

Contract awarded ▪ ITA Electronics Corp., Lansdowne, Pa., has been awarded a contract to build a 50 kw AM transmitter for the U. S. Information Agency. The unit, which takes only 76 square feet, including transformers, requires only 11 tubes and six tube types.

Official plans yearly series' introduction

SUCCESS OF 'BIOGRAPHY' PAVES WAY FOR EXPANSION

In an expansion plan in TV syndication, Official Films Inc. intends to produce and distribute two new series a year, Seymour Reed, Official president, revealed last week.

The move was prompted by the success of Official's *Biography* series, which has been sold in more than 200 markets and is now in the second year of production, and the high hopes for *Battle Line* (formerly titled *Men at War*), a new half-hour series depicting the major battles of World War II. The pilot for *Battle Line* has been completed and nine other episodes of a projected 39 are in various stages of development.

Though both *Biography* and *Battle Line* rely substantially on newsreel film, new series planned by Official will not necessarily be documentary types, Mr. Reed said. His sales force is his barometer of station needs, he pointed out, and the reports he receives from his staffers will dictate whether Official's direction for 1964 will be action-adventure, anthology drama or situation comedy.

"We will continue to produce shows that the stations want," Mr. Reed remarked. "With two first-run shows for 1963-64, *Biography* and *Battle Line*, Official Films is in the vanguard of producers-distributors."

Official is releasing *Battle Line* for a fall start. The company has shown the pilot to agencies and expects to announce several sales soon. Mr. Reed believes it will attract the *Biography*-type sponsor including banks, insurance companies, utilities and supermarkets.

The series will utilize new production as well as newsreel sequences. Each episode will spotlight a survivor of a major battle from each side: The pilot, which dealt with the battle for Iwo Jima, included film sequences of a Japanese soldier and an American marine who had participated in the action. Mr. Reed is executive producer of the series, which is produced by Sherman Grinberg. Author-journalist Jim Bishop provides the narration.

AB-PT sprouts angels' wings

American Broadcasting-Paramount Theaters is making its first substantial investment in Broadway theater with a $1 million outlay for three musicals. All three are scheduled for production within the next 13 months. They are "A Girl to Remember," "The Ghost Goes West," and "Mrs. A."

AB-PT has signed into a "50-50 partnership" with On-Stage Productions which will produce the shows. However, AB-PT's subsidiary, ABC-Paramount Records, will have original cast album rights.

Announcing the theatre venture last week, AB-PT President Leonard Goldenson referred to the agreement with On-Stage Productions as "only a beginning in this partnership."

Mr. Goldenson said there was a possibility ABC-TV could obtain television rights to the three new shows.

As corporate parent of ABC-TV, AB-PT is the last of the three TV network owners to invest in legitimate theater productions.

CBS Inc., which invested $1 million last year in legitimate theater entered the field in 1951 with a share in the Broadway production of "A Tree Grows in Brooklyn." It has major interests in "My Fair Lady," "West Side Story," "Camelot," and "I Can Get It for You Wholesale." All of CBS Inc.'s theater contracts have included original album rights for its subsidiary, Columbia Records.

For "My Fair Lady," CBS Inc. received $5.5 million from Warner Brothers for movie rights. This agreement included a seven-year license agreement by which CBS would receive 50% of gross income over $20 million from theater distribution.

NBC's Enterprises division has backed Broadway theater since 1959 when it bought pieces of "Sound of Music" and "The Red Head." It has also backed productions of "Irma la Douce," "Becket," "Taste of Honey," "Toys in the Attic" and "How to Succeed in Business Without Really Trying." The NBC share in these shows ranges between 10% and 30% and several of the show contracts include television rights.

Four Star selling strong

The Four Star Distribution Corp. reported last week that sales made since the company began operations last September totaled $4.25 million to May 15. Len Firestone, vice president and general manager, said this figure is 33% ahead of the anticipated goal at this time. The front-running series are *Rifleman* and *The Dick Powell Theatre*, which, Mr. Firestone said, have grossed amost $2 million in the six weeks they have been in distribution.

Congress calls in 60 markets

Congress Calling, a 15-minute public service radio program for local sponsorship, is in syndication through Congress Calling, 300 Independence Avenue, S. E., Washington.

Now in 60 markets, the weekly, taped program features interviews with congressional leaders by Chuck Sullivan, former announcer at WPIK Alexandria, Va. It is produced by Robert B. Barrows.

The program is available to stations on a graduated rate structure, with all markets divided into six groups on 13-week, 26-week or 52-week contracts.

Program notes . . .

Summer replacement ▪ A variety series, *The Keefe Brasselle Show*, will replace *The Garry Moore Show* on CBS-TV for the summer. The series will be shown for 13 weeks beginning June 25 (Tuesdays, 10-11 p.m. EDT). It will be sponsored by Johnson's wax, R. J. Reynolds Tobacco Co. and Oldsmobile Division of General Motors Corp. The show will star singer and dancer Keefe Brasselle with Noelle Adam, Ann B. Davis, bandleader Sammy Kaye and Rocky Graziano.

Fontaine special ▪ A one-hour comedy special starring Frank Fontaine is being planned by Pathe News, New York, for fall release. The show will be compiled from Mr. Fontaine's half-hour *Showtime* series which was syndicated by Pathe in 1955 in 12 markets.

High budget ▪ Wolper Productions has alloted $470,000 for its two-hour special, *The Making of the President 1960*, the TV adaptation of Theodore H. White's Pulitzer Prize-winning book and a national best-seller for two years. The documentary is scheduled for completion Sept. 1.

June meets will pick convention sites

Within a month broadcasters can expect to make their travel plans to the 1964 Democratic and Republican national conventions.

The site committees of both parties have completed their initial inspection trips of the bidding cities and party meetings in mid-June will pinpoint the location or locations.

On June 20, the Republican site committee will meet in Denver and offer its choice to the national committee which meets there the following day to pick the site. The Democrats will follow the same procedure the following week on June 24-25 in Washington.

Broadcasters have already outlined their needs and said, as they did in 1956 and 1960, that for logistical reasons they would prefer both conventions in the same city. If this is impossible, they ask at least a two-week break between conventions (BROADCASTING, April 15).

The GOP is reported planning its convention the week of July 13 or 20 and the Democrats are expected to choose a late August date.

Atlantic City, Chicago, Detroit, Miami Beach, Philadelphia and San Francisco have bid for both conventions. Baltimore is seeking the Democrats and Dallas the Republicans.

INTERNATIONAL

TV censorship proposed in England

NEW TAX RATE ON COMMERCIAL TV ALSO SOUGHT

A tough censorship amendment to Great Britain's new television bill has been proposed by Postmaster General Reginald Bevins. It gives the Independent Television Authority specific power to ban any program material which violates the authority's code of conduct. The bill already requires the authority to draw up such a code.

The new amendment would also give ITA power to impose "requirements" as to program standards not covered by the code. Material which does not comply with the "requirements" could also be banned.

In another get-tough amendment the postmaster general proposes detailed control of the presentation of advertisements on the commercial network.

The amendment lists nine rules. The first says that commercials must be clearly distinguishable from program material. Another rule specifies that the amount of time given to advertising must not detract from the value of programs. Rule six bans discrimination for or against any advertiser. Rule eight bans religious or political advertisements or advertisements connected with strikes.

Another amendment proposes a new scale for the levy on TV companies' income, and allows agency commissions to be deducted from total advertising revenue assessed for the levy.

Under this amendment the amount of revenue that is not subject to the levy goes up by $700,000 from $3.5 million to $4.2 million. The next $16.8 million will be taxed at 25% and the rest of the net advertising receipts will be subjected to a tax of 45%. The new scale will probably mean the same overall cut in the companies' income as under the original scale. The levy is expected to yield about $50.4 million a year to the national treasury.

Abroad in brief...

TV for Africa ▪ At a meeting in Geneva last week of radio and television experts from the various African nations, an agreement was reached on a frequency plan providing for the establishment of approximately 7,000 TV stations over the next 10 years. Fewer than 100 TV stations are operating at present throughout the continent.

Buys transmitters ▪ Telesistema Mexicano, S. A., Mexican television network, has purchased three new 25-kilowatt TV transmitters from RCA's International Division. The transmitters are expected to be in operation in Mexico City before the end of the year. They will be used for telecasting on channels 2, 4 and 5.

Agencies merge ▪ Crombie Advertising Co. Ltd., Montreal, has merged with Stevenson & Scott Ltd., Montreal. This will give Crombie Advertising annual billings of about $4.5 million. The Toronto and Montreal offices of the two agencies will be combined. The Halifax and Vancouver offices of Stevenson & Scott will operate under the Crombie name.

Shirt account ▪ Arrow de Mexico (Arrow shirts) has appointed McCann-Erickson de Mexico as agency on the "multi-million peso" Arrow Co. Mexican account. Allocation of the billing will be to all "major consumer media."

Japanese TV outlets buy eight NBC series

NBC International announced last week the sale of eight television series to Japanese markets.

The sales were consummated with the Fuji Television Network, NET and NTV. Fuji purchased *The Richard Boone Show, National Velvet, Panic* and *87th Precinct.* NET network bought *Dr. Kildare, Laramie* and *The Bill Dana Show. Bonanza* was purchased by NTV.

Four Star's foreign sales

First quarter sales of $500,000 have been announced by Four Star Television International, subsidiary of Four Star Television. Four Star reported one sale during the period of 19 series totaling 598 films to the Manila Times Publishing Co. for DZMT-TV Manila.

Amos Burke and *The Robert Taylor Show,* 1963-64 season programs on ABC-TV and NBC-TV, respectively, have been added to Four Star International's list of 24 series now in foreign distribution.

FINANCIAL REPORTS

GOLDENSON DAMPENS FISCAL PICTURE

AB-PT stockholders advised of possible drop in earnings

Stockholders of American Broadcasting-Paramount Theatres Inc. at an annual meeting last week were cautioned by Leonard H. Goldenson, AB-PT's president, that second quarter earnings this year are expected to drop behind the same period of a year ago.

First quarter profit slumped $653,000 for AB-PT to $2,389,000 compared to the same quarter a year ago. As he had in his first quarter report (BROADCASTING, April 29), Mr. Goldenson attributed the lower earnings to disappointment in ABC-TV shows in the current season and a slackening in theater business. He said the second quarter would also reflect this drop in business.

Mr. Goldenson, however, said he was confident that next fall's schedule was strong and had "creative excellence" (see next fall's program chart, pages 50-51).

He noted that ABC-TV will start its fall cycle earlier this year to better compete with the other networks.

Reviews a Decade ▪ Mr. Goldenson stressed AB-PT's growth over the past decade, from a revenue of $55 million in 1953 from the ABC broadcasting division to $275 million in 1962, a period where ABC-TV's primary affiliate station list increased from 14 to 125. Gross time billings during the span went up from $21 million to $205 million. Last year was the most profitable for the ABC division as well as for AB-PT, he said.

Management's proposals on election of directors and on routine were voted through with little opposition. A stockholder's nomination of ABC newswoman Lisa Howard for a seat on the board received 26,243 shares (nearly 4 million against) in the cumulative voting.

In answer to stockholder questions, Mr. Goldenson said ABC has sued an advertiser who defected because of the Hiss-Nixon affair on ABC-TV in November 1962. (The advertiser, Kemper Insurance, has filed a counter suit against ABC, see page 57). He said that *100 Grand* has several rig-proof measures taken in precaution but that he could not reveal them because of competitive reasons. He said ABC-TV had assigned "four or five" attorneys to the rig-proofing.

Dividend dropped

The executive committee of Allied Artists Pictures Corp. voted to pass the quarterly dividend on the 5½% cumulative preferred stock because of losses sustained during the current fiscal year. 30 weeks ended March 30:

	1963	1962
Earned per share	...	...
Gross income	$13,584,000	$9,585,000
Net income (loss)	(1,200,000)	(1,241,000)

Screen Gems reports best 9-month period

Best nine-month earnings in the company's history were reported by Screen Gems Inc. last week. Jerome Hyams, executive vice president and general manager of the television production and distribution firm which is 89% owned by Columbia Pictures, said the three-quarter's earning picture points up the continuation of the earnings growth of the company.

Consolidated earnings statement for nine months ended March 30:

	1963	1962
Earned per share*	$ 1.10	$ 0.96
Profit before taxes	5,496,810.00	4,851,500.00
Estimated federal, state and foreign income taxes	2,713,592.00	2,423,264.00
Net profit	2,783,218.00	2,428,236.00

* Based on 2,538,400 common shares outstanding.

20th Century shows profit

The 20th Century-Fox Film Corp. had a profit in spite of a drop in gross revenue in the first quarter of this year, it was reported at the annual stockholders' meeting in New York last week. Assets reported by the company include $2,730,307 in TV film contracts.

First quarter through March 30:

	1963	1962
Earned per share*	$ 0.90	$ ...
Gross income	23,961,178.00	32,668,287.00
Net before taxes (loss)	2,824,945.00	(209,347)
Net earnings (loss)	2,292,136.00	(513,587)

*On 2,545,845 shares.

Jerrold profits in 1962

Jerrold Corp., Philadelphia diversified communications manufacturer with extensive activity in community antenna field, for fiscal year ended Feb. 28:

Earned per share	$ 0.36	$ 0.29
Total volume	24,816,000	18,002,000
Net profit	735,967	597,234

Scripps-Howard earnings show 1-cent drop

Earnings of Scripps-Howard Broadcasting Co. dropped slightly for the three periods ended March 23 from the same period a year ago, it was reported at the firm's board of directors meeting May 17.

The newspaper and station group owner declared a 25 cent dividend payable June 10 to stockholders of record May 24.

A new director, Henry W. Slavick, vice president and general manager of WMCT(TV) and WMC-AM-FM Memphis, was elected to the board.

The firm also reported that net operating revenues for the four periods ended April 20 totaled $4.44 million compared with $4.25 million in the like 1962 period.

	1963	1962
Earned per share	$ 0.27	$ 0.28
Net income	711,130.00	724,676.00

Tax relief plan may aid broadcast personnel

Television and radio performers, sports professionals and other Americans whose income varies widely from year to year may benefit in a tax relief proposal tentatively approved Monday (May 20) by the House Ways and Means Committee.

The proposal would extend tax averaging provisions from the small group of citizens now qualified to utilize it, mostly inventors and authors or composers. In addition, it would provide uniformity for the existing law.

