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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

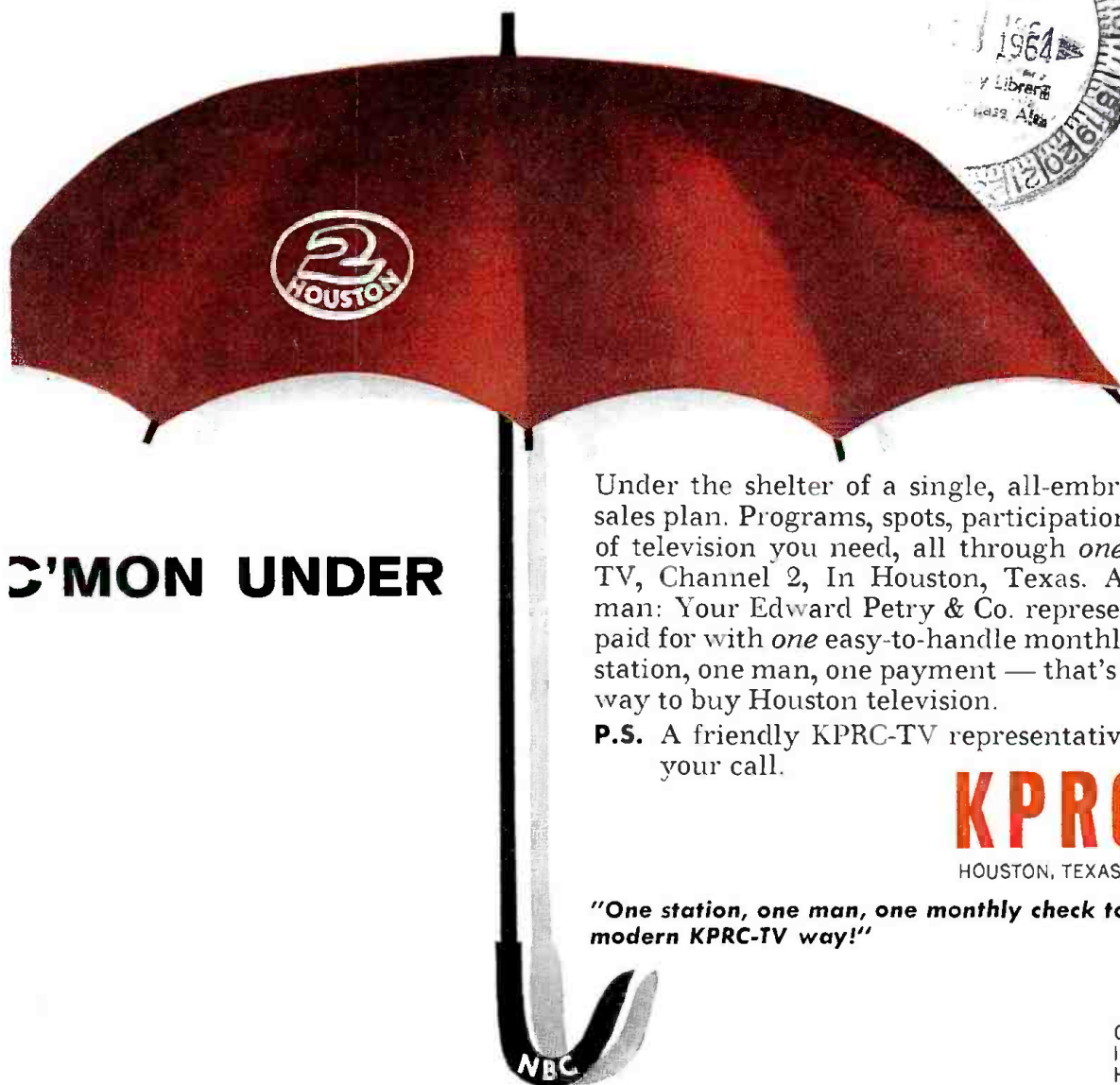
Californians reject pay TV; court battle imminent. p21

Perspective on the news: changes at the FCC? p30

Broadcasters' gifts to ETV exceed \$14.5 million. p56

Dark UHF's told to light up or lose their channels. p64

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Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment — that's the *one* modern way to buy Houston television.

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The radio voice of the Cleveland Indians,
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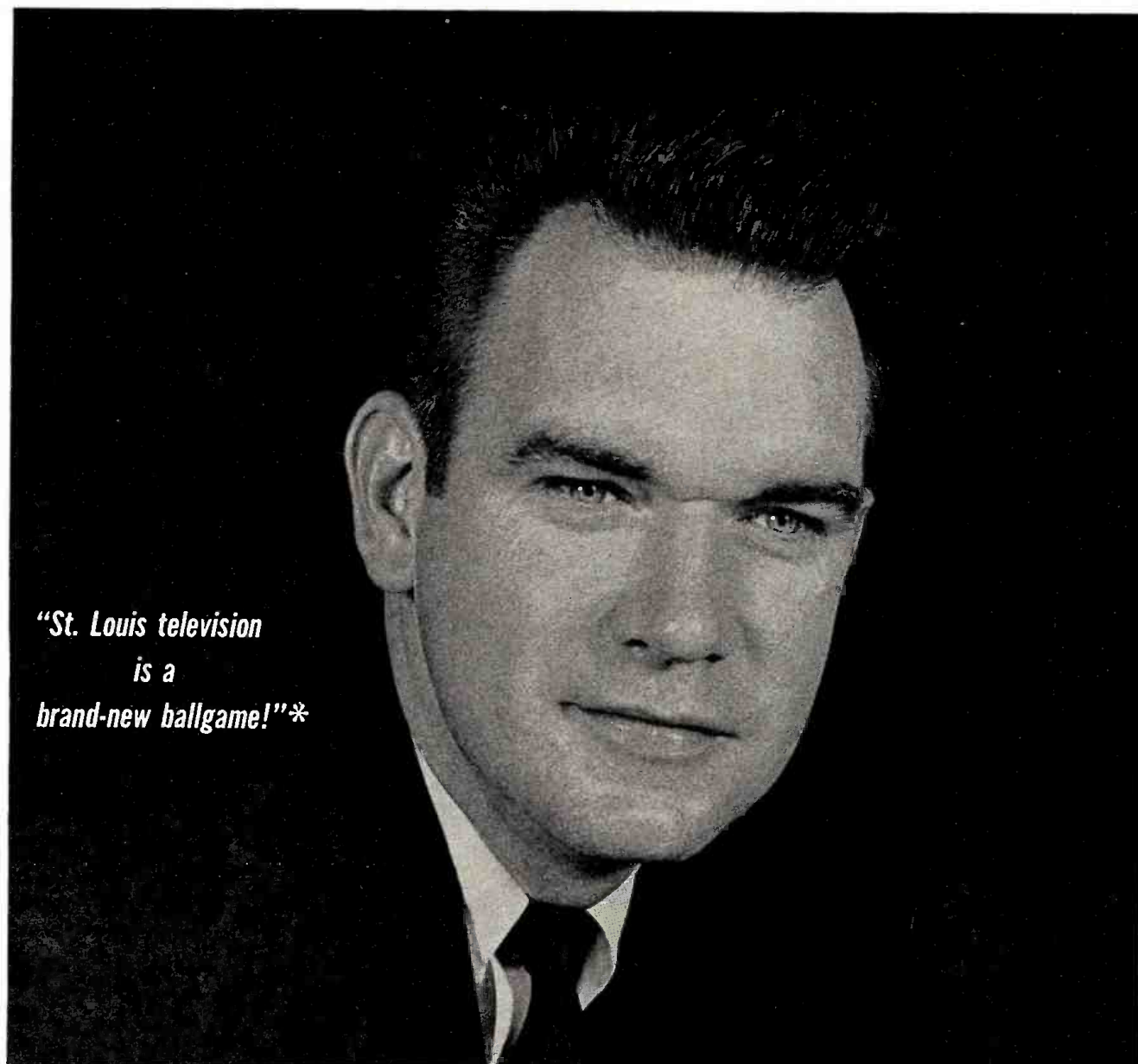
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about **WERE** and the
Cleveland market.”*