Subject to review before the full committee takes its tax proposals to the House floor, this provision was recommended by the President in his tax message offered in January.

FATES & FORTUNES

BROADCAST ADVERTISING

Morris E. Kinnan, since 1958 director of TV-radio department of Needham, Louis & Brorby, New York, elected vice president. Mr. Kinnan has been with agency nearly 10 years, beginning in Chicago office as television-radio producer.

Mr. Kinnan

Richard J. Cox, group supervisor in radio-TV department of Young & Rubicam, New York, elected VP.

Perry L. Brand, executive VP of John W. Shaw Adv., Chicago, joins Klau-Van Pietersom-Dunlap as VP and manager of branch offices. He will make his headquarters in Chicago.

Kenneth Laird, president of Tatham-Laird Inc., Chicago, elected "ad man of the year" at 25th annual award banquet Wednesday of Chicago Federated Advertising Club. Mr. Laird is treasurer of Advertising Federation of America and is past CFAC president.

Richard J. Keegan and **Lawrence C. Puchta,** contact supervisors at Young & Rubicam, New York, elected vice presidents. Prior to joining Y&R in 1960, Mr. Keegan was senior VP at Fletcher, Richards, Calkins & Holden. Mr. Puchta came to Y&R last year from Kenyon & Eckhardt where he was VP and account supervisor.

Hiram Strong, former executive VP of R. Jack Scott Inc., Chicago, joins Powell, Schoenbrod & Hall Adv., that city, as vice president.

Edward C. Whelan, VP-account executive at Allen & Reynolds, elected president of Omaha-Lincoln chapter of American Marketing Association.

Mr. Stone

Radford Stone, former broadcast supervisor at Ogilvy, Benson & Mather, New York, joins C. J. LaRoche & Co., that city, as account executive on ABC-TV and ABC-owned television stations. Mr. Stone also served with NBC in research and network sales for eight years.

Robert T. Meyers, former VP for merchandising at Cohen & Aleshire, New York advertising agency, appointed to BBDO's account group servicing Rexall Drug Co. Mr. Meyers will handle marketing and merchandising activities at agency's Los Angeles office.

Mr. Jacobs

Sinclair (Tory) Jacobs Jr., former VP in charge of media and television programing at Daniel & Charles Inc., New York, joins Cole Fischer Rogow Inc., that city, as VP for account service. Mr. Jacobs, a principal of CFR, will also serve on agency's executive committee.

Bernard L. Gottlieb, VP of Toy Guidance Council, New York, joins Mattel Inc. (toymaker), Hawthorne, Calif., as assistant advertising manager.

Robert Schulberg, former president of Robert Schulberg Adv., Los Angeles, joins Guild, Bascom & Bonfigli as manager of Los Angeles office.

Gordon J. White, formerly with Johnson & Lewis, San Francisco, named account executive at Fuller & Smith & Ross, Los Angeles.

Helen Andrews, copy group head at Compton Adv., New York, elected vice president. Mrs. Andrews joined Compton in 1956 from N. W. Ayer & Son.

R. Post Eddy, former Latin-American advertising and PR representative for Vision Inc., joins J. S. Fullerton Inc., New York advertising agency, as account executive.

Bruce L. Altman, previously VP of Kenyon & Eckhardt, Los Angeles, joins Compton Adv., that city, as executive on Schick Safety Razor Co. account. **Thomas R. Morgan,** copywriter for N. W. Ayer, Philadelphia-Hollywood, joins Compton's copy department.

Patrick C. Tims, formerly with Clay Stephenson Associates, Houston, joins Foote, Cone & Belding, Chicago, as executive on Kraft Foods account.

Robert J. Wallace, former VP in charge of marketing development at Benton and Bowles, New York, joins Miles Products division of Miles Laboratories, Elkhart, Ind., as VP for product planning, effective June 1.

Robert Ross, creative services section manager at Leo Burnett Co., Chicago, promoted to acting creative services section director. He joined Burnett in 1961 as marketing supervisor.

Gary Gresham, promotion and advertising manager of WTVH(TV) Peoria, Ill., joins Bill Burdon Adv., that city, as account-service executive.

Byron D. Drake, former marketing executive at Compton Adv., appointed brand manager for Francis H. Leggett & Co., Carlstadt, N. J.

Douglas A. Cornwell, account executive at Doherty, Clifford, Steers & Shenfield, New York, and **John Roche,** copy group supervisor, elected VP's.

Edward A. McCabe, formerly of Benton and Bowles, joins McCann-Marschalk, New York, as copywriter.

Fred A. George Jr., president of George and Glover, elected president of Atlanta Advertising Club for 1963-64, succeeding **Richard E. Hodges Jr.,** VP of Liller, Neal, Battle & Lindsey, who will serve on board of directors.

'Betty' goes to Rembert

Clyde W. Rembert (r), president of KRLD-AM-FM-TV Dallas-Ft. Worth, accepts the "Betty" award, the highest honor of the Association of Broadcast Executives of Texas, from **Jack Rogers,** commercial manager of WBAP-TV Dallas-Ft. Worth and 1962-63 ABET president. The presentation was made at the association's 5th annual awards dinner Saturday (May 18) in Dallas.

THE MEDIA

Mr. Buskett

Larry Buskett, general sales manager of KRLA Pasadena, Calif., resigns to join Mullins Broadcasting Co., effective June 3, as general manager of KBTR Denver, Colo. Previous posts held by Mr. Buskett include general sales manager of KLAC Los Angeles and KRAK Sacramento, Calif., executive VP and general manager of KRAM Las Vegas, Nev., and general manager of KCBQ San Diego.

Paul Nakel, general manager of WEOL-AM-FM Elyria, Ohio, elected VP of Elyria-Lorain Broadcasting Co., licensee of stations. Mr. Nakel, who was elected to company's board of directors in 1961, will continue in his present capacity of general manager.

Howard McDonald, announcer-newsman at KMSO-TV Missoula, Mont., and former program director of KGVO, that city, appointed general manager of KRBN Red Lodge, Mont.

Jack B. Donahue resigns as general sales manager of KTLA(TV) Los Angeles, reportedly over conflict of sales policy. After serving 18 years in various sales executive positions with CBS, Mr. Donahue joined Paramount Television in 1958 as assistant general sales manager and moved into top sales post 2½ years later. No future plans have been announced.

Gene P. Graves, program director of KPNG Port Neches, Tex., promoted to station manager, with full responsibility for programing. **Russell Hughes** and **Bob Gratz** join station as staff announcers. **Hugh Foley,** KPNG news director, joins KBMT(TV) Beaumont, Tex.

Roland Kay, formerly general sales manager of KERO-TV Bakersfield, Calif., joins Roger O'Connor Inc. as sales manager in new San Francisco office.

William Joyce, vice president of The Katz Agency, elected president of Detroit chapter of Station Representatives Association. **Stuart Mackie,** John Blair Co., elected VP, and **James Sefert,** Peters, Griffin, Woodward, elected secretary-treasurer.

Stuart Temkin, supervisor of television spot billing section at CBS-TV, appointed business manager for CBS-TV Stations National Sales.

Clay Forker, chief of The Pulse's Chicago office, joins John E. Pearson Co. as director of Atlantic office.

Mr. McLarty

R. Douglas McLarty, program manager of KETV(TV) Omaha for past year, appointed director of programing for WQAD-TV Moline, Ill. New channel 8 outlet, licensed to Moline Television Corp., plans to go on the air August 1 as ABC affiliate. WQAD-TV is represented nationally by H-R Television Inc. Earlier this month **Lester C. Rau Jr.** was named general sales manager of new station.

Paul Levitt, director of talent and daytime programs, and **Peter Robinson,** associate director of program development for CBS-TV network in Hollywood, promoted to executive producers. **Devery Freeman,** executive producer in program department, leaves his administrative post to devote fulltime to development of new, half-hour comedy series for network's 1964-65 season.

William R. Chesley, former advertising and sales promotion manager for Corry Jamestown Corp., joins WJAS-AM-FM Pittsburgh as account executive.

Mr. Naylor

Mr. Stephen

Oliver Naylor, general sales manager of WBRC-TV Birmingham, Ala., assumes new post of assistant to R. T. Schlinkert, general manager of WBRC-TV and VP of Taft Broadcasting Co., effective Sept. 1. Also effective that date, **Richard S. Stephen,** WBRC-TV local sales manager, will replace Mr. Naylor as general sales manager, and **Jesse S. Pevear Jr.,** an account executive, becomes manager of local sales.

Robert D. Wood, VP and general manager of KNXT(TV), and **Ben Hoberman,** VP and general manager of KABC-AM-FM (both Los Angeles), appointed vice chairmen for television and radio, respectively, of fourth International Broadcasting Awards competition. **John T. Reynolds,** senior VP of CBS-TV, Hollywood, is IBA general chairman.

Chuck Riley, news manager of KABC-TV Los Angeles, joins KNXT(TV), that city, as assistant assignment editor for *The Big News* and producer of morning news segment of *Panorama Pacific.* **Nate Kaplan** assigned to *The Big News* as writer-general news reporter.

Helen Hartwig, former media supervisor at Needham, Louis, Brorby, New York, joins WABC New York as director of research.

Edward M. Jones, formerly with CBS News, joins WABC-TV New York as associate producer of *The Big News.*

Gene Claussen, president of KXIC Iowa City, elected president of Iowa Broadcasters Association last Saturday (May 18), succeeding **Donald Sullivan,** VP-general manager of KTVT(TV) Sioux City. **David Steinle,** KBUR Burlington, was elected VP and **Harold Heath,** WOC-TV Davenport, treasurer. Directors are **Dale Cowle, Tom Young, Reed Gardner,** and Mr. Sullivan.

Mr. Henkin

Mort H. Henkin, president-general manager of KSOO-AM-TV Sioux Falls, re-elected president of South Dakota Broadcasters Association at annual convention last week in that city. Also re-elected were Vice President **Elligott Aberdeen,** KSDN Aberdeen, and **Verl Thomson,** KISD Sioux Falls, secretary-treasurer. New directors are **Al Clark,** KWYR Winner, and **Q. P. Coleman,** KOLY Mobridge. At same meeting, **Bob Reimers,** KBRK Brookings, elected president of South Dakota AP Broadcasters Association.

Bob Edwards, former program manager of WPEO Peoria, Ill., appointed producer-director of *House Detective* program on WWJ-TV Detroit.

Ed Rabel, news editor at WCHS-TV Charleston, W. Va., to news director.

Mr. Ober

Norman Ober, director of audience promotion for CBS Radio, appointed director of program information. Mr. Ober will supervise press information activities, on-the-air promotion efforts and production of promotion and advertising materials to affiliated stations.

Tom McCuster, editor of *Western Electronic News,* assumes added duties as editor of *Ducommun Business Journal,* a five-minute business newscast that debuts today (May 27) on KGBS Los Angeles at 7:30 a.m. Program, which begins its second year on Los Angeles radio, will be supervised by **David Mathews,** western broadcast vice president at Fuller & Smith & Ross.

Mr. Rutledge

David Rutledge, manager of The Katz Agency's Dallas office, elected president of Association of Broadcast Executives of Texas, succeeding **Jack Rogers,** WBAP-TV Dallas-Ft Worth (also see story page 77). **Denson Walker,** WFAA-AM-FM Dallas, was elected VP; **Judy Statman,** Sam Bloom Adv., secretary; and **Ralph Widman,** Paul Raymer Co., treasurer. New directors are **Jim Pratt,** WFAA-TV; **Jim Terrell,** KTVT(TV) Dallas-Ft. Worth; **Dean McClain,** KNOK Ft. Worth; **Herman Clark,** WBAP-AM-FM; **John Butler,** Peters, Griffin, Woodward; **Al Carrell,** Robert Eastman Co.; **Howard Teitler,** Dr. Pepper Co.; **Clifton Blackmon,** First National Bank of Dallas; **Julie Lane,** Norsworthy - Mercer; **Charles Cooper,** Glenn Adv.; and **Larry Herndon,** Keitz & Herndon.

Paul Marlowe and **Ben Taylor** named news director and sports director, respectively, of WESH-TV Daytona Beach-Orlando, Fla.

Vic Reed appointed news director of ABC in San Francisco, and **Roger Grimsby** named director of news for ABC-owned KGO-TV, that city. **Ray Tannehill,** former head of news department of WERE Cleveland, joins KGO-AM-FM as director of news.

Mr. Kinsey

Albert Kinsey, VP and treasurer of Lewis, Dobrow & Lamb, Washington advertising agency, joins WOOK-TV (ch. 14), that city, as station manager. Before joining LDL in 1960, Mr. Kinsey was classified advertising manager of *Washington Daily News* for eight years.

Terry Parker, assistant news director of WKAT-AM-FM Miami Beach, joins news staff of WFUN South Miami, Fla.

Charlie Johnson, formerly with St. Louis Cardinals of National Football League, joins WIL-AM-FM St. Louis as sports director and host of Monday-Saturday sports show at 8 a.m.

Dr. Frank Stanton, CBS president, named a trustee of Carnegie Institute of Washington, succeeding **Henry R. Shepley,** who died last January.

Mr. Page

Norman Page, former music director and staff announcer at WWDC-AM-FM Washington, appointed host of station's new *Swing Shift* show beginning July 2 (12:30-5:30 a.m.). **Don Mclean,** columnist with *Washington Daily News,* will also appear on *Swing Shift* with taped humorous bits, record introductions, and items from his *Daily News* column. Mr. Page, who has recently narrated films for U. S. Information Agency, was previously with WCAR Detroit.

Eldon Campbell, VP and general manager of WFMB-AM-FM-TV Indianapolis, named "man of the year" by B'nai B'rith of Indianapolis.

EQUIPMENT & ENGINEERING

Mr. Waldrup

William E. Waldrup named eastern district manager of Continental Electronics Cos., subsidiaries of Ling-Temco-Vought Inc., Dallas. He will have headquarters at LTV's Washington office. Mr. Waldrup joined Continental after five years with Collins Radio Co. as manager of scatter product line and corporate and government sales. Earlier he was with Convair division of General Dynamics as senior design engineer-communication systems.

Dr. Keith E. McKee, manager of structures research for Armour Research Foundation of Illinois Institute of Technology, appointed director of mechanical design for Andrew Corp., Chicago. Dr. McKee will be responsible for overall technical effort in mechanical design and quality control of company's product line of antennas and transmission lines.

Dr. Leonard C. Maier Jr., manager of engineering for semiconductor products department of General Electric, Syracuse, N. Y., appointed general manager of department. He succeeds **H. Brainard Fancher,** who was named general manager of Apollo support department.

Frank Bonner, general manager of Washington-Baltimore division of Philco Distributors Inc., appointed eastern regional manager for Philco's consumer products division, succeeding **James T. McMurphy,** recently named division's national sales manager. In move that splits Washington-Baltimore division into two divisions, **Irv Fulton** was named general manager in Baltimore, and **Wally McGregor** appointed general manager in Washington.

Robert Rausch, formerly of WREO Ashtabula, Ohio, joins General Electronic Laboratories, Cambridge, Mass., as broadcast sales engineering representative. Mr. Rausch will represent General Electronic on West Coast.

PROGRAMING

Raymond V. Schneider, general manager of community antenna television division of Teleprompter Corp., New York, elected VP of that division. **Jay J. Merkle,** director of programs and production division, elected VP.

Laurence Rutman, VP and general manager of United Feature Syndicate, elected president. Mr. Rutman succeeds **Mims Thomason,** who resigned.

Sam Carey, VP and assistant manager of WRVA-TV Richmond, elected president of UPI Broadcasters Association of Virginia, succeeding **Wallace Fanning,** news manager of WRC-AM-FM Washington. Retiring VP was **John D. Wilson,** manager of WFLO Farmville. **Bernie Mahoney,** news director of WKCW Warrenton, and **Vern Jones,** news director of WAVY-AM-FM-TV Portsmouth, were elected first and second VP's respectively.

Peter Keane, technical director for Screen Gems, New York, appointed to additional post of technical director of parent company, Columbia Pictures. Mr. Keane joined Screen Gems in 1951 as eastern production manager.

Milt Cook, KACE-AM-FM Riverside, re-elected chairman of California Associated Press TV-Radio Association for 1963-64, and **Roger Orr,** KNTV(TV) San Jose, as vice chairman.

Mark O. Gautier Jr., news director of KMTV(TV) Omaha, elected president of Iowa-Nebraska United Press International News Directors Association.

Sheldon B. Satin, VP and general manager of VPI (TV production firm), Hollywood, appointed executive VP.

Leonard Stern, head of Heyday Productions and creator-producer of that company's *I'm Dickens-He's Fenster* on ABC-TV this season, signs exclusive contract to create, develop and produce comedy programs for ABC-TV.

Philip Barry Jr. joins The Directors Co., New York, to produce seven original one-hour dramas for *DuPont Show of The Week* (NBC-TV).

Nate Monaster, last year's president of radio-TV branch of Writers Guild of America West, elected WGAW president for coming year. **Christopher Knopf** is new radio-TV branch head, with **Barry Trivers,** VP, and **Doris Gilbert,** secretary-treasurer. **Allen Rivken** re-elected president of guild's screen branch, with **John Lee Mahin,** VP, and **Michael Blankfort,** secretary-treasurer.

Hy Averback will direct opening program of series tentatively titled *Amos Burke,* which Four Star is producing for ABC-TV starting this fall. **Tony Barrett** wrote initial show, "Who Killed Billy Joe?," which producer **Aaron Spelling** has scheduled to begin filming June 3. **Gene Barry, Gary Conway** and **Regis Toomey** are regular members of series' cast.

Art Brown, for past 25 years in midwest radio, publishing and advertising fields, joins United Film and Recording Center, Chicago, as sales manager and executive assistant.

James Lydon, producer at Revue Studios, joins Warner Brothers TV division as associate producer of *77 Sunset Strip* series for ABC-TV.

Byron Haskin, director of special effects for Warner Brothers, joins Daystar Productions to create and supervise special effects department for new science-fiction anthology series, *The Outer Limits,* to start in fall on ABC-TV. **Leslie Stevens,** executive producer of Daystar, is directing new series, which went into production last week with **Joseph Stefano** producing. Mr. Stevens also wrote initial program of series.

Ben Gradus named producer-director of Screen Gems' new Harry S. Truman series of half-hour documentaries. Mr. Gradus is currently consultant to Filmways Inc. and on board of directors of Sutherland Associates, film producers.

Lloyd Leipzig, former director of publicity and exploitation for *Sing Along With Mitch* on NBC-TV, joins United Artists Records, New York, as director of creative services.

Jeff Clark, formerly with Decca Records and owner of his own advertising agency, appointed director of publicity and promotion in Southern California for Dot Records, Los Angeles.

Roy W. Seabright, VP of Cascade Pictures, Hollywood producer of TV commercials, has been "disassociated" from company by vote of board of directors, "due to irreconcilable policy disagreements."

Bill Howard elected business representative of Motion Picture Costumers, Hollywood local 705, IATSE. **Bert Hendrickson** was named president; **Georgina Grant,** VP; **Walt Hoffman,** secretary-treasurer; and **Tony Scarano,** sergeant-at-arms.

Jerry Kennedy, former artists and repertoire director at Mercury Records Corp., Nashville, joins Epic Records, that city, as producer of popular artists and repertoire. Mr. Kennedy will be responsible for production of all country-western recordings on Epic label.

Jerome E. Balash appointed director of newly formed CAETV department of Telesystem Services Corp., Glenside, Pa. Department will implement objectives of each individual CATV system in bringing ETV to their community through CATV.

Henry N. Ehrlich named assistant exploitation manager at Paramount Pictures, Hollywood.

John Kuehn, television director, named director of NBC-TV's *Ben Jerrod,* weekday series beginning June 3.

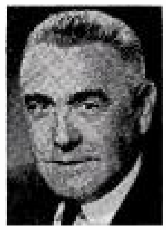
Dick Gorelick, news director of KICD Spencer, elected president of Iowa Associated Press Radio-Television News Association. Mr. Gorelick succeeds **John K. Lively,** KFJB Marshalltown. **Bud Chaldy,** news director of KBIZ Ottumwa, elected VP.

David H. Horowitz, former partner in law firm of Schwartz and Frohlich, joins Screen Gems, New York, as general attorney. Mr. Horowitz will head law department of company.

Dennis Weaver signs new contract to continue his co-starring role as "Chester" for 1963-64 season of CBS-TV's *Gunsmoke* series.

Irwin Rosten, director of public affairs and documentaries at KTLA(TV) Los Angeles, joins Wolper Productions as writer-producer-director.

Schuckle heads AAAI


Mr. Schuckle

Herbert C. Schuckle, president of Emery Adv. Corp., Baltimore, elected president of Affiliated Advertising Agencies International for 1963-64 at organization's annual meeting in Los Angeles. Elected regional directors for two-year terms were **Robert L. Mansfield,** Lloyd Mansfield Co., Buffalo, eastern region; **Thomas Towell,** Arthur Towell Inc., Madison, Wis., central region; **E. B. Greenhaw,** Greenhaw & Rush Inc., Memphis, southern region; and **John F. Greenlee,** Cline Adv. Service, Boise, Idaho, western region.

Tom Wilson, former producer at Audio Fidelity Record Co., New York, joins Columbia Records as producer of popular artists and repertoire. Mr. Wilson will be responsible for production of jazz, folk and gospel records.

INTERNATIONAL


Mr. Hyman

Eliot Hyman elected president of Seven Arts Productions Ltd., succeeding **David B. Stillman,** who died April 25 of heart attack. Mr. Hyman, who has served as executive VP of Seven Arts since its organization in 1960, will retain his position as president of Seven Arts Associated Corp., American-operated subsidiary of parent Canadian firm. **Michael Baumohl** appointed Seven Arts' advertising and publicity director for United Kingdom and continental Europe, effective June 10. Seven Arts finances, produces and distributes motion pictures, TV and stage productions.

Roy Green, formerly of CHCH-TV Hamilton, Ont., named manager of National Time Sales, Toronto, a branch of Air-Time Sales Ltd., that city. National Times Sales will concentrate on selling 10 smaller market radio stations, while Air-Time Sales will work on major market stations.

Jack Saunders, assistant advertising manager of Home Products International, subsidiary of American Home Products, New York, appointed advertising manager. Mr. Saunders succeeds **Walter Sauer,** who is retiring.

Ian Ritchie, supervisor of station relations for Canadian Broadcasting Corp.'s TV network in Toronto, named assistant director of station relations at CBC headquarters in Ottawa. **Donald MacDonald,** CBC public relations officer at Toronto, succeeds Mr. Ritchie at Toronto.


Mr. Cooke

William Cooke, sales manager of Canadian Broadcasting Corp.'s television division at Toronto, appointed general manager of newly opened Columbia Broadcasting System Television Network Sales of Canada Ltd., that city, with offices at 2 Carlton Street. New office will look after CBS network shows in Canada.

ALLIED FIELDS

Jack Abrams and **Verne B. Churchill Jr.,** study directors at Market Facts Inc., Chicago, elected VP's.

Gower Champion, director-producer and former theatrical performer, signed to five-year contract as program advisor for Theatre-Vision Color Corp., wholly owned subsidiary of National General Corp., Beverly Hills, Calif., which is developing nationwide closed-circuit color TV network for theaters. Mr. Champion will produce and direct initial live demonstration of system, scheduled to be held in Los Angeles late next month. **Allen V. Martini,** former western division sales manager of United Artists Television, appointed sales and operations coordinator for Theatre-Vision Color Corp.

Jerry Zarin, former marketing research project director at Ogilvy, Benson & Mather, New York, joins Blankenship, Ostberg Inc., market research firm, that city, as account executive and project supervisor.

DEATHS

G. Carlton Fuchs, 48, advertising and promotion manager of WSUN-AM-TV Tampa-St. Petersburg, Fla., died May 14 of cancer at St. Petersburg hospital. Before joining WSUN, Mr. Fuchs was VP of Griffith Adv., St. Petersburg.

Rolande Desormeaux, 37, French-language radio and television singer, died of cancer at Duvernay, Que., on May 15. She was wife of Robert L'Herbier, program director of CFTM-TV Montreal.

Hayden Young, account executive at WIL-AM-FM St. Louis for past year, died May 19 following heart attack.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 16 through May 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: 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. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Chicago—Essaness Television Associates. Granted CP for new TV on UHF channel 44 (650-656 mc); ERP 167 kw vis., 83.7 kw aur. Ant. height above average terrain 631.3 feet, above ground 651.6 feet. P. O. address c/o Edwin Silverman, 54 West Randolph Street. Estimated construction cost $553,417; first year operating cost $375,000; revenue $300,000. Studio location to be determined, trans. location Chicago. Geographic coordinates 41° 53′ 05″ N. Lat., 87° 37′ 47″ W. Long. Legal counsel Cohn & Marks, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Essaness Television Corp. (60% through Essaness Theatres Corp., owned 94% by Edwin Silverman), Harry F. Chaddick, Charles Aaron, Robert M. Arnold, Gardner H. Stern and Justin G. Turner (each 8%). Essaness Theatres owns several movie houses; Mr. Stern is VP of WTTW Chicago. Chmn. Minow did not participate in grant, Comr. Ford dissented. Action May 15.

Boston, Mass.—Boston Catholic Tv Center Inc. Granted CP for new TV on UHF channel 38 (614-620 mc); ERP 1000 kw vis., 501.2 kw aur. Ant. height above average terrain 440 feet, above ground 287 feet. P.O. address c/o Rt. Rev. Walter L. Flaherty, 25 Granby St., Boston. Estimated construction cost $402,000; first year operating cost $150,000; revenue $150,000. Trans. location Woburn, Mass.; studio location Boston. Geographic coordinates 42° 27′ 23″ N. Lat., 71° 10′ 50″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel McKenna & Wilkinson, Washington, D. C.; engineering consultant George R. Townsend, Springfield, Mass. Principals: Richard Cardinal Cushing, Rt. Revs. Walter L. Flaherty, Joseph P. Donelan, Timothy F. O'Leary, John S. Sexton and Oscar O'Gorman and Henry M. Leen. All but Mr. Leen, attorney, are Catholic priests. Principals are directors: company is owned by Archdiocese. Action May 15.

***Greenville, S. C.—South Carolina Educational Television Commission.** Granted CP for new TV on UHF channel 29 (560-566 mc); ERP 240 kw vis., 120 kw aur. Ant. height above average terrain 1,142 feet, above ground 151 feet. P. O. address c/o Charles Morris, 2712 Millwood Avenue, Columbia, S. C. Estimated construction cost $369,671; first year operating cost $40,000. Studio and trans. locations both Altamount Road. Geographic coordinates 34° 56′ 26″ N. Lat., 82° 24′ 38″ W. Long. Legal counsel, Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington. Commissioners are principals. Action May 15.

APPLICATIONS

Jacksonville, Fla.—Rust Craft Broadcasting Co. UHF channel 36 (602-608 mc); ERP 480 kw vis., 240 kw aur. Ant. height above average terrain 606.6 feet. above ground 994 feet. P. O. address Exchange Realty Building, Steubenville, Ohio. Estimated construction cost $441,545; first year operating cost $450,000; revenue $400,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 18′ 47″ N. Lat., 81° 39′ 00″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Arnold, Fortas & Porter, consulting engineer Willis C. Beecher, both Washington. Applicant is subsidiary of Rust Craft Greeting Cards Inc., in which largest interest is held by Berkman family. Rust Craft owns WBOY-AM-TV Clarksburg, W. Va., WSTV-AM-FM-TV Steubenville, Ohio, WRCB-TV Chattanooga, Tenn., WRDW-TV Augusta, Ga., WSOL Tampa, Fla., WPIT-AM-FM Pittsburgh, WWOL-AM-FM Buffalo, N. Y., and 40% of WVUE-TV New Orleans. Ann. May 16.

***State College, Pa.—Pennsylvania State University.** UHF channel 69 (800-806 mc); ERP 5.74 kw vis., 2.87 kw aur. Ant. height above average terrain 1,129 feet, above ground 310 feet. P. O. address c/o C. R. Carpenter, University Park, Pa. Estimated construction cost $597,424; first year operating cost $249,550. Studio location State College, trans. location rural area nearby. Geographic coordinates 40° 42′ 55″ N. Lat., 77° 53′ 46″ W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Norman E. Jorgensen, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principals: board of trustees. Ann. May 16.