*"St. Louis television
is a
brand-new ballgame!"**

ED MACAULEY

"Easy Ed". . . St. Louis U. All-American, all-time great with the Boston Celtics and St. Louis Hawks, and seasoned broadcaster . . . takes over as sports director on KTVI.

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BROADCASTING, November 9, 1964

**THE
EXCITING
NEW**

KTVI *Channel* **2**

ST. LOUIS **abc** **HR**

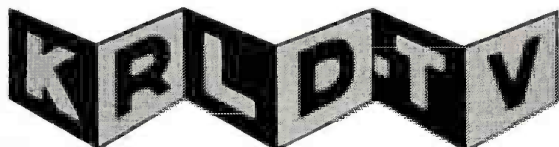
wherever there's action



KRLD-TV's cameras and crews are on the scene at every newsworthy event in the Dallas-Fort Worth market...at the Cotton Bowl for NFL Football, at major political and community affairs, at glittering social and civic events, wherever there's ACTION...you'll find Channel 4.

Dallas-Fort Worth viewers **know** this. That's why so many of them depend on KRLD-TV for news, sports, and public affairs, as well as the best in entertainment programming.

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THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

NAB sweepstakes

Two lame-duck senators—Keating (R-N. Y.) and Salinger (D-Calif.)—are new among names on screening list of selection committee seeking new president for National Association of Broadcasters. Mr. Keating, liberal Republican and popular in both parties, has influential broadcaster backing and could wind up in finals—if he's interested. There's been spontaneous opposition from broadcasters to Salinger nomination which reportedly emanated from non-broadcasters and isn't expected to survive.

When selection group meets in New York Nov. 24 (page 61), it will have a dozen names in addition to senatorial nominees. Several are in public life, but there are two well-known broadcasters presumed to be available. Committee wants to come up with its man by next January.

WTOL-TV \$12 million sale

Agreement has been reached on sale of ch. 11 WTOL-TV Toledo to Broadcasting Co. of South (WIS-AM TV Columbia, S. C.; WSFA-TV Montgomery, Ala.) for net of approximately \$12 million. Sellers are Frazier Reams, former congressman, 60%; Thomas S. Bretherton, 15%; Morton Neipp, 15%; and Dr. Glenn Reams, 10%. Purchasing company, associated with Liberty Life and subsidiary insurance companies, is controlled by Hipp family, with G. Richard Shafto, minority stockholder and president.

Hipp interests will acquire capital stock for about \$12,250,000 and, it's understood, plan to sell back WTOL-AM-FM to Frazier Reams Jr., now state legislator. WTOL-TV began operation in 1958 and is affiliated with CBS-TV and NBC-TV and represented by H-R. Its hourly rate is \$1400.

White House whispers

Chances are good that Dr. Frank Stanton, president of CBS Inc., will be tapped for cabinet post in new Johnson administration which takes over January 20. Dr. Stanton, close adviser to Mr. Johnson for many years, is regarded as strong possibility for either secretary of commerce or secretary of health, education and welfare. Commerce Secretary Luther H. Hodges is 66 and HEW Secretary Anthony J. Celebrezze is least known member of holdover Kennedy cabinet and reportedly doesn't relish Washington life.

Two others in broadcasting close to LBJ during campaign could figure in

CLOSED CIRCUIT

upcoming appointments—but not for FCC. John S. Hayes, president of Post-Newsweek Stations, quietly and efficiently coordinated radio-TV activities during past six weeks after being drafted in heat of party's broadcast troubles. Leonard H. Marks, Washington communications attorney, ran financial end of campaign and is LBJ confidant going back to his senatorial days. Both, it's believed, could wind up with important assignment—perhaps ambassadorships.

Taft move to Katz

Reports circulated last week that Taft Broadcasting may move national sales representation of its ex-Transcontinent stations to Katz Agency, which represents bulk of Taft's other TV-radio properties. Stations, acquired from Transcontinent Television Corp. earlier this year for almost \$26.9 million, are WGR-AM-TV Buffalo, N. Y., WDAF-AM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa. Minority interests in Transcontinent were held by Edward Petry and Edward Voynow, former owners of Edward Petry & Co., which represents these stations under contracts said to have about 18 months to run.

Sampling endorsed

Broadcast rating services rejoiced last week when results of national election confirmed sample polls almost on nose. Audience raters, clobbered unmercifully because of their use of samples ("How can you tell nationally who's watching what with only 1,500 in your sample?") feel that close correlation between political pollsters' predictions and actual vote validates principle of using sample to determine overall how many are watching what program.

Broadcast researchers feel there's even added plus in vindication of surveying. Election pollsters asked people how they were going to vote whereas broadcast raters measure what people have done—much simpler and more concrete. Also, some say, broadcast ratings are aimed at more clearly defined subject than how citizen intends to cast his ballot.

Hold outs

All-Industry TV Stations Music License Committee has decided not to take same deal networks accepted for their owned TV stations in settlement of music-license dispute with Ameri-

can Society of Composers, Authors and Publishers (BROADCASTING, Nov. 2). Committee figured new rate for network-owned stations—reducing ASCAP charge from 2.05% of revenues to 1.9% of revenues up to 1963 level and 1.325 % of amounts over that—is "modest improvement" over ASCAP's latest proposal but only about half as good, in savings, as plan committee offered to ASCAP earlier.

Charles Tower, of Corinthian Broadcasting, all-industry committee chairman, planned to send letter over weekend to all TV stations (except network-owned), explaining committee's position and asserting determination to "press forward in our effort to secure an equitable rate—by negotiation if we can and by rule-making [in court] if we cannot." While each station must make its own decision, he noted, TV committee members "do not plan to sign [ASCAP contract similar to TV network-owned stations] unless factors that we do not now foresee come into play."

NCTA nixes Nassau

National Community Television Association, which had scheduled its winter board meeting for Nassau, Nov. 16-18, following pattern of NAB board in picking exotic spot, quietly cancelled session and rescheduled it for Washington, same dates. Reason: It wanted to be closer to scene of action in light of FCC consideration of regulation and legislative aspects, and since it hopes to appoint its new president at that time (see page 30).

Back to broadcast

Seven-Up Bottling Co., St. Louis, which has been heavy in print past couple of years and was major spender in network TV before that, plans big switch back to broadcast media in 1965. Bulk of new budget will go into radio-TV spot with largest share of that set for radio.

Reruns of reruns

What has happened to "oldies"—syndicated TV programs of yesteryear? Growing market reportedly is developing for such series at UHF stations. Properties most in demand are those that have recouped talent residual costs and have sufficient number of episodes for "strip" programming. UHF outlets can't pay much for programs, but many of these were gathering dust on shelves of distributors.

SPORTS



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

No fringe stations or nearby markets take a bite out of your buy when you buy Cleveland. In Cleveland, WJW-TV is SPORTS... Locally telecasting the high-rated Cleveland Browns football and Cleveland Indians baseball. Then, too, WJW-TV carries the great CBS Sports spectaculars. When you buy Cleveland... WJW-TV is the one to buy.

LOS ANGELES KCBS	PHILADELPHIA WIBC	DETROIT WJBK	MIAMI WFSB	TOLEDO WSPD	CLEVELAND WJW-TV	CLEVELAND WJW-TV	NEW YORK WNN	DETROIT WJBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Pay TV's resounding defeat at California polls may prompt other pay-TV systems to hold up operations until courts decide legality of new ban. Subscription Television Inc. must either fight or switch. See . . .

WILL VOTE HALT PAY-TV GROWTH? . . . 21

President Johnson may make changes in FCC following election victory. Personnel and policy shifts not expected immediately. Exception: anticipated move of Commissioner Fred Ford from FCC to community TV post. See . . .

FCC CHANGES MAY BE COMING . . . 30

Network Election Service vote counting and refined projection systems result in speed and accuracy in election night coverage. NBC-TV overcomes slight mechanical difficulties in projecting votes. See . . .

FAST COUNT, ACCURATE CALLS . . . 38

Some new men will be on Capitol Hill when Congress starts new session, but men leading key committees affecting broadcasting will be back. Membership of their committees, however, has changed. See . . .

SHIFTS ON CAPITOL HILL . . . 32

Arbitron reports place NBC-TV on top of ratings race for election-night coverage. Pre-emptions play havoc with program measurements. Seven-day period shows CBS-TV close second, ABC-TV behind. See . . .

NBC'S ELECTION-NIGHT SWEEP . . . 52

What is breadth and depth of commercial broadcasters' aid to educational TV? BROADCASTING survey finds gifts top estimated \$14.5 million, with donations ranging from cash to free labor. See . . .

ETV GIFTS TOP \$14.5 MILLION . . . 56

FCC tells 29 UHF permittees without stations on air that they face loss of authorizations. Four UHF's have construction permits cancelled. FCC wants "flexibility" in revising UHF assignments. See . . .

GET ON AIR OR GIVE UP CHANNEL . . . 64

Connecticut utilities group grapples with question of how much money applicants for proposed community antenna systems there should make. Rate of return will help decide charges set by PUC. See . . .

HOW MUCH SHOULD CATV'S MAKE? . . . 60

Digges of CBS Films says higher labor costs may force U. S. film prices over competitive level in foreign markets. Rising guild and union contracts also tend to hurt domestic programming, he says. See . . .

COSTS AND THE FILM MARKETS . . . 66

Roy Park may buy WTVR(TV) Richmond and AM-FM adjuncts for about \$5.5 million. Transaction due at start of new year. Other sales: McLendon wants Chicago FM, Metromedia plans to switch Los Angeles FM's. See . . .

RICHMOND STATIONS MAY BE SOLD . . . 62

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when you think

NEW YORK
RADIO

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 570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

STV to shut down Calif. operations

Subscription Television Inc. will close down its California operation as soon as possible, STV President Sylvester L. (Pat) Weaver told special stockholders meeting in Los Angeles Friday (Nov. 6). Electronic gear in program centers in Los Angeles and San Francisco will be stored, sold or more likely shipped to other city for use in pay TV setup there, along with program selectors which will be picked up from homes of connected subscribers whose \$5 installation fees will be refunded (see page 21).

Court battle to have anti-pay-TV measure adopted by California electorate declared unconstitutional was started in California Supreme Court Friday with move to prohibit secretary of state from certifying measure into law, more than 500 stockholders were told. Until fight is won, STV will not attempt to operate in California, but will concentrate on franchising its system of pay TV to others in other cities. Discussions are in progress with groups in many markets, Mr. Weaver said, including Marshall Field interests in Chicago.