Wichita Falls, Tex.—Reuben B. Knight. UHF channel 22 (518-524 mc); ERP 20.5 kw vis., 10.25 kw aur. Ant. height above average terrain 489.1 feet, above ground 503 feet. P. O. address First Wichita National Bank Building, Wichita Falls. Estimated construction cost $220,450; first year operating cost $180,000; revenue $200,000. Studio and trans. locations both Wichita Falls. Geographic coordinates 33° 53′ 47″ N. Lat., 98° 32′ 33″ W. Long. Type trans. RCA TTU-1B, type ant. Coel CO32U. Legal counsel W. M. Thacker Jr., consulting engineer Ted Overbey, both Wichita Falls. Mr. Knight, sole owner, has oil, gas and real estate holdings. Ann. May 17.

Existing TV stations

ACTIONS BY FCC

KXTV(TV) Sacramento, Calif.—Granted renewal of license. Action May 21.

WJAR-TV Providence, R. I.—Granted renewal of licenses, including main trans., ant. and aux. trans. Action May 15.

New AM stations

ACTIONS BY FCC

Casey, Ill.—Paul Dean Ford. Granted CP for new AM on 800 kc, 250 w-D. P. O. address 4341 South Right St., Terre Haute, Ind. Estimated construction cost $3,220, first year operating cost $25,000, revenue $30,000. Mr. Ford is employe of WMFT Terre Haute, Ind. March 26 initial decision looking toward grant became effective May 15.

Greenville, Ky.—Greenville Broadcasting Co. Granted CP for new AM on 1600 kc, 500 w-D, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Box 170, Greenville. Estimated construction cost $15,100; first year operating cost $40,000; revenue $46,000. Principals: Charles P. Stovall Sr. and Charles P. Stovall Jr. (each 50%). C. P. Stovall Jr. is announcer at WLCK Scottsville, Ky.; C. P. Stovall Sr. is oil distributor. Jan. 10 initial decision looked toward grant. Action May 16.

Existing AM stations

APPLICATIONS

WKEI Kewanee, Ill.—CP to increase nighttime power from 100 w to 250 w. Ann. May 16.

WCBQ Whitehall, Mich.—CP to change ant.-trans. and studio location, install DA-D and change station location from Whitehall to North Muskegon, Mich. Ann. May 16.

New FM stations

ACTIONS BY FCC

***San Francisco, Calif.—Simpson Bible College.** Granted CP for new FM on 90.3 mc, ch. 212, 10 w. Ant. height above average terrain 100 feet. P. O. address 801 Silver Avenue, San Francisco 24. Estimated construction cost $300; first year operating cost $2,000. Principals: board of trustees. Action May 15.

***Glassboro, N. J.—Glassboro State College.** Granted CP for new FM on 87.5 mc with 10 w. Ant. height above average terrain 37 feet. P. O. address Glassboro. Estimated construction cost $4,100; first year operating cost $2,952. Principals: board of trustees. Action May 17.

Ownership changes

ACTIONS BY FCC

WOWE Allegan, Mich.—Granted transfer of control of licensee corporation, Allegan County Broadcasters Inc., from Harmon LeRoy Stevens and John F. Wismer (each 50% individually) to Mr. Stevens and wife, Bernardine Stevens, and Mr. Wismer and wife, Rose Marie Wismer (each 50% jointly with wife). No financial consideration involved. Action May 16.

KDNE Aztec, N. M.—Granted assignment of license from I. E. Shahan (100%) to Lewis G. Robinson and Martin W. Van Gelderen (each 38.75%) and Mary C. Robinson and Tirrell S. Van Gelderen (each 11.25%), tr/as San Juan Broadcasting Inc., N.S.L. Consideration $25,000. Action May 21.

KNDC Hettinger, N. D.—Granted transfer of control of licensee corporation from D. J. Schults (115 shares), Gary Hendricks (9 shares), Ralph Shults (1 share), and Jonas Johnson (8 shares), d/b as Hettinger Broadcasting 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 KBHB Sturgis, S. D.; Mr. Hirsch is employed by Meyer Broadcasting Co., Williston, N. D. Action May 22.

WFOL-AM-FM Hamilton, Ohio—Granted assignment of CP and license from Walter L. Follmer (100%) to Mr. Follmer (93%) and family, tr/as Walter L. Follmer Inc. No financial consideration involved. Action May 16.

KSLM Salem, Ore.—Granted transfer of control of licensee corporation, Oregon

Radio Inc., from Lou C. McCormick (65.4%), executrix of estate of Glenn E. McCormick, deceased, to Lou McCormick Paulus (34.6% before, 100% after transfer), one in same person as Lou C. McCormick. No financial consideration involved. Action May 21.

WEDA-FM Grove City, Pa.—Granted assignment of license from James V. Perry (100%) to Mr. Perry (99% plus), d/b as WEDA Inc. One share each was issued to C. A. Isaaco and Joseph A. Pelletier as legally qualifying for directorship. No financial consideration involved. Action May 16.

WCHE West Chester, Pa.—Granted assignment of CP from Edgar C. Shelton Jr. (100%) to Mr. Shelton (75%) and E. Theodore Mallyck and Chandler W. Drummond (25% jointly, d/b as Bi-States Broadcasters), tr/as WCHE Broadcasting. Consideration $4,960. Bi-States holds CP for new AM at Ocean City-Somers Point, N.J., and is applicant for new AM at Annville-Cleona, Pa. Action May 15.

KFDR Grand Coulee, Wash.—Granted assignment of license from Ralph A. Nachtmann (100%) to Eugene Pournelle (100%). Consideration $33,000. Mr. Pournelle was parttime employe of KFDR. Action May 21.

WKLC St. Albans, W. Va.—Granted assignment of license from Raymond I. (98.6%) & Clarice S. Kandel (.7%), d/b as Kandel Corp., to D. L. Pike & Co. (100%), tr/as St. Albans-Nitro Broadcasting Co.; Pike & Co. is owned by David L. & Catharine C. Pike (each 25%) and John J. Cote, Virginia C. Cote, Lawrence M. Noble Jr., Helen R. Noble, Peter A. Bowers & Susanne R. Bowers (each 8.33%). Consideration $191,000. Pike & Co. also owns WOHP Bellefontaine, Ohio. Action May 22.

WMTV(TV) Madison, Wis.—Conditionally granted transfer of control of licensee corporation, Forward Television Inc., from Lee Radio Inc. (100%) to O. Charles Lemke (27.17%) and others, tr/as Wisconsin Valley Television Corp. Consideration $563,000. Principals of Wisconsin Valley, licensee of WSAU-AM-FM-TV Wausau, Wis., have extensive newspaper ownership. Grant is conditioned on commission's findings in Docs. 14933-4 (see CHANGING HANDS, May 20). Chmn. Minow and Comrs. Bartley and Ford dissented. Action May 15.

APPLICATIONS

KLOA Ridgecrest, Calif.—Seeks assignment of license from Israel Sinofsky (100%), d/b as Ridgecrest Broadcasting Co., to Norval Dorman (100%). Consideration $8,500. Mr. Dorman is insurance agent. Ann. May 16.

KTSD(FM) San Diego, Calif.—Seeks assignment of CP from KGMJ Inc., owned by Rogan Jones (41.85% individually, and controls 52.9% through 85.44% ownership of International Good Music Inc.) and others, to Sherwood R. Gordon (100%), tr/as as Gordon Broadcasting of San Diego Inc. Consideration $5,000. Mr. Gordon owns KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Ann. May 16.

WBRY Waterbury, Conn.—Seeks transfer of control of licensee corporation, Crystal-Tone Broadcasting Inc. (100 shares before transfer, 80 shares after), from Gustave Nathan (100%) to Kenneth A. Wood Jr. (25 shares), Emily W. Underhill, Walter S. Robbins, Alden H. Sulger Jr. (each 10 shares) and others. Consideration $80,000. Mr. Wood is account supervisor at Young & Rubicam Inc., but will resign upon grant of application; Mrs. Underhill, sister of Mr. Wood, is housewife; Mr. Robbins is insurance agent; Mr. Sulger is VP of Ted Bates & Co. Ann. May 16.

KLIX Twin Falls, Idaho—Seeks assignment of license from Paramor Corp. and Alhambra Corp. (each 50%), d/b as KLIX Corp., to William R. Vogel (70.7%), William H. Farnham (14%), Jack R. Caldwell (8.1%), W. O. Corrick (4.3%), Dean Harden (2.8%) and Darrell Chambers (.1%), tr/as Regional Broadcasting Corp. Consideration $126,000. Applicant owns KWRV McCook, Neb., and WGNS Murfreesboro, Tenn. Ann. May 16.

WHDF Houghton, Mich.—Seeks transfer of control of licensee corporation, Upper Michigan Broadcasting Co., from Irma O. Burgan (.6% individually and 59% as executrix of estate of George L. Burgan) to Mrs. Burgan individually (59.6%). No financial consideration involved. Ann. May 16.

WLTN Littleton, N. H.—Seeks assignment of CP from John (52%) and Elizabeth (48%) Bowman, d/b as Berlin Broadcasting Co., to Mr. Bowman (100%), tr/as Littleton Broadcasting Inc. No financial consideration involved. Ann. May 16.

WNOH Raleigh, N. C.—Seeks acquisition of negative control of licensee corporation, North Carolina Electronics Inc., from Frank P. Larson Jr. (25%) by James P. Poston (50% after transfer, 25% before); other ownership remains stable. Consideration $12,000. Ann. May 20.

KDAK Carrington, N. D.—Seeks acquisition of positive control of licensee corporation, Central Broadcasting Co., from Claire Ihringer (33 ⅓%) and F. W. Carr (33 1/3%) by Mr. Carr and wife, Lucille Carr (66 ⅔% jointly); other ownership remains stable. Consideration $13,000. Ann. May 20.

WDAR Darlington, S. C.—Seeks assignment of license from Walter P. Pearce (100%) to D. Carl Cook (100%), receiver. No financial consideration involved. Ann. May 16.

WREC-AM-TV Memphis—Seeks assignment of license from WREC Broadcasting Service Inc. to Cowles Broadcasting Service Inc., parent company of licensee. No financial consideration involved. Ann. May 16.

KRBC Abilene, Tex.—Seeks assignment of license from Abilene Radio & Television Co., to Radio Abilene Inc., separate corporation with same ownership. No financial consideration involved. Ann. May 20.

KRBE(FM) Houston—Seeks acquisition of positive control of licensee corporation, Texas Fine Music Broadcasters Inc., from Victor F. Branch (50%) by Roland A. Baker (100% after transfer, 50% before). Consideration $42,562. Ann. May 20.

Hearing cases

INITIAL DECISION

▪ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Grand Broadcasting Co. for new TV on channel 13 in Grand Rapids, Mich., and denying competing applications of West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. (Grand Rapids Inc., representative of these four applicants, has been operating WZZM-TV on channel 13 in Grand Rapids since Nov. 1, 1962, under interim authorization granted previous July 26 pending regular service by selected applicant in competitive hearing.) Action May 20.

DESIGNATED FOR HEARING

Hershey Broadcasting Inc., Hershey, Pa.—Designated for hearing application for new daytime AM on 1540 kc, 5 kw, 500 w-CH, DA, to determine whether and to what extent corporate stockholder and individual principals of applicant Hershey occupy position of economic dominance over population of city of Hershey and whether grant of application would tend unduly to further or to concentrate such economic dominance. Comr. Hyde dissented. Action May 22.

OTHER ACTIONS

▪ By letter, commission denied request by Independent Broadcasting Inc. for waiver of Sec. 1.356 of rules and returned its April 29 tendered application to change trans. site and station location of WDRN (FM) Darien, Conn., to Norwalk and increase ERP on 95.9 mc from 720 w to 1.034 kw and ant. height from 145 feet to 151.7 feet. Action May 22.

▪ By memorandum opinion and order, commission, on its own motion, reconsidered and set aside Jan. 30 grant of CP to Atlantic Telecasting Corp. for new VHF TV translator on channel 12 in Jacksonville, N C., to rebroadcast programs of its WECT (ch. 6) Wilmington. Piedmont Telecasting Corp. is presently constructing WNBE-TV on channel 12 in New Bern at site about 30 miles from proposed translator site, and is expected to be on air within few months. Since there is prima facie evidence that there will be interference between translator and WNBE-TV, commission will withhold further action on translator application to afford Atlantic Telecasting opportunity to amend its application to specify different output channel. Piedmont's petition for reconsideration of Jan. 30 grant and related pleadings were dismissed as moot. Comr. Hyde absent. Action May 22.

▪ By order, commission granted request by Broadcast Bureau and extended time to May 23 to file reply to application of Pioneer States Broadcasters Inc. for review in proceeding on its application for new AM in West Hartford, Conn. Action May 22.

▪ Commission gives notice that March 25 initial decision which looked toward granting application of New Madrid County Broadcasting Co. to increase power of KMIS Portageville, Mo., on 1050 kc, D, from 250 w to 1 kw, non-DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective May 14 pursuant to Sec. 1.153 of rules. Action May 20.

▪ By order, commission granted petition by Broadcast Bureau and extended to May 20 time to reply to application of Pioneer States Broadcasters Inc. for review of Review Board's March 25 decision which denied its application for new daytime AM on 990 kc, 500 w, DA, in West Hartford, Conn. Action May 16.

Routine roundup

ACTIONS BY REVIEW BOARD

▪ By memorandum opinion and order in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al., denied appeal by Philco Broadcasting Co. from examiner's Nov. 20, 1962, action quashing its subpoena duces tecum which sought to obtain certain documents essentially relating to RCA's patent licensing activities outside U. S. Board found that no basis was shown to warrant considering appeal from chief hearing examiner's decision at this time rather than deferring such action until proceeding reaches commission in its normal course. Board Member Nelson not participating. Action May 21.

▪ By memorandum opinion and order in proceeding on applications of Putnam Broadcasting Corp. and Port Chester Broadcasting Co. for new AM stations in Brewster and Port Chester, respectively, both New York, granted joint petition for approval of agreement whereby Putnam would withdraw its application in consideration of option to acquire 45% of stock in new corporation which would be created by Port Chester Broadcasting Co.; dis-

PROFESSIONAL CARDS

Service Directory

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 24

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	Cps.	Cps.	for new stations
AM	3,801	43	133	390
FM	1,088	21	101	198
TV	518	60	87	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 24

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

missed Putnam application with prejudice; and retained in hearing status for resolution of remaining issue Chester application. Board Member Nelson not participating. Action May 21.