Contracts with telephone company are being discussed with eye to regaining some of money deposited for 10-year service in California cities. Contracts with Los Angeles Dodgers and San Francisco Giants for exclusive TV rights have been extended until next April 15 and both teams have waived penalty payments due them when STV failed to connect 20,000 homes in each market.

Mr. Weaver said STV's experience has shown "high-rise, high-income apartment houses" best place to center future efforts, hooking into community antenna and master antenna systems wherever possible.

Stockholders approved two amendments to bylaws, action for which meeting had been called. One approves increase in authorized common stock from 4 million to 10 million shares; other eliminates pre-emptive rights of stockholders to purchase or subscribe to other shares of STV stock.

Baseball's outlook bleak

All prospects appear lost for Monday Night Baseball Spectacular in 1965, according to report Friday (Nov. 6) from Phoenix closed meeting of major league

officials. John E. Fetzer, broadcaster and owner of Detroit Tigers, said "we're hopeful however we can get a substitute date, perhaps Saturday afternoon."

Bell offers service to private CATV's

Bell System telephone companies, while stepping up effort to sell community antenna TV service, will cooperate with private CATV's by providing pole-line attachments where possible, AT&T announced Friday (Nov. 6).

Spokesman said Bell policy applies to all its phone companies, including Southern Bell, which maintained last month it wasn't giving any more pole attachment agreements (BROADCASTING, Oct. 19).

"Generally speaking, the Bell Companies are granting attachment agreements where only one CATV company is involved in any one area," company said. "Pole-line space ordinarily is not available to accommodate more than one CATV company."

Southern has been very active in CATV sales effort in past 90 days and has filed tariffs in seven states, but proposals have been suspended in three.

AT&T statement followed by 11 days talks among company officials and representatives of National Community Television Association (BROADCASTING, Nov. 2). AT&T spokesman said Friday if CATV should request "pole attachment privileges" where deal already exists with other CATV, alternative to be offered would be "a telephone company-provided CATV distribution system." It is tariffs for these Bell CATV systems that are being opposed.

If phone company gets simultaneous requests for pole deal in same area it "will not attempt to judge between applicants. As an alternative, necessary channels for CATV transmission will be furnished to all who request them," statement said.

Herbert Akerberg, CBS pioneer, dies

Herbert V. Akerberg, retired CBS vice president who helped put network together in late 1920's, died in Scottsdale, Ariz., Friday (Nov. 6) after long illness. He was 66.

Mr. Akerberg was station relations

head of CBS during its formative years, moving into that area from engineering. He resigned in 1958, suffering from leg ailment at time and shortly thereafter retired in Arizona. His death was attributed to malignancy.

Before joining CBS in 1929 as engineer, Mr. Akerberg built old WPAL Columbus, Ohio, in 1923. He also was manager and chief engineer of former WATV Columbus and subsequently did experimental work with Bell Labs.

He is survived by his wife, Dorothy. Funeral arrangements were to be announced.

Thursday night Arbitrons

NBC-TV's clean sweep of arbitrons on election night (Nov. 3) (see page 52), was reflected in rating averages for week ending Nov. 5. NBC had 17.4, CBS 17.3 and ABC 13.5. First place half-hour wins: NBC and CBS 21 each, ABC 7. For Nov. 5 only: CBS three, NBC and ABC two each. Of special interest: tight 10:30-11 p.m. period on Thursday with *Jimmy Dean*, *Defenders* and *Kraft Theater* neck and neck.

		Thursday, Nov. 5	
		Rating	Share
7:30			
ABC	Flintstones	12.0	22.0
CBS	Munsters	19.1	36.0
NBC	Daniel Boone	14.2	26.0
8:00			
ABC	Donna Reed	16.7	29.0
CBS	Perry Mason	17.1	30.0
NBC	Daniel Boone	16.6	29.0
8:30			
ABC	My Three Sons	18.3	31.0
CBS	Perry Mason	19.8	33.0
NBC	Dr. Kildare	17.0	29.0
9:00			
ABC	Bewitched	26.2	43.0
CBS	Password	16.5	27.0
NBC	Dr. Kildare	16.8	27.0
9:30			
ABC	Peyton Place II	23.6	40.0
CBS	Baileys of Balboa	10.7	18.0
NBC	Hazel	18.8	32.0
10:00			
ABC	Jimmy Dean	14.9	30.0
CBS	Defenders	15.4	31.0
NBC	Kraft Theater	16.6	33.0
10:30			
ABC	Jimmy Dean	14.9	31.0
CBS	Defenders	15.1	31.0
NBC	Kraft Theater	15.1	31.0

Bronson resigns NAB post

National Association of Broadcasters Friday (Nov. 6) announced resignation of Edward H. Bronson, television code manager, effective Nov. 15 so he could

WEEK'S HEADLINERS



Miss Kessler

Sylvia D. Kessler appointed member of FCC Review Board. She joined commission in 1943 as attorney in common carrier division working on international communications. She held various positions before leaving

FCC in 1953 to enter private practice. In 1961 Miss Kessler returned to commission as acting chief of Broadcast Bureau's Renewal and Transfer Division, and in 1963 was named chief of Office of Opinions and Review, where she now serves.



Mr. Triolo

Peter Triolo, VP and associate media director of Ogilvy, Benson & Mather, New York, has been named VP and director of media and programming at Ketchum, MacLeod & Grove, New York. He will be responsible

for all broadcast and print media buying activities. Mr. Triolo had been with OB&M for six years. Previously, was associate media director at Dancer-Fitzgerald-Sample, New York, and sales service manager for former Dumont television network.



Mr. Baker

Hastings W. Baker, director of subsidiaries for 20th Century-Fox Corp., New York, appointed managing director of Station Representatives Association. He replaces **Lawrence Webb**, who resigned to become VP and

general manager of KRLA Pasadena-Los Angeles, Calif. Previously Mr. Baker had been secretary-treasurer of Beaunit Corp., New York, fabric manufacturer, and treasurer and board member of Tyrex Inc., association of chemical fiber companies.

For other personnel changes of the week see FATES & FORTUNES

"pursue other business interests."