■ Granted petition by Broadcast Bureau and extended to May 27 time to file exceptions to initial decision in proceeding on AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14413-4. Action May 21.

■ By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis., in Doc. 14971, granted appeal by respondent Oneida Broadcasting Co. (WOBT), Rhinelander, from examiner's ruling that financial issue is limited to inquiry into availability of funds and reasonableness of operating expenses, and does not encompass question of adequacy or sufficiency of funds. Review Board ruled that examiner should have allowed inquiry into sufficiency as well as availability of funds. Action May 17.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. to change facilities of WRAI Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp. for new station in San Juan, both Puerto Rico, in Docs. 14977-8, denied petitions by (1) Abacoa to delete coverage issue 4 and (2) Mid-Ocean to enlarge issues to determine whether Rio Piedras is separate community from San Juan within meaning of Sec. 3.30(a), and financial qualifications of Abacoa. Action May 17.

■ By memorandum opinion and order in AM consolidated proceeding in Docs. 14873 et al., denied untimely filed joint petition by applicants Prince William Broadcasting Corp. (WPRW), Manassas, and Colchester Broadcasting Corp., Herndon, both Virginia, to delete hearing issue 9 concerning overlap. Board Member Nelson not participating. Action May 17.

■ By memorandum opinion and order, granted motion by Birch Bay Broadcasting Inc. and made immediate grant of part of its application seeking increased daytime power of KARI Blaine, Wash., on 550 kc from 500 w to 5 kw, conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419; retained in hearing status portion of application seeking nighttime operation with 1 kw, DA-2. Board Member Slone not participating. Action May 17.

■ By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis., in Doc. 14971, denied late filed petition by Oneida Broadcasting Co. (WOBT), Rhinelander, to modify financial hearing issue. Action May 16.

■ By memorandum opinion and order, granted joint request by Coastal Broadcasters Inc., Colchester Broadcasting Corp. and Virginia-Potomac Broadcasting Corp. for approval of agreement whereby Coastal or Colchester would reimburse Virginia-Potomac $2,500.00 for expenses incurred in connection with latter's application for new daytime AM on 1440 kc, 5 kw, DA, in Herndon, Va., in return for its withdrawal; dismissed Virginia-Potomac's application with prejudice; retained in hearing status Coastal and Colchester applications for new stations in Herndon in consolidated proceeding in Docs. 14873 et al. Action May 16.

■ Granted petition by Broadcast Bureau and extended to May 27 time to file exceptions and supporting brief to initial decision in proceeding on AM application of Avoyelles Broadcasting Corp., New Roads, La Action May 16.

■ By memorandum opinion and order in proceeding on applications for new AM stations of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, (1) denied appeal by Tedesco from examiner's April 1 order limiting submission of proposed findings and conclusions to those issues which are specifically required to be determined before contingent issues come into play; and (2) denied Broadcast Bureau's petition for acceptance of late filed pleading. Action May 15.

■ By memorandum opinion and order in proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., denied petition by Broadcast Bureau to dismiss applications for noncompliance with local notice requirements of Sec. 1.362 of rules. Denial does not foreclose Bureau from renewing its request if, subsequent to meeting agreed upon at prehearing conference, and following establishment of new hearing date, applicants do not seek to fulfill obligations under Sec. 1.362. Action May 15.

ACTIONS ON MOTIONS

■ Scheduled further prehearing conference for May 17 in consolidated AM proceeding on applications of Coastal Broadcasters Inc., Herndon, Va., et al. Action May 16.

■ In proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park, in Docs. 12604, et al., upon request by Blue Island, continued May 17 hearing conference to May 20. Action May 15.

By Chief Hearing Examiner James D. Cunningham

■ In proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, granted petition by Marshall and extended to May 20 time to file responsive pleading to motion by Wright for leave to amend its application. Action May 20.

■ Granted petition by Midnight Sun Broadcasters Inc. to extent of dismissing, but with prejudice, application of Sitka Broadcasting Co. for assignment of license of KIFW Sitka, Alaska, to Midnight Sun and terminated proceeding. Action May 16.

By Hearing Examiner Basil P. Cooper

■ Granted petition by WOMA TYPA Broadcasting Co. and continued from May 16 to June 13 evidentiary hearing in proceeding on its application for new AM in Mount Airy, N. C. Action May 15.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Smackover Radio Inc., Smackover, Ark., and extended from May 15 to May 20 time to file proposed findings in proceeding on its AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action May 16.

By Hearing Examiner Walther W. Guenther

■ In proceeding on application of Western Broadcasters Inc. for new AM in Cheyenne, Wyo., (1) cancelled May 15 and May 21, respectively, controlling dates for exchanges of applicant's engineering exhibits (preliminary and final), (2) directed applicant to file by June 3 proposed engineering amendment to its application, and (3) continued June 4 hearing to July 5. Action May 21.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing rulings made at May 7 hearing on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., granting (1) applicant's petition for leave to amend so as to effect changes in its financing proposal and (2) request for leave to make further amendment to its financing proposal. Action May 7.

By Hearing Examiner Annie Neal Huntting

■ Granted joint petition by applicants and Broadcast Bureau and extended from May 28 to June 28 time to file proposed findings and from June 28 to July 30 for replies in proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts. Action May 20.

■ Gave notice to those applicants in Rochester, N. Y., TV channel 13 proceeding who propose to file petitions for leave to amend due to changes in principals or residence of principals that hearing examiner expects all such petitions to be filed with dispatch if they are to be given favorable consideration. Action May 15.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 17 to May 24 time to file proposed findings in proceeding on application of Helix Broadcasting Co. for new AM in La Mesa, Calif. Action May 17.

■ Upon request by Broadcast Bureau, extended from May 15 to May 17 time to file proposed findings and conclusions, with reply findings to be received not later than May 31, in proceeding on application of Helix Broadcasting Co. for new AM in La Mesa, Calif. Action May 14.

■ By memorandum opinion and order, granted motions by Debs Memorial Radio Fund Inc. (WEVD), WPOW Inc. (WPOW), both New York, and Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., for acceptance of amendments to reflect agreement concerning hours of operation, and removed from hearing and returned to processing line amended applications for renewal of license. Action May 14.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for May 17 in Perrine-South Miami TV channel 6 proceeding in Docs. 12666-8. Action May 14.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by Broadcast Bureau and Tedesco Inc., and without objection by Edina Corp., extended from May 27 to June 10 date to file proposed findings of fact in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40. Action May 20.

■ By order, formalized certain agreements reached and rulings made at May 15 prehearing conference in proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., and scheduled certain procedural dates, and continued July 15 hearing to Sept. 10, in Cheyenne. Action May 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other Karig and related applications in Docs. 14617 et al., further extended from May 20 to May 24 time to file initial proposed findings and from June 3 to June 7 for replies. Action May 16.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 21

WSJS-TV Winston-Salem, N. C.—Granted CP to change ERP to 308.4 kw vis. and 154.5 kw aur. (both DA), install new main trans. and ant. and aux. ant., make changes in ant. system and equipment and change ant. height to 1960 feet.

KCBD-TV Lubbock, Tex.—Granted CP to install aux. ant. system at main trans. and ant. location.

WTAN-FM Clearwater, Fla.—Granted mod. of CP to decrease ERP to 18 kw and ant. height to 130 feet, change ant.-trans. location, make changes in ant. system and delete remote control; condition.

KERI(FM) Bellingham, Wash.—Granted mod. of SCA to add sub-carrier frequency of 22 kc.

KFGQ-AM-FM Boone, Iowa—Granted authority to sign-off at 4:30 p.m. on following dates: Memorial Day, May 30: Independence Day, July 4; and Labor Day, Sept. 2.

WCIU(TV) Chicago, Ill.—Granted extension of completion date to Nov. 21.

Actions of May 20

WEZY Cocoa, Fla.—Granted license covering increase in daytime power.

WEZE Boston—Granted licenses covering installation of aux. and main trans. with remote control operation with non-DA daytime.

WNEP-TV Scranton, Pa.—Waived Sec. 3.613(a) and (b) of rules and granted mod. of license to change main studio location (main trans. and ant.) to Wilkes-Barre—Avoca, Pa.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KSEK Pittsburg, Kan., and redescribe main studio and trans. location; KKAN Phillipsburg, Kan.

■ Following stations were granted extensions of completion dates as shown: *KCSM-TV San Mateo, Calif., to Nov. 20; WBKB (main trans. and ant.) Chicago, to Nov. 20; WTIX New Orleans, to Dec. 1; KCTY Salinas, Calif., to June 30.

Actions of May 17

KCPX-FM Columbia Pictures Electronics Inc., Salt Lake City—Granted mod. of license to change name to Screen Gems Broadcasting Corp.

KHOZ-FM Harrison, Ark.—Granted license.

WHAI Greenfield, Mass.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

KCPX-AM-TV, Columbia Pictures Electronics Inc., Salt Lake City—Granted mod. of licenses to change name to Screen Gems Broadcasting Corp.

WJBL Holland, Mich.—Granted CP to change ant.-trans. location and make changes in ground system.

K08CS Roosevelt, Fort Duchesne, White Rocks and Neola, all Utah—Waived Sec. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K13EN, Quinn River Television Maintenance District, Orovada, Nev.; K02AT, K11BU, Elkton T.V. Assn., Elkton, Ore.

■ Following were granted extensions of completion dates as shown: WVIC(FM) East Lansing, Mich., to Sept. 15; KMRE Spokane, Wash., to Sept. 6; WYOQ Wyoming, Mich., to Nov. 27; WPRC Lincoln, Ill., to Nov. 9; KGMI-FM Bellingham, Wash., to Aug. 30; KGAR Vancouver, Wash., to Sept. 1; *WHAD(FM) Delafield, Wis., to July 18.

Actions of May 16

KDFN Doniphan, Mo.—Granted license.

WMTE Manistee, Mich.—Granted license covering increase in daytime power.

***KBYU-FM Provo, Utah**—Granted license covering move in ant.-trans. and studio location and changes in ant. system.

WCTM(FM) Eaton, Ohio—Granted license covering changes in ERP, ant. height, ant. system and type ant.; remote control permitted.

WEW St. Louis—Granted license covering change in ant.-trans. location and specify type trans.

WGNI Wilmington, N. C.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted.

KOKA Shreveport, La.—Granted license covering use of main nighttime trans. as aux. trans. daytime only.

WCMN Arecibo, P. R.—Granted license covering use of old main trans. for aux. purposes only at main trans. site; remote control permitted.

KWBE Beatrice, Neb.—Granted license covering changes in ant. system.

WNAB Bridgeport, Conn.—Granted license covering use of old main trans. for aux. purposes only at main trans. site; remote control permitted.

WJEJ-FM Hagerstown, Md.—Granted license covering change of trans. exciter unit.

KRSN-FM Los Alamos, N. M.—Granted CP to install new trans. and ant., increase ERP to 4.9 kw and ant. height to minus 22 feet and make changes in ant. system; condition.

WCMR Elkhart, Ind.—Granted CP to make changes in daytime DA pattern.

WCPC Houston, Miss.—Granted mod. of CP to make changes in DA system; condition.

KVCW(FM) Bartlesville, Okla.—Granted authority to remain silent for period ending Aug. 15.

■ Granted licenses for following: KNJO (FM) Thousand Oaks, Calif.; KPRS-FM Kansas City, Mo.; WOCH-FM North Vernon, Ind.; KLUE-FM Longview, Tex.; WKHM-FM Jackson, Mich., and specify type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WNAB Bridgeport, Conn., and specify type trans.; KANE New Iberia, La., and specify type trans.; WCMN (main) Arecibo, P. R., and specify type trans.

■ Granted licenses covering installation of new trans. for following: KFSC Denver; KLUE Longview, Tex., and specify geographic coordinates; KEEN-FM San Jose, Calif., and specify type trans.

■ Granted licenses covering installation of aux. trans. for following: KITE Terrell Hills, Tex.; KMHL Marshall, Minn.; WGWC Selma, Ala.

Actions of May 15

WGPR(FM) Detroit—Granted SCA on sub-carrier frequency 67 kc; without prejudice to such further action as commission may deem warranted as result of its inquiry into affairs of WGPR.

WBAY-FM Green Bay, Wis.—Granted license covering change in ERP and installation of new trans.; redescribe trans. location as De Pere, Wis.

WIOU Kokomo, Ind.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans., with DA day and night, at main trans. site.

WCPO Cincinnati—Granted license covering installation of new alternate main trans.

WMRN Marion, Ohio—Granted license covering installation of aux. trans.

WNOH Raleigh, N. C.—Granted license covering changes in ant. system.

WILE Cambridge, Ohio—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WPHB Philipsburg, Pa.—Granted license covering change in ant. and trans. location.

WSTO(FM) Owensboro, Ky.—Granted license covering changes in type trans. and type ant.; redescribe trans. and studio sites.

***KCRW(FM) Santa Monica, Calif.**—Granted CP to increase ERP to 1.5 kw, increase ant. height to minus 300 feet, install new ant. and make changes in ant. system.

WOWL Florence, Ala.—Granted CP to change studio and ant.-trans. locations, and make changes in ground system and ant. system (increase height); remote control permitted.

KSD St. Louis—Granted CP to install new aux. trans. and decrease daytime power on 550 kc from 5 kw to 1 kw, continued nighttime operation with 500 w, non-DA for aux. purposes only.

KYTV(TV) Springfield, Mo.—Granted mod. of CP to delete authority to install aux. trans.

KAMD Camden, Ark.—Granted mod. of CP to make changes in DA system (specify location for additional tower of proposed daytime array) and in ground system; conditions.

■ Granted licenses for following: KUMU Honolulu; WKJK Granite Falls, N. C.; WKJR Muskegon Heights, Mich., and specify geographic coordinates; WFAW Fort Atkinson, Wis., and specify main studio location same as trans.; WSEM Donalsonville, Ga., and specify type trans.; WFTL-FM Fort Lauderdale, Fla.; WTTF-FM Tiffin, Ohio, and specify type trans.; WBEL-FM South Beloit, Ill., and specify ant. height as 183 feet and specify main studio location and remote control point.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KDEN Denver; WIOU Kokomo, Ind., and make changes in daytime DA pattern and specify geographic coordinates; WLEW Bad Axe, Mich., install DA-D and specify type trans.; condition.

■ Granted licenses covering increase in power and installation of new trans. for following: KFGQ Boone, Iowa, and specify type trans. and geographic coordinates; WJAY Mullins, S. C.

■ Following were granted extensions of completion dates as shown: *WUSF(FM) Tampa, Fla., to Aug. 13; WMID Atlantic City, N. J., to July 20.

Action of May 14

Mia Enterprises Inc., Beatrice, Neb.—Granted CP for new UHF TV translator station, on channel 75, to translate programs of KMTV(TV) (ch. 3) Omaha.

Fine

■ Commission is advising WHAS Inc., licensee of WHAS-TV Louisville, Ky., that it is apparently liable to forfeiture of $1,000 for violating Sec. 317 of Communications Act and commission's covering rules by not identifying sponsor of political broadcast in connection with May 28 gubernatorial election. Chrm. Minow abstained from voting; Comr. Cox concurred. Action May 22.

Rulemaking

PROPOSED

■ Commission proposed rulemaking to make basic changes in rules governing AM assignments and also look toward eventual integrated AM-FM aural service. Finalization of proposed rules would permit lifting present AM freeze. Comments are invited by July 17. Above action was taken by Comrs. Minow (chairman), Hyde, Bartley, Lee, Ford, Henry and Cox, with Comr. Hyde dissenting and issuing statement; Comr. Bartley concurring except for paragraphs 11 through 22 of document, and Comr. Ford concurring and issuing statement. Action May 15.

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, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires 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

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. . . Prime consideration to successful sales managers with programing community service appreciation, excellent character and ambition to advance. Send full details. Box G-235, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-291, BROADCASTING.

Sales manager $150 to $170 a week salary with bonus arrangement. 5,000 watt daytimer. Leading station in area in billing and ratings. Directly affiliated with Herald Tribune and five CBS television stations. Personal interview necessary. Call H. N. Thayer, WGHQ, Kingston, N. Y.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future earnings, for hard working knowledgeable pro . . . interested? Box G-15, BROADCASTING.

Announcer for established, successful good music station San Francisco Bay area. First class license essential. Good voice important. Send tape. Knowledge of classical music, ability to handle news helpful. Permanent position with definite management potential. Maintenance not important. Good board performance essential. Ideal living conditions. Good salary for right man. This is addition to present staff. Must have minimum two year experience on quality station. No beginners. Give full details including educational background first reply. Preference to Northern California resident. Box G-199, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Minneapolis . . . sales manager and salesman. New creative programing, tremendous sales. Tools. Box G-299, BROADCASTING.

Wanted: Radio advertising salesman. Must have related sales experience or degree. Permanent career opportunity with chance for advancement. Adjacent Seattle, Washington area. Send resume to Box G-303, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established operation. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

FM salesman. The town is yours! Success—failure your choice. Washington, Box G-346, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer to operate remote studio in county seat town of 5000. Midwest. Send resume and tape. Box G-368, BROADCASTING.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Sales Manager-Station Manager for new 5000/500 watt directional fulltime KWNS Pratt, Kansas. Small competitive market with large potential for hard worker. Profit sharing and chance for investment for productive manager. Also need area salesman commission basis and first phone announcer. Immediate openings contact Bill Huffman, owner.

Do you have sales relationship with radio management in your region or state? Representatives are needed by new radio syndication team. Send profile to P. O. Box 510. Tucson, Arizona.

Expanding sales force. Need young fast-moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume, in confidence to, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. WPIK serves the greater Washington D. C. area with adult programing.

Opportunity awaits if you can substantiate your performance. Sales and management openings. Write: Broadcast Employment Service, 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcers

Newsman for local news department. Tape and resume to KBRZ, Freeport, Texas.

If you like both deejay work and news gathering and writing, can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw AM and do decent air shift. State $. All tape returned. Box G-62. BROADCASTING.

Midwest top 40, #1 in market, chain station, looking for newsman and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay. 5,000 watt station located in western North Carolina. Send tape and references to Box G-187, BROADCASTING.

Dallas station—not top 40, has opening for top notch announcer with bright mature delivery. Send tape, picture, resume and references. Box G-193, BROADCASTING.

Needed immediately for new station experienced announcer-salesman and announcer program man. Must be young and aggressive, civic minded to fit into small town operation in North Carolina. Good opportunity for right man with growing group. Preferably from N. C., S. C., Va., or Tenn. Box G-211, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Newsman to gather, write, and air local news. Midwest. $110/send tape, resume and photo to Box G-255, BROADCASTING.

Want stable combo man who can enjoy small town. Alabama regional station, emphasizing quality. Want man with knowledge of RCA equipment, and good voice. Send resume, picture, tape, references and salary needs to Box G-317, BROADCASTING.

On air newsman who can cover stories, write, report, edit. Immediate opening, leading radio station, a top 10 market, eastern. Send tape, resume. Box G-320, BROADCASTING.

Announcer with first class ticket for New Hampshire station audition tape, picture handwritten resume. Box G-332, BROADCASTING.

First phone engineer-announcer. Chicago fm station maintenance-announcing required. Send tape-resume. Box G-347 BROADCASTING.

New eastern seaboard daytimer needs experienced announcer-engineer with first phone. Box G-357, BROADCASTING.

Needed: Experienced announcer and control board operator for Western North Carolina station, news, all types music. Box G-358, BROADCASTING.

Boston network affiliate. Programed for adult audience. Wants morning. Personality. Not a deejay. Send appropriate audition tape together with complete resume and salary requirements to WEZE.

Experienced announcer newsman for New Jersey independent. Salary commensurate with ability. Box G-362, BROADCASTING.

Announcers, first phone, for Boston area daytimer. Send resume and tapes, not to be returned. Box G-369, BROADCASTING.

Boston Network affiliate. Want experienced newsman with distinctive delivery, send tape together with complete resume and salary requirements to WEZE.

1st phone announcer evening shift with 10:15 sign off. New equipment. Modern studios. Call Jim Jae, Manager, KHMO, Hannibal, Mo.

Needed combination announcer production man capable of writing, selling copy for good music station, send pic and tape to KENN, Farmington, New Mexico.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM. Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Help Wanted—(Cont'd)

Announcers

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

WYNS needs an announer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehigton, Pa., or phone 377-1150.

Fast paced 1st phone announcer needed in Madison, Wisconsin. Middle of the road format requires personality but good production. Send tape, and resume to Chuck Mefford, WISM.

Have immediate opening for announcer. Some experience desirable. Ability to type helpful. Send tape, resume, picture, expected salary. Art Moran, WMEK, Chase City, Virginia.

Wanted: Negro dj, announcer, experienced, reliable, good references, strong on news. Position at top midwest market station. Send resume & tape to KPRS, Radio, 2814 E. 23rd Street, Kansas City, Missouri.

Mature voice (not announcer) for syndication. Warm easy style. Send tape, read from Reader's Digest: humor, serious. Box G-300, BROADCASTING.

Trained or experienced announcers at all levels needed to consider appropriate opportunities. Confidential. Professional placement. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Fulltime country western regional station needs top flight experienced first class combo man. Should be strong deejay, light maintenance. Send full resume including references, that will stand up. Wants solid citizen. Man's ability will determine pay. P. O. Box 740, Warrenton, Va. or phone Ken Chapin Area code 703-347-1420.

Technical

Growing chain wants capable First Class engineer for Phila. area station. Ideal atmosphere for good man. Many fringe benefits. Personal interview essential. Tell all, including salary requirements to Box G-340 BROADCASTING.

Engineer announcer capable of assuming complete responsibilities of studio engineer, and, willing to work with our transmitter engineer. Also must carry some air work. Send complete resume, tape, and references to KPEG, E. 3810 Boone, Spokane 24, Washington.

TV engineer experienced in close circuit tv installation and maintenance. Broadcast experience desirable. Mr. Don Wheeling, Video Engineering Co., Washington, D. C. Phone 882-6131.

Work near your home, anywhere. Unusual nationwide service. Pays $3.00 hour. Start. Write for details. John Kulik, Keene 2, N. H.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer announcer needed immediately. Excellent working conditions and good pay. WDLT, Indiana, Mississippi.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Chief engineer position open. Board shift required (good music format). Prefer man who can handle some sales. Alan Beach, KNEZ, Lompoc, California. RE 6-3496.

Chief Engineer-Operations Manager 250 Watt directional. Must maintain RCA transmitter. Collins tape & ramrod operation. Start $5,000 plus. Beautiful Texas city of 60,000. Apply W. L. Whitworth, KZEY, Tyler, Texas.

Wanted: Negro engineer, first phone with am-fm studio experience & strong maintenance background. Send resume to KPRS Radio, 2814 E. 23rd St., Kansas City, Missouri.

Advancement opportunities of ticketed men. Write to: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, 17, Minnesota.

Production—Programing, Others

Immediate opening for experienced air man to take charge of program department in small West Virginia market. We need quality voice for production and experienced man to direct staff. Send resume to Box G-248, BROADCASTING.

Powerful, northern Indiana radio station has opening for newsman. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Box G-219, BROADCASTING.

Immediate opening for experienced newsman for West Virginia market. Send resume to Box C-249, BROADCASTING.

Experienced, imaginative writer for top rated am fm. Traffic experience helpful. Send resume, work sample, photo to John Campbell, KWBB, P.O. Box 486, Wichita, Kansas.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

RADIO

Situations Wanted—Management

Successful manager and top notch salesman; will consistently make money for any station in small or medium market; thoroughly experienced all phases; best references. Available for right job in northeast or upper midwest. Box G-282, BROADCASTING.

Heavy on sales and special events. First year's operation: Gross-58% increase; net greater than previous five years combined. Pending new contract unsatisfactory. Box G-292, BROADCASTING.

Desire step up to management/sales management. Currently top sales metro market. Management experience. Any size market anywhere. Expensive, worth it. 41, best references. Box G-302, BROADCASTING.

Desire first management assignment. Experienced: Salesman, news, music production. College, single, veteran. Box G-147, BROADCASTING.

General manager. Major market only. Good men are rarely available. One is now. Box G-367, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Engineer desires first assignment as manager. Engineer position in small to medium market. 48 married, top character references. Box G-311, BROADCASTING.

Seeking managerial position. Family man. Permanent position desired. 21 years experience in all phases of broadcasting. Box G-314, BROADCASTING.

Broadcaster, 27 married. 10 years experience. Award winning newscaster, programer, production, continuity. Limited sales. Desires small station operations directorship. References excellent. Box G-335, BROADCASTING.

Creative, dependable manager or salesmanager, thoroughly experienced all phases radio. Can sell, direct staff, keep sponsors happy, and show a profit. Prefer Rocky Mountains or west. Box G-342 BROADCASTING.

Owners managers attention: Conscientious, mature, happily employed morning announcer desires position of responsibility with less air work, as operations Manager or assistant manager, program manager with medium market Iowa, Illinois, or Indiana am or fm. Must be reputable, modern good music station. Seven years experience all phases except management. Big ten university graduate with broadcasting major. Know music. Production minded and detail conscious. Familiar with completely automated fm programing. Four years at present job. Veteran, married, 28. Merit upper four figures. Desire interview to exchange excellent references. Phone 309-762-8179 or Box G-352, BROADCASTING.

13 years broadcasting experience. Past station manager. 32, family, college grad. First phone. Box G-359, BROADCASTING.

Moderate salary in return for professional job of management of absentee owned radio station. Presently managing 50 kw in Metropolitan market, but don't let this stop your reply to this ad! I WANT OUT! I desire to return to the smaller market and be content with returning the expected profit to the owner and attend the Kiwanis club on Tuesday night and see someone who will know me when they see me on the street. It should be evident that I have had success in management otherwise I would not be in present position. I am happily married, the wife will assist and help keep overhead down. I'm turning 40 come December, 14 years in all phase of radio. Health excellent, habits good. Available 30 days after we get together, possibly sooner. Air mail your letter to P. O. Box 9643 St. Louis 22, Missouri.

Sales

30% straight commission, midwest ale upper. Experience-ideas make you money. Box G-286, BROADCASTING.

Announcers

First phone, combo experience young want metropolitan top forty. Box G-35, BROADCASTING.

News director employed metro market. Pulse rated #1 station seeking opportunity with news minded and progressive operation. Married. Box G-309, BROADCASTING.

Sparkling, tasteful morning humor, believeable personality, something a little different. Mature, clever music show. Ultra successful, fast moving sales vehicle. Box G-313. BROADCASTING.

Announcer d.j. 6 years experience now working in New York would like to relocate in Florida. Box G-315, BROADCASTING.

An experienced announcer with an A.B. in radio speech is looking for the right organization. 23, currently employed. Box G-316, BROADCASTING.

D.J. wants to swing. 1 year middle of the road experience. Single. Box G-326, BROADCASTING.

Situations Wanted—(Cont'd)

Announcer

Creative, intelligent announcer seeking cosmopilitan market. Smooth, sincere, personable performer no gimmicks, good programing with individual touch. Eight years experience, married, 31 years old. Box G-334, BROADCASTING.

First phone. 12 years AM-FM experience. 2½ years as chief engineer. Maintenance production technician. G-347, BROADCASTING.

News director. Extensive major market experience in special events, public affairs, editorial programing. Successful background as top rated radio TV newscaster, frequent network feeds. Award winning newsfilm photographer. Kine, top references. Box G-341 BROADCASTING.

New England. Experienced, talented, deejay. Strong on news, plus clever copy. Box G-345, BROADCASTING.

Good music personality. Authoritative news. Experienced. Married. Presently morning man. Mature, pleasing sound. $125. Box G-349 BROADCASTING.

D.J./announcer wants to locate permanently. 6 months experience middle of the road. Tight board, young, married, dependable. Also like to do record hops. Available June 15. Minimum $75. Box G-350, BROADCASTING.

First phone, degree, reliable, imaginative good voice. Personable, can sell, knows music. Desire job with good music station. Box G-353, BROADCASTING.

News, d.j. announcer. 9 years experience in radio and television. Two years college. Veteran. Box G-354, BROADCASTING.

Announcer early morning. Prefer east coast. 13 years television. Married. Tapes on request, references, Box G-360. BROADCASTING or phone code 305-743-5565 9 to 5.

Swinging dj, announcer. Tight show, good production, hard worker. Veteran, married, good references. Available immediately for southern market. P. O. Box 6, Dickson, Tennessee.