Mr. Bronson left job as station director of WBNS-TV in Columbus, Ohio, in 1952 to join NAB as director of TV code affairs. He became manager of TV code in 1961.

Greg Sherry killed in plane crash

Greg Sherry, 36, executive vice president and manager of Chicago office of Grant Advertising, and three executives of Dr. Pepper Co., Dallas, were found dead in plane crash near La Junta, Colo., Friday (Nov. 6). They had been missing since Tuesday on flight from Denver to Lubbock, Tex.

Others killed in crash were Ernest Marmon, 38, executive vice president, Max McNeil, 45, western sales area manager, and Max Green, 37, fountain division sales manager, all of Dr. Pepper Co., and J. A. Willess, pilot, of Dallas. Plane had been chartered for series of southwest sales meetings. Grant is Dr. Pepper agency. Mr. Sherry joined Grant in 1953.

Nielsen 30-market study shows ABC still in lead

ABC retained its lead over NBC and CBS based on 30-market Nielsen TV ratings for 7:30-11 P. M. period during pre-emption filled week of Oct. 25-Nov. 1 in report issued Friday (Nov. 6) by ABC on request.

ABC average was 20.1 rating and 32.2 audience share. NBC had 17.7 rating and 28.4 share while CBS had

17.3 rating and 27.9 share.

Top 35 shows are in ranking order, but without individual ratings:

RANK		
Oct. 25- Nov. 1	Oct. 18-25	
1	4	Bonanza (NBC)
2	2	Bewitched (ABC)
3	9	Ed Sullivan (CBS)
4	3	Peyton Place I (ABC)
5	5	Peyton Place II (ABC)
6	1	Fugitive (ABC)
7	—	Shindig (ABC)
7	7	Munsters (CBS)
9	13	Voyage to Bottom of Sea (ABC)
9	11	Combat (ABC)
9	20	McHale's Navy (ABC)
9	24	Tycoon (ABC)
9	10	Addams Family (ABC)
9	8	My Favorite Martian (CBS)
15	6	No Time for Sergeants (ABC)
15	30	Wednesday Night Movie (NBC)
17	—	Virginian (NBC)
18	—	Gunsmoke (CBS)
19	32	Ben Casey (ABC)
20	22	Gomer Pyle (CBS)
21	16	Patty Duke (ABC)
21	—	Candid Camera (CBS)
23	14	My Three Sons (ABC)
23	28	Andy Griffith (CBS)
25	—	Petticoat Junction (CBS)
26	—	Jackie Gleason (CBS)
27	—	Rogues (NBC)
28	24	Red Skelton (CBS)
28	14	Dick Van Dyke (CBS)
30	34	Lucy Show (CBS)
31	18	Ozzie & Harriet (ABC)
31	—	Donna Reed (ABC)
33	24	Valentine's Day (ABC)
34	18	Wendy and Me (ABC)
34	35	Perry Mason (CBS)

in June 1962 and case was remanded to hearing examiner for hearing on character qualifications of owners.

Issue—raised by losing applicants—was whether programming of WLCY St. Petersburg had been "sham designed to influence" commission. Radio station is owned by principals of WTSP-TV, Sam G., N. Joe and Farris E. Rahall.

Opponents of WTSP-TV alleged that programming of radio station had been upgraded in effort to obtain favorable consideration for its TV application.

Commission, on 4-1 vote, accepted view of Examiner Millard F. French that "there is no evidence of deliberate misrepresentation of any kind."

Commission, accordingly, vacated stay on construction permit and affirmed grant.

Opposing applicants are City of St. Petersburg, (WSUN-TV), Florida Gulf-coast Broadcasters Inc., Tampa Telecasters Inc., Suncoast Cities Broadcasting Corp., and Bay Area Telecasting Corp.

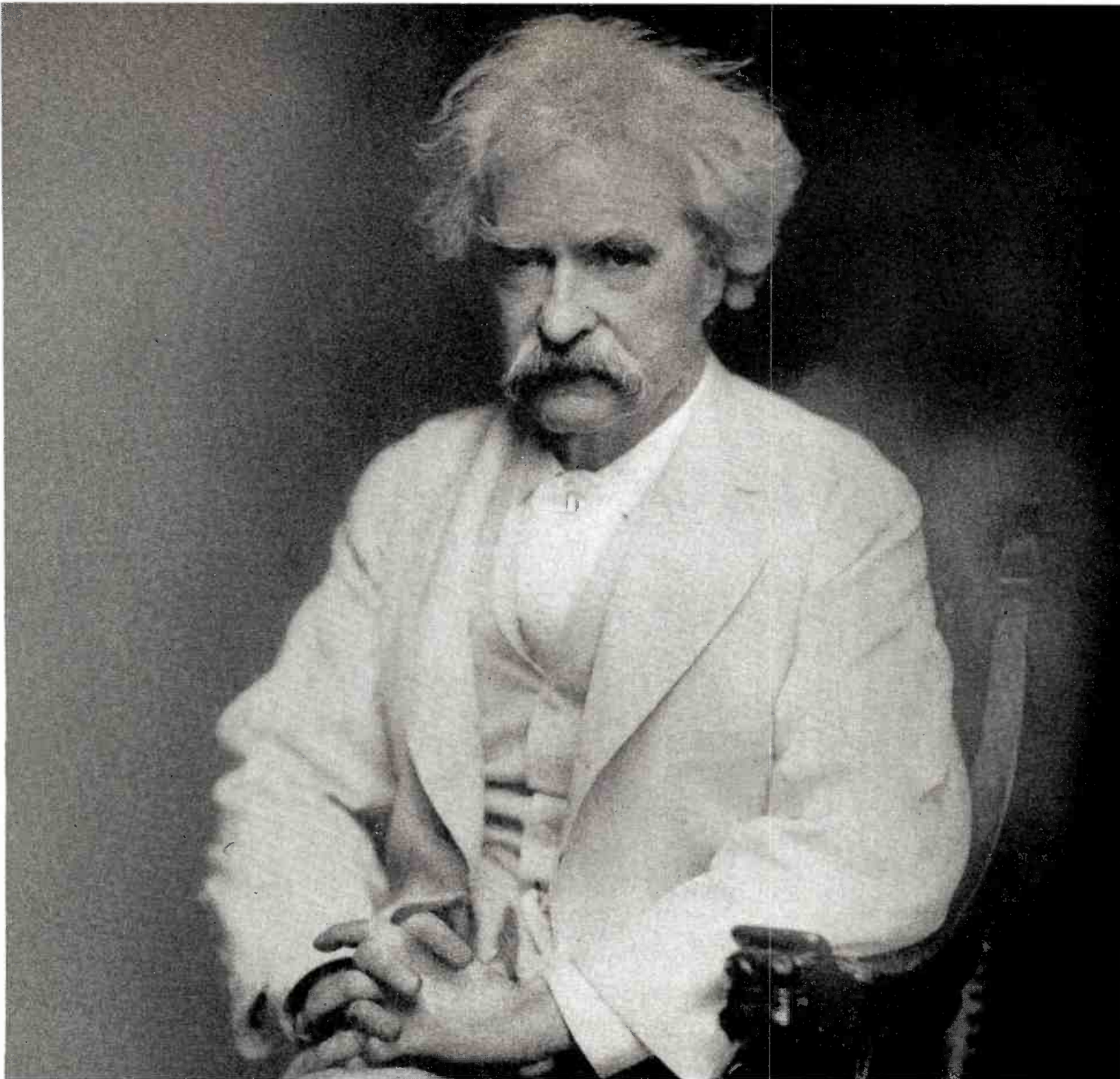
Commission also announced that channel 10 Roswell, N. M., has been awarded to Taylor Broadcasting Co. Initial decision issued Sept. 15 looked toward grant. Taylor, licensee of KBIM-AM-FM Roswell, is 50% owned by W. C. Taylor. Gene Reischman owns 23.3% and I. Kenneth Smith, 11.3%.

Smith joins Yankees

Perry Smith, director of sports for NBC, has resigned to take job with New York Yankees and reportedly will supervise broadcasting arrangements of ball club. Mr. Smith, with NBC since 1950, joined sports department there in 1953. Sale of Yankees to CBS was completed last week (see page 59).

FCC backs decision on Largo ch. 10

FCC Friday (Nov. 6) affirmed January 1962 grant of channel 10 Largo-St. Petersburg, Fla., to WTSP-TV Inc., Largo. Construction permit had been stayed

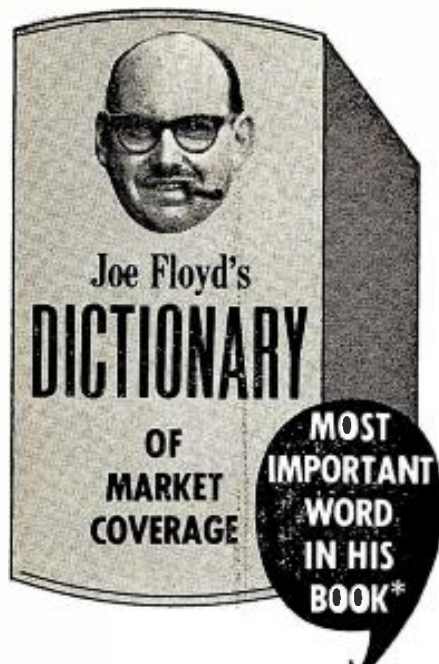


September 19, 1906 *Mark Twain, noted American novelist and traveler, today told newsmen in New York, "There are only two forces that carry light to all corners of the globe — the sun in the heavens and The Associated Press down here."*

**The Associated Press Brings 116 Years of Experience and Reliability
to Today's Global News.**

THE ASSOCIATED PRESS
The Prestige Service





*syn'chro·lized

a. pertaining to a hookup of television stations, by which programs and commercials can be beamed from one camera to an entire market, simultaneously.

b. pertaining specifically to KELO-LAND TV, the 3-station hook-up which made *synchrolized* market coverage a reality. KELO-LAND TV enables an advertiser to cover the entire Sioux Falls-98 County Market—all at the same split second of confirmed time, with just one film, one tape or live commercial originating on KELO-TV, Sioux Falls.



KELO-LAND TV gives you twice as much Metro Area audience ...and more audience in the total 98-county market...than all other stations combined!



ARB Audience Summaries, 9 a.m. to Midnight, 7 days a week, March '64. A MIDCO STATION

DATEBOOK

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

*Indicates first or revised listing.

NOVEMBER

Nov. 8-11—Annual meeting of Association of National Advertisers. Opening business session Monday will deal with professional and managerial responsibilities of the advertising executive; Monday afternoon session will study "important current advertising problems and issues," including developments affecting broadcast advertising. Tuesday session will deal with specific advertising and marketing concepts and case histories. Wednesday program includes first full report of American Association of Advertising Agencies' findings in its consumer-attitudes study, by William Weilbacher, C. J. LaRoche & Co.; and talks on "Are Your Ads Affected by the Company They Keep?" by Lee Rich, Benton & Bowles, and "Do They Go Out for Beer When Your Ads Appear?" by Ken Snyder, creative consultant. The Homestead, Hot Springs, Va.

Nov. 9—Broadcasters Club reception for members of Federal Trade Commission. Broadcasters Club, Washington.

Nov. 9—Screen Actors Guild, annual membership meeting. Beverly Hilton, Beverly Hills, Calif.

Nov. 10—Fourth session of International Radio and Television Society's Timebuying & Selling Seminar. Donald E. Leonard, vice president and director of media, Kudner Agency, will speak. Chemical Bank New York Trust Co. auditorium, New York.

Nov. 10—ABC Radio regional affiliates meeting. Detroit.

Nov. 10—Deadline for comments on Federal Trade Commission's proposed rulemaking to define description of TV screen sizes.

Nov. 10—Los Angeles Advertising Club. Jack M. Williams, vice president, advertising and sales promotion, RCA Sales Corp., to speak on "Color Television—Today and Tomorrow." Statler-Hilton.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies meets in New York at Hotel Plaza. Thomas C. Dillon, president of BBDO, is chairman of region board of governors.

Nov. 11—Open membership meeting of New York chapter of National Academy of Television Arts & Sciences. Rod Serling, ATAS president, will speak. Hotel Astor.