College student wants to continue college part time, and work full time. Swinging top 40. Sales experience. Top references. Jim Coursolle, 5909 Lee Valley Road, Mpls. 24, Minnesota.

Experienced first phone announcer available immediately; prefer California; phone 415-221-7426 or write Peter Hoegg, 709 6th Avenue, San Francisco 18.

"Combo man experienced mike man with first class ticket is available now, telephone 813-688-1142."

5 years experience. DJ announcer, morning man. Northeast, family man. 31. Box G-363, BROADCASTING.

$I have to offer$. Presently employed, looking for a future. With bright 1st phone capable of complete maintenance and having major market news and announcing experience desires to relocate with a station taking an active interest in community activities. Prefer engineering news combination, but will consider board work. Age 25, married and draft exempt. Tapes of both news and announcing available. Box G-371, BROADCASTING.

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Happy, energetic rock sound. Pied piper teen rockers in small market. Modern delivery. Best references. Box G-197, BROADCASTING.

Experienced announcer, 1st phone. Wants work southwest. Personal interview possible. Jack Dillion, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19, c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Top notch sportscaster . . . radio/tv. 5 years experience, play by play. interviews, commentary. Excellent references. Box G-288, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace, Manhattan, Kansas.

Looking for an experienced, dependable, agreeable personality? I'm your man! 16 years am-fm specializing in news-good music. Desire to relocate New England area. preferably, Mass., N.H., Vermont. Box G-297. BROADCASTING.

C&W dj, 1st phone, desires change. Reliable family man, presently employed at 10 kw directional station. Will also do maintenance under chief engineer. Box G-298, BROADCASTING.

Announcer, d.j. morning man, 5 years experience 31, family man, northeast only. Box G-304, BROADCASTING.

First phone, ten years experience. C&W dj or pd. Can handle top 40. Call or write. Steve French, 1215 Stonington Avenue. San Pablo, California. Phone 415-235-5842.

Top ratings, top references, top sound for top 40 format. Box G-238, BROADCASTING.

Air personality good ad lib crisp strong, sell delivery. Authoritative news. Fast board, extra tight productions. No prima donna. Box G-376, BROADCASTING.

Negro dj announcer. Strong trained voice, excellent newscasts. Tight fast production also television. Tape on request. Box G-377, BROADCASTING.

Newscaster, staff announcer disc jockey. Informative authoritative delivery. Audition tape on request. Box G-378, BROADCASTING.

Technical

Presently tv chief. Available immediately. 10 years experience. Looking for security. Prefer no announcing. 4021 South Grand Blvd. Spokane 36, Washington MA-4-1656.

First phone, beginner, career type. afternoons. Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

First phone. Transmitter position. Some fm exp. Western states area, will consider others if good opportunity. Box G-344, BROADCASTING.

First class engineer, seven months experience. Graduate Grantham School, Washington, D. C. I would like to work in the Washington, D. C. area. Available immediately. Box G-327, BROADCASTING.

Production—Programing, Others

Girl Friday—good bookkeeper, secretary, traffic manager, etc. Capable of setting up and managing centralized accounting systems. Good knowledge of all phases of radio. Presently employed with good salary. but desire immediate change. Box G-210, BROADCASTING.

Attention Illinois. Young veteran desires relocate. Presently employed. excellent references. News, program, board, copy and sales. Box G-242, BROADCASTING.

Experienced newsman-versatile Canadian young, married. Hard, willing worker. Police, sports, especially politics. Any photography for tv. Radio and/or tv. Locate anywhere. Box G-305, BROADCASTING.

Program director, three years experience, college, married, relocate. Presently employed $100 minimum. White. phone "Spence" Churchill, WIDE, Biddeford, Maine AT 4-4566. AT 2-0308.

"Experienced news director with radio and television experience. Looking for right opportunity. Good credit, good references, college, sober, single. Needs job now. Will travel. Dick Harris 5628 16th Ave. S. Minneapolis, Minn. Phone 612-TA-4-2507.

Situations Wanted—(Cont'd)

Production—Programing, Others

Seven years experience. PD position or staff job with "good" radio or tv. Seeking security. Box G-329, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30. Veteran. Presently working in top 40 market station. Experienced in and can do all aspects of news. Also can write and produce low budget prestige shows. Do public relations. Excellent record. references. Imagination. integrity. creatively. Excellent appearance. Box G-333, BROADCASTING.

Key man for locked door! 15 years major markets drive time personality, creative, production program director. Desires responsible position. Employed. Box G-307, BROADCASTING.

West coast pd, news and top dj. Experienced in radio/television might be interested. Box G-356, BROADCASTING.

Woman continuity writer, over thirteen years experience in writing, plus personally conducting and airing women's news. Box G-365, BROADCASTING.

TELEVISION

Help Wanted—Sales

Regional salesman to call on agencies and distributors in key cities near this NBC station in western Great Lakes medium size market. Guaranteed salary plus commission and travel expenses. Box G-294, BROADCASTING.

Technical

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7. Box 7, Jacksonville, Florida. Phone 389-3674.

Maintenance supervisor. Large midwestern tv operation requires experienced man. Many benefits plus salary to $10,000. Include references and complete job resume. Box G-366, BROADCASTING.

Production—Programing, Others

Producer director . . . fully experienced, well trained tv producer director; full time position with established etv stations. College graduate, M.A., or work towards it, preferred. Contact Otto Schlaak, Manager WMVS, Milwaukee, Wisconsin.

NBC station in western Great Lakes medium size market seeks creative operations manager to supervise production. Must be strong on the air man. Box G-295. BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales or station manager available with proven record of raising station local sales to number one position in three station top 50 market. Box G-285, BROADCASTING.

Are your TV stations providing you with a maximum return on your investment? An executive with successful broadcasting experience in major markets would be available to elevate your broadcast facilities into the most profitable . . . most dynamic operation in your market. Proven experience, current and past, is worth investigation. For prompt confidential reply write Box G-374, BROADCASTING.

Sales

Famous movie actor wants position as television time salesman: Don Marlowe, Box 1621, Hollywood 28, California.

Situations Wanted—(Cont'd)

Sales

Eight years tv announcing production 50 kw. 24 years overall broadcasting experience. Three years radio sales. Excellent client and employer references. Presently employed, desire change. Box G-357, BROADCASTING.

Announcers

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Radio-TV: 20 years experience. Could upgrade your radio or tv news. Good dj. Married, relocate. Box G-361, BROADCASTING.

Professional tv announcer — experience sales, traffic, design, production, presently have nine top rated live shows per week with Canadian network station. Commercials scripted and ad lib. Wish to relocate with view to responsible management position. Married. Three children. Brochure. film on request. Box G-338, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years television experience including color, planning, construction? Last 4 years asst. chief. Box G-364, BROADCASTING.

First phone. Limited exp. Will learn transmitter and maint. Permanent position with small progressive station desired, western states, or will consider others if good opportunity, G-343 BROADCASTING.

Transmitter engineer desires job in Texas or adjoining states-tv or radio. 8 years in radio. 5 years in tv. Box G-355, BROADCASTING.

Production—Programing, Others

Production manager. Top producer-director now employed. Ten years commercial etv experience. Creative professional seeking administrative start with progressive operation in small medium market. B. A. family. Highest references. Box G-306, BROADCASTING.

Ten years experience one market, all phases from floor to present program director, 4 years sales. College grad. with radio tv major, age 32, family, top references including present employer. Still available at 4 figure salary if growth possible. Box G-312, BROADCASTING.

Speedy, creative copywriter. 7 years experience keeping advertisers happy. Present radio continuity 4 years. Recommendation from employer who is aware of pending resignation to seek metropolitan radio, tv or agency. Missouri or Denver, Colorado. Box G-330, BROADCASTING.

Production—Programing, Others

TV newscaster, writer, cameraman, editor. 16 years experience. Excellent rating record. Box G-239, BROADCASTING.

Professional Weatherman, top rated. Six years television. American Meterological Society seal of approval. Top 50. Box G-198, BROADCASTING.

ETV producer director. Employed three years with a CCETV school system. Directed over 2500 live instructional programs. 32, married, family, vet, college graduate. Will relocate. Box G-289, BROADCASTING.

C.T.I. graduate with experience in the technical, production and direction fields desires position with educational station. Box G-290, BROADCASTING.

WANTED TO BUY

Equipment

Automation equipment for FM operation. Must be in good operating condition. Box G-293, BROADCASTING.

Need 5 or 6 layer super turntile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

Audio limiter. Send description and price to J. Deneufville, WGLM, Richmond, Indiana.

Wanted used 16mm. Television projectors in good condition. Must be very reasonable. Also interested in small microwave unit and a 14" by 11" sign machine. Box G-301, BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

Western Electric "D-Spec" recording lathe. RCA or Visual Electronics I.O. camera orbiter. RCA orbiter generator. GR 1107-A interpolation oscillator. GR 1106A, 1106B, 1106C frequency transfer units. Telemet 1008A vertical interval signal keyer. Audio consoles, any type. Industrial and broadcast vidicon film and studio camera chains. Vitally need lists of all equipment you have for sale or trade. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

Tower wanted. Approximately 450 feet, self supporting. Bill Angle, Box 55, Greenville, North Carolina.

For Sale

Equipment

550 Foot Blaw Knox H-21 self supporting tower. Dismantled, ready to ship. $15,000. Box G-296, BROADCASTING.

Complete Gates RCM20 remote control system, including meters, shunts, motors, $500. Windcharger 350 foot guyed tower, lighted, best offer, you dismantle. WAAA, Winston-Salem, North Carolina.

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 FCC type accepted. Clean, complete. $2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" 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.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Two Dumont TA-124-A cameras, working condition, less tripods and tilt heads. Best offer. Box G-331, BROADCASTING.

150 16 minute fidelapac cartridges prerecorded with Mantovani type music. Slightly used. $4.50 each or trade for equal value in 90 second cartridges. KSON Radio-U. S. Grant hotel, San Diego.

PT 6 Magnecord $275. (New heads), Magnecord P 60 tape deck $275 perfect conditions. Presto Limiter $100, 15/8" coax $25 per 20 ft. sec. Relay racks $50. each. Box G-348, BROADCASTING.

For Sale

Equipment

Gates FM-5B, 5,000 watt fm transmitter with sub carrier generator, used three years. $6,000. RCA 76-B Audio console, $300 PT-6 Magnecorder fair $225. Will finance transmitter. Box G-373, BROADCASTING.

Factory reconditioned tape cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at $225 and recording amplifiers at $165. (24) P-150 and P-190 series, (9) A-150 and A-190 series. The following equipment is available in like-new condition: (1) MaCarTa Carousel @ $875; (1) RCA Cartridge Recording Amplifier @ $300; (1) RCA Tape Cartridge Playback @ $450. Also, recently traded, the following RCA Magnetic Disc equipment. Make an offer. (2) BQ104 Disc Changers; (2) BQ51A Disc Recorders; (3) Disc Changer Remote Selectors; (2) Disc Erasers. Automatic Tape Control, Inc., Bloomington, Illinois, Phone 309-825-2078.

Studio-Transmitter Links, top condition: RCA BTL-1A, 2 watts, 890-960 mc, includes xmtr, receiver, cables, power supplies, two Prodelin 4-ft. mesh dishes, complete except for racks, available June—$1995. G.E. UT (UR) 9-A, 1 watt, 944 mc, licensed for FM, 25-mile range, complete except for antennas—$2350. Recommend Scala horns at $250 each. *Transcievers.*—Aerotron AM, 152.99 mc, 7-mile range, pair for $275. *Test equipment:* Tektronix 315D scope, new condition—$375. *Proof equipment:* G.R. 1301-A oscillator, G.R. 1932 noise/distortion meter, TechLabs 12AT gain set with VU, perfect for AM or FM proofs—$1150 complete. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

Attention Community Antenna Operators! —Have twenty SKL Model 446 channel converters, 10 brand new, 10 slightly used (new condition). Converts from VHF to UHF or vice versa; also can be converted as line amplifier for coax lines. Includes SKL 452A regulated power supply. New net $800, will take $325 each new, $280 used; discount for lot. Broadcast Engineering Services, Box 391, Buena Park, Calif.

RCA Video Equipment, top condition: TG-IA sync generator—$795. TA-7C color stab —$475. TA-1A video DA—$110. TA-4A pulse DA—$150. WP-33 power supplies—$125. 580-C's—$80. TM-5 master monitor, less supply —$395. FOR BEST OFFER: Video AGC amplifier (MI-26296). Burst flag generator (MI-40202A). Gamma amplifier, new condition (MI-40506). TA-45 genlock. Video switching panel (MI-26237), less amplifier, has 2-bank fader assembly added. Field switcher (MI-26215) for TK-10 or TK-11 chain. Optical multiplexer (manual-operated mirror), and pedestal. G.E. 4TP13 regulated power supply (280 vdc 500 ma. reg., 400 vdc unreg.)—$80. G.E. TP-3-C slide projector—$395. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

SCA background music service facilities for lease in Terre Haute, Indiana. Write P. O. Box 433.

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, 1505 N. Western Ave., Hollywood 27, California.

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.

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.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

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., Altanta, Georgia.

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.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Help Wanted

Announcers

Morning Personality

with solid appeal. Salary open. Send tape to:
RADIO KSTT
Davenport, Iowa

Situations Wanted—Management

MANAGEMENT

Responsible two-man management team for medium or major market. Sales, Programing, Promotion, Production Engineering, Accounting operations.
Box G-339, BROADCASTING

Announcers

D.J. PERSONALITY

11 years top indie major market. Former name band vocalist available now for right deal. East Coast.
Box G-336, BROADCASTING

AVAILABLE 23 GRADUATES OF RADIO-TV SCHOOL

WE THE GRADUATING SENIORS from one of the nations leading broadcast schools are eager for the opportunity to get started in this great industry. If your operation can use energetic, talented, easy to work with but inexperienced would be broadcasters send us your name and call letters soon, so we may send you our resumes and tapes.

Our training has covered announcing, copywriting, traffic, TV floor direction and over all station operation. Most radio, some TV.

We are available June 15, 1963. The class is composed of 21 men and 2 women. May we hear from you.