Nov. 11-14—Annual conference of Radio-Television News Directors Association, Rice hotel, Houston. Keynote speaker will be John B. Connally, governor of Texas (see story this issue).

Nov. 12—New York chapter of National Academy of Television Arts & Sciences presents "The Future Manpower of Television" forum, produced by Westinghouse Broadcasting's George Norford. Among participants: Donald H. McGannon, president, Westinghouse Broadcasting Co. and Louis G. Cowan, former president of CBS-TV. Hotel Astor.

Nov. 12—Public service workshop for personnel of civic, social and welfare organizations in how to use radio most effectively. All-day meeting sponsored under joint auspices of the Southern California Broadcasters Association and the University of Southern California at the university campus, Los Angeles.

Nov. 13—H-R Representatives Promotion Seminar. Pick-Congress, Chicago.

Nov. 13—ABC Radio regional affiliates meeting. Albany, N. Y.

Nov. 13—OK-CATV Association (Oklahoma and Kansas) annual meeting. Sheraton-Oklahoma, Oklahoma City.

Nov. 13-14—Board of trustees meeting of

educational foundation of American Women in Radio & Television, Washington.

Nov. 14-15—ABC-owned radio stations fourth annual promotion seminar. Sheraton-Chicago.

Nov. 15—Meeting of National Community Television Association committees on pole lines, policy review and ETV. Madison hotel, Washington.

Nov. 15-18—Eleventh annual meeting of the Canadian Association of French Language Radio and Television. Queen Elizabeth hotel, Montreal.

Nov. 16—The Katz Agency's meeting for its client stations' promotion managers, during seminar of Broadcasters Promotion Association. Pick-Congress hotel, Chicago.

Nov. 16—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Nov. 16—Edward Petry & Co. annual promotion seminar at Pick-Congress, Chicago.

Nov. 16—Peters, Griffin, Woodward annual promotion seminar. Pick-Congress, Chicago.

Nov. 16-17—Fall meeting of Oregon Association of Broadcasters, featuring reception for state legislators, Marion motor hotel, Salem.

Nov. 16-18—Annual convention of the Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

Nov. 16-18—Board of directors meeting of National Community Television Association. Madison hotel, Washington.

Nov. 17—First annual Georgia FM Day seminar sponsored by Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 17—ABC Radio regional affiliates meeting, Richmond, Va.

Nov. 17—First of eight seminars on media research by New York chapter of American Marketing Association. "The Function of Media Research" will be discussed.

Nov. 17-19—Television Bureau of Advertising's 10th annual membership meeting. Speakers will be James Douglas Kirk, executive vice president, Sales Analysis Institute of Illinois Inc., Barrington Ill.; Dr. Arthur Kantrowitz, vice president and director, Avco Corp., Everett, Mass.; Stephen O. Frankfurt, senior vice president and executive director of art, Young & Rubicam, New York, and the Rev. Thomas M. Garrett, S. J., associate professor and director of the Institute on Business and Social Ethics, University of Scranton, Scranton, Pa. New York Hilton.

Nov. 18—Mississippi CATV Association, annual meeting. Caravan motel, Jackson.

Nov. 18—East Central annual meeting of American Association of Advertising Agencies in Detroit at Hotel Sheraton-Cadillac. John S. Pingel, president of Ross Roy Inc., that city, chairman of regional board of governors, will preside.

Nov. 19-20—Fall convention of Ohio Association of Broadcasters. Speakers include George Storer Jr., chairman of National Association of Broadcasters-Radio Advertising Bureau Methodology Steering Commit-

NAB FALL CONFERENCE SCHEDULE

Dates and places for balance of the fall conferences of the National Association of Broadcasters:

Nov. 9-10—Statler hotel, Detroit.

Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.

Nov. 16-17—John Marshall hotel, Richmond, Va.

What are you getting for your ~~\$38,000~~ minute?

\$44,000

Note the correction above. Less than two years ago, the cost of a commercial minute on a half-hour evening network show averaged \$38,000.

This year it is nearly \$44,000.

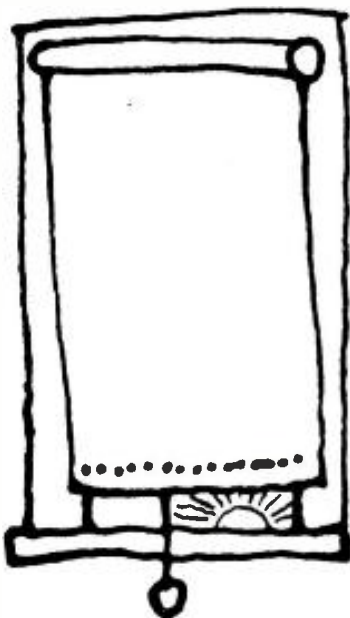
This includes some increase in the number of homes, of course. Even so, your commercial has to work a lot harder to bring back your investment and yield a profit.

It also means we are working harder than ever to do exactly that.

The commercial is the payoff

N.W. AYER & SON, INC.

WAPI IS BIRMINGHAM RADIO



CHARLIE DAVIS 5:30-9:00 am

Birmingham is on the move during this strategic broadcast period. And Charlie Davis' music on The Early Riser's Club reflects careful selection to please the revolving audience segments. World and local news, weather and time signals keep the listener informed. From farmer to factory worker . . . from tycoon to teacher . . . Charlie Davis is BIRMINGHAM "WAKE-UP" RADIO.



WAPI-RADIO

50,000 WATTS • BIRMINGHAM, ALABAMA

WAPI radio represented by Henry I. Christal Company, Inc.

tee and president of Storer Broadcasting Co.; Charles Stone, manager of NAB radio code; FCC Commissioner Kenneth A. Cox; Robert J. Burton, president of Broadcast Music Inc., and Robert Mason, chairman of All-Industry Radio Music Licensing Committee. Christopher Inn, Columbus.

Nov. 20 — International Radio & Television Society newsmaker luncheon. Juana Castro, sister of Cuba's Premier Fidel Castro, is guest speaker. Waldorf Astoria, New York.

Nov. 23 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Nov. 25-28—Television Information Office TV festival at 54th annual convention of National Council of Teachers of English, Cleveland.

■Nov. 27-29—Annual convention of National Association of Television and Radio Farm Directors. Conrad Hilton, Chicago.