Signed, "We Twenty Three."
Box G-375, BROADCASTING

Production—Programing, Others

TO: Radio/TV Station Owners

FROM: A one man task force. Do you need an experienced broadcaster to handle multiple duties for you? A programing executive? A writer director producer? A promotion specialist? A creative/administrative supervisor? Write for details P.O. Box #1638, Grand Central Station, New York 17, N. Y.

TELEVISION

Help Wanted—Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.
Box G-218, BROADCASTING

TELEVISION

Situations Wanted—Announcers

TV/Radio Announcer

15 year staff experience. Now doing both. Approved selling voice. Mature delivery. All phases. I offer my experience to any broadcasting with a future. Box G-328, BROADCASTING.

Production—Programing, Others

TV NEWSMAN EXECUTIVE

*"You Get What You Pay For." Veteran of 24 years writing and reporting the news in New York and Hollywood. 1939 TV pioneer completely familiar with all phases, including sales and intelligent film buying. Former Director of Operations responsible for the birth of 8 stations. Currently employed in Los Angeles. Responsible non-drinking family man. Would like position with progressive station; assisting Gen. Mgr. in efficient station operation, working with News Director and reporting "On the Air" news, nitely. Will guarantee higher ratings. Will only sign 8 month contract until I have examined your sincerity and proved my ability. *Low budget stations need not reply: Box G-287, BROADCASTING.

For Sale

Equipment

1 890 ft. Blaw Knox Tower
70 lb. sq. ft. windload-guyed.

1 12 Bay Super Turnstile
Channel 10 Antenna

1 TT 50 AH Transmitter
Channel 10

1 TS 21 Switcher
12 input -6 output.

2 TG 2A Sync. generators.

Also other equipment available-list upon request. Public Service Television Corp., P. O. Box NAL, Airport Mail Facility, Miami 59, Florida, Telephone NEwton 3-6311, Extension 345.

WANTED TO BUY

Stations

$50,000 AVAILABLE

For down payment on all or majority interest in profitable radio station. Anywhere but south. Experienced broadcaster—stations, Rep. and network. Will personally manager property. No Brokers.
Box G-192, BROADCASTING

For Sale

Stations

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—½ all record sales this type.

Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

SOUTHERN ARIZONA VHF

Priced for quick sale. Out of state owners disposing because of other interests. Excellent opportunity for owner/manager operation. C/P for low power channel 3. Only station in the area. Fully equipped and ready to go.
Box G-318, BROADCASTING

Ga.	small	daytimer	90M	cash
Tenn.	small	daytimer	48M	terms
Fla.	medium	power	150M	36M
Ky.	medium	ragional	225M	terms
N. E.	suburb	daytimer	120M	terms
S. W.	major	FM	75M	cash

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

UPPER MIDWEST

Daytimer in metro-market priced to sell. $12,000 down.

Box G-372, BROADCASTING

FOR SALE

500 W Daytimer in Southeast coast town. $50,000 with 29% down. Balance at 6% over 5 years.
Box G-370, BROADCASTING

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Market exceeds 200,000. Priced at $140,000. 29% down.

PACIFIC NORTHWEST. Full time. Priced at $50,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

SOMETHING TO BUY OR SELL?

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO for PROMOTIONAL PURPOSES

Tuned only to YOUR frequency. AM and FM. Production model available 30 days ARO for demonstration purposes.

DESCRIPTION for AM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
2" Loud Speaker
Equipped with 9 volt (Battery-006P-9)
Sensitivity warranted at .5MV/M
Flat ferrite antenna
Volume control, OFF/ON
Transformers-Transistors
PRICE: $3.00 each. Minimum order 500
Terms 30 days, FOB Forest Hills, New York
Delivery 60 days after receit of order
Demonstration model $10.00

DESCRIPTION FM set:

General description same as AM
Sensitivity warranted at .5MV/M

PRICE: $7.00 minimum order 100

Terms etc. same as above.
Warranty for both AM & FM, two years against defective workmanship and materials. The warranty cards from the owners can, if you so desire, be sent by "Business Reply" card to us in care of your station for extracting the following information and then forwarding the cards to us.

1. Name (Miss. Mrs. Mr.)
2. Address
3. Occupation
4. Merchant from whom received
5. Date acquired by owner.

IT WILL BE EXCLUSIVE IN YOUR AREA AND BE INSCRIBED WITH YOUR STATION CALL LETTERS AND FREQUENCY.
ORDER YOUR DEMONSTRATION MODELS ON COUPON BELOW.

ARCOLA RADIO CO.
P. O. Box 203, Aldie Virginia,
Phone Area Code 703-549-3100 Alexandria, Va.

Demonstration(s) models AM ____________@ $10.00 total:____________

FM ____________@ $20.00 total:____________

Enter our order for the above set(s) ____________

Check enclosed $____________
Please bill $____________

NAME *TITLE/POSITION*

ADDRESS

CITY *ZONE:* *STATE:*

CALL LETTERS/FREQUENCY

OUR RESPECTS to John Gerald Leitch

He made provisions for TV in 1932 building

In 1929 a federal inspector walked into the offices of Dr. Leon Levy, joint owner and general manager of WCAU Philadelphia. The station, he told Dr. Levy, would have to go off the air for a few days for noncompliance with the Radio Law, in respect to frequency stability.

At the time WCAU's transmitter was on the roof of the Pennsylvania hotel and when both the hotel's elevators were in operation, the transmitter frequency varied substantially from what the station had been assigned by the Department of Commerce.

After corrective measures had been taken, the inspector again found himself in Dr. Levy's office—this time being offered the job as chief engineer of WCAU. Since that date, John Gerald Leitch has been affiliated with the station, which is now WCAU-AM-FM-TV, a CBS-owned operation.

Looking back on his talk with Dr. Levy, Mr. Leitch said, "Undoubtedly, he reasoned that if I could operate a Kolster Decremeter with sufficient skill to determine the WCAU wavelength, I could keep the station in compliance with the rules and avoid further shutdowns."

John Leitch will retire on June 1, but the on-air operations of the WCAU stations are a continuing reminder of his engineering efforts.

Mother Taught Morse ▪ Born May 5, 1898, in Hardwood, Mich., John Leitch attended high school in Escanaba, Mich. But he discovered that he had more fun learning Morse Code from his mother. She had spent some years within sound of telegraph instruments, since her husband was a station agent and train dispatcher.

At the age of 19 he joined the Army, and spent the next two years tapping code in the Signal Corps. From that point on electronics became John G. Leitch's life.

At the time broadcasting was getting its feet wet, Mr. Leitch was trying to keep his dry, as a radio officer in the Merchant Marine from 1919-1922. He left the service and went to work for RCA and other firms as a radio inspector, and in 1924 became a federal inspector for the Commerce Department.

Since joining WCAU in 1929, Mr. Leitch has been chief engineer, technical supervisor (1932-36), technical director (1936-49), vice president-director of engineering (1949-58), and currently is director of engineering for WCAU-TV.

Naval Officer ▪ During World War II, his engineering background was utilized by the Navy. Starting with the Naval Air Station, Cape May, N. J., as communications officer in 1941, John Leitch went to the Philadelphia Navy Yard. His next tour of duty found him in charge of the naval station in Greenland. From the frozen north he joined the Pacific Fleet aboard the U.S.S. Pennsylvania on the staff of Admiral Chester Nimitz for the landings in the Gilberts, Marshalls and Marianas.

In 1945 he returned to the states on the staff of the director of naval command in Washington. He presently holds the rank of captain USNR (retired).

During his long radio career, Mr. Leitch became associated with several firsts. Among them: first wireless transmission of a photograph from an airplane, when he sent a picture of Charles Lindbergh from 4,000 feet above Philadelphia in 1928.

Mr. Leitch was responsible for the first installation of loudspeakers in elevators. The installation took place in the WCAU building and the station's programs followed passengers up and down.

During the 1930's he worked with Leopold Stokowski in a series of sound amplification experiments which culminated in 1934 with the development of an electronic beam instrument for visually showing the sound intensity of an orchestra. Mr. Stokowski later used the instrument in conducting the Philadelphia Orchestra on CBS Radio.

In 1938, Mr. Leitch designed and constructed W3XAU, at that time Philadelphia's only shortwave broadcasting station.

Mr. Leitch
Engineer with foresight

Foresight ▪ The WCAU studio-office building, erected in 1932, was designed by Mr. Leitch and in it he allowed for adaptation to television, a new invention which a few engineers thought might have a good future. Sixteen years later, in 1948, the adaptation took place and WCAU-TV went on the air.

In 1952, he was in charge of the planning and construction of WCAU's present radio and television home in suburban Philadelphia.

Through the years, the technical quality of WCAU has reflected the philosophy of John Leitch: "I have worked always . . . to provide the best possible listener circulation . . . by use of modern equipment, the best studio facilities that the art permitted and maximum transmitter powers allowed by the FCC."

Mr. Leitch's colleagues find him to be a taciturn, retiring gentleman, always willing to do what is asked of him and immediately. No one has a recollection of his failure to follow through on a promise.

Other Pursuits ▪ While broadcasting has been his vocation for the past 34 years, John Leitch has found an avocation in taking care of the seven acres of flower beds and grounds at his suburban Philadelphia home.

He plays golf—without comment—remembers his Navy career with a continued interest in boating and takes an annual winter vacation in the Caribbean, with Jamaica his favorite resort.

Mr. Leitch's immediate family includes his wife Rhona Lloyd, a former radio and television broadcaster in Philadelphia and a native of Canada, whom he married in 1946, and two sons, John H. and Alan R.

Mr. Leitch has been active in trade organizations also. He is a senior member of the Institute of Radio Engineers, Veteran Wireless Operators Association, Broadcast Pioneers and past member of the board of directors, Scranton Broadcasters Inc., operators of WDAU-TV Scranton, Pa.

He is also a member of the Explorers' Club and the Concord Country Club.

When he leaves WCAU next month, Mr. Leitch leaves behind him "my life work and a most rewarding vocation. It has been a rare privilege to have been associated with radio from the catwhisker days to the present time, with thousands of stations and millions of receivers; and with television, from the 'dim picture days' of the rotating scanning disc to the international dissemination of fine pictures via Telstar."

Measurement by microscope

THE newspapers, being disposed to do the best they can with what they have, understandably did not try to hide the ratings study that Paul E. J. Gerhold of Foote, Cone & Belding presented to the Association of National Advertisers last week. What they displayed, however, was only part of the study and its implications. In passing, we venture that none of them will volunteer to undergo the same sort of scrutiny that Mr. Gerhold and his associates turned on television.

The study, as reported in detail elsewhere in this issue, examined television viewing in terms of housewives and their exposure to—and recall of—television commercials. On this basis, Mr. Gerhold asked: "Am I right in guessing that you have never before heard such small figures used to describe the reach and performance of evening network television?"

Mr. Gerhold is a respected researcher, and we have no intention here of flyspecking his study. He himself suggested that the findings prove more about the value of this sort of research than about television itself, and that, moreover, the findings themselves tend to change with changes in time and geography. Perhaps for want of space, the newspapers were inclined to overlook these qualifiers.

Let us assume, however, that the findings are unassailable. What they show, in Mr. Gerhold's own words, is that "in this one time, and this one market, some kinds of programs registered advertising with two or three times as many housewives, per hundred homes tuned, as other kinds of programs did. We have seen . . . great differences in the exposure and communication of advertising related to product, to hour of broadcast, to commercial environment, to program popularity."

What it all means—still in Mr. Gerhold's words—"very simply is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency."

To the newspapers who headline this point we say: So what else is new?

The danger to television in this study is less in the findings than in the way they may be used. In much less sophisticated hands than Mr. Gerhold's—particularly in the hands of print salesmen—they can be used to short-change television terribly. Specifically: Will there be similar studies to reduce print media readership to the essence of "commercial communication" on a precisely comparable basis?

Let the print media chortle at this study if they wish. But let them undergo the same strict test themselves. As was demonstrated recently in the far-reaching "apples and oranges" study commissioned by the CBS-TV network (BROADCASTING, Jan. 28), television has nothing to fear so long as it and its competitors are weighed on the same scales.

Roadmap to a dead end

THE FCC's plan to curb the population growth of AM radio stations is full of intricacies that need thorough study before a complete appraisal can be made. But two parts of the plan, which was reported in detail in last week's issue of this magazine, can be immediately perceived as part of a much larger plan to create a broadcast system of many small components subservient to almost unlimited government controls.

The first part that must cause alarm is the FCC's frank statement that its long-range objective is to prohibit common ownership of AM and FM stations in the same community. The commission has served warning that it intends to force a separation of such AM-FM ownership as soon as FM, as a general service, is able to support itself.

The commission justifies that intention on the same grounds that it has used to prohibit common ownership of two AM's or two FM's or two television stations in the same community. Such ownership constitutes a "duopoly" that, in the commission's view, is, on principle, bad. In its statement of long-range intentions, the FCC has now decreed that common AM-FM ownership in the same place is a duopoly and is therefore bad, but the condition will be temporarily condoned in the practical interest of the FM economy.

The implications of this reasoning are disturbingly obvious. If AM-FM duopolies are bad, and must be ended as soon as FM becomes viable, are not AM-TV duopolies equally bad, and since AM and TV are already viable services, should they not be separated now? That question has undoubtedly occurred to the architects of the FCC's AM-FM policy. The absence of a reference to it in the commission's statement may be attributed to an awareness of the political storm that a divorcement of AM-TV duopolies would kick up. If the commission has adopted a program of forced divestitures in radio and television, the piecemeal appoach is more apt to work than a sweeping order affecting all services.

A second part of the FCC's birth control plan is to impose a quota system allocating maximum numbers of AM and FM stations according to the size of population of the community they serve. This proposal was adopted despite persuasive arguments that were made against it by the National Association of Broadcasters during conferences with the FCC early this year.

To limit the number of stations according to the size of population to be served is to invoke a policy of economic protectionism. No government can provide protection against commercial competition without also imposing restraints on commercial practices. The government that grants franchises according to their probable chances of economic success cannot escape the responsibility of limiting their profits and assuring that their service meets precise specifications that only the government can set.

Upon closer scrutiny some other parts of the FCC's proposed radio allocation rules may turn out to be desirable. But the commission's long-range plan to end duopolies and its immediate plan for radio station quotas must be opposed by every broadcaster who values his independence.

Drawn for BROADCASTING by Sid Hix

"People say he's after Jim Aubrey's job."

Miss Texas, Penny Lee Rudd