■Nov. 30—Electronic Industries Association's small business workshop on international selling. Fairmont hotel, San Francisco.

DECEMBER

■Dec. 1-3—Winter conference, Electronic Industries Association. Fairmont hotel, San Francisco.

Dec. 2-5—Sigma Delta Chi national convention at Hotel Muehlebach, Kansas City, Mo. Keynote address to be given by Benjamin M. McKelway, *Washington Star* (WMAL-AM-FM-TV Washington and WSAV-AM-TV Harrisonburg, Va.).

Dec. 4—FCC deadline for reply comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Dec. 7—Hollywood Advertising Club luncheon. Selig Seligman, president of Selmur Productions, Los Angeles, will speak. Hollywood Roosevelt hotel.

Dec. 8 — Los Angeles Advertising Club luncheon. Mayor Samuel Yorty will pay tribute to city's broadcasters. Statler-Hilton.

Dec. 10 — Awards luncheon of the Art Directors Club of Los Angeles, announcing winners of the 1964 competition of western advertising and editorial art. Statler-Hilton, Los Angeles.

Dec. 18 — Reply comments are due on FCC's notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

■Dec. 28-29—Conference of the marketing education division of the American Marketing Association. Chicago.

JANUARY

Jan. 15-17—Board of directors meeting of American Women in Radio & Television. Hilton hotel, New York.

■Jan. 22—Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

Jan. 22-23—Meeting of radio code board of National Association of Broadcasters, Los Angeles.

Jan. 22-24 — Advertising Association of the West convention. World Trade Center, San Francisco.

Jan. 25-29—Winter meeting of boards of National Association of Broadcasters. Palm Springs Riviera, Palm Springs, Calif.

Jan. 28-28—Twentieth annual Georgia Radio-TV Institute, University of Georgia, Athens. Forum is sponsored by university and Georgia Association of Broadcasters.

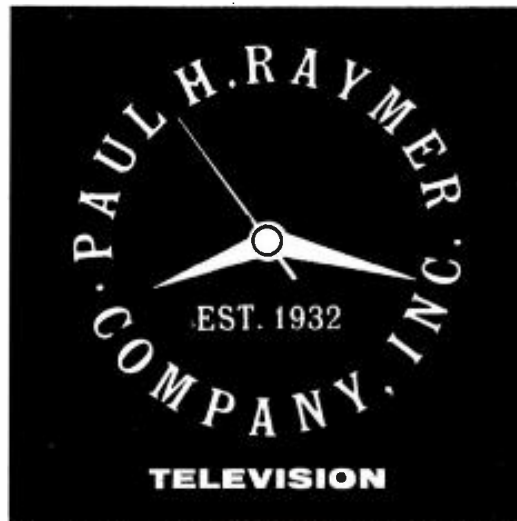
■Jan. 28-30—Winter convention of South Carolina Broadcasters Association. Columbia.

FEBRUARY

Feb. 2-3—Advertising Federation of America/Advertising Association of the West convention. Statler-Hilton, Washington.

■Indicates first or revised listing.

We do "try harder"
for each of our stations



Because we don't
represent too many

You may be sure each one of our TV stations means more to us. Each one gets more interest, attention and effort — because we do not represent too many.

The group operators seem to think well of the short list too. When Westinghouse, Storer, Metromedia, R. K. O. General, A. B. C. Spot Sales and others set up their own representation, they got more concentration of interest. You can get almost all the advantages of this privately owned representation right now through us. We can give it to you without the risk or cost of setting up your own organization.

Your station has special features, special qualities that must be *sold*. If you are on a "long list" they may not be getting the special interest and attention they deserve.

Would you like us to tell you how to get better representation?

PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD

Your Company will enjoy The Drake and The Drake will enjoy your Company.

THE DRAKE HAS been an ideal home-away-from-home for Executives of many of the finest business firms maintaining permanent hotel-serviced suites.

THE DRAKE IS noted for its quiet good taste, spacious decorator-styled 1 and 2 bedroom suites, each with serving pantry, and New York's most fashionable East Side address.

WE WOULDN'T venture to guess the important business transactions discussed in the congenial atmosphere of the Drake Room — the clients who returned with lasting memories of Shephard's, New York's distinctive and most popular rendezvous.

ENJOY THE full scope of Drake Hotel services at considerate short or long-term lease rates. Call Miss Rose, HA 1-0900 for inspection appointment.

THE *Drake*

Park Avenue at 56th Street
New York, N. Y. 10022

OPEN MIKE •

Observation

EDITOR: David Brinkley had much the better of the argument between him and Sarah McClendon as to whether Mrs. Brinkley should or should not take active part in a political campaign (BROADCASTING, Oct. 26, 19). Mrs. Brinkley is a person in her own right—the United States Constitution says so—and the fact that her husband is or is not a broadcaster has nothing whatever to do with it. In fact, after having heard both ladies, I would accept Mrs. Brinkley's political fairness over Mrs. McClendon's by a large margin.

Mrs. Brinkley visited New Hampshire recently on behalf of the Democratic ticket and she took great pains to state wherever it was apropos that she was speaking for herself alone and not her husband.—*Alfred D. Rosenblatt, Laconia, N. H.*

More requests for reprints

EDITOR: KXKW certainly appreciated the article, "Special Report: Radio," in BROADCASTING, Sept. 28. One rarely sees such a comprehensive and unbiased analysis of the radio situation today. You are indeed to be credited. We would like 12 reprints of the article.—*James V. Hoffpauir, vice president and general manager, KXKW Lafayette, La.*

EDITOR: On Oct. 8, ATS ordered and received 30 reprints. Please forward 30 additional copies of the same section.—*Catherine Janso, promotion and research, Advertising Time Sales Inc., New York.*

EDITOR: Please send 26 copies . . . —*John W. Parham, owner-manager, KPIN Casa Grande, Ariz.*

EDITOR: We would very much appreciate 25 copies. . . . You are to be commended on publishing this information which, although on American markets, is very interesting to us here at All-Canada.—*Nort Parry, sales promotion and research director, All-Canada Radio & Television Ltd., Toronto.*

EDITOR: Please send 26 copies. . . . Congratulations on another in a long history of outstanding contributions to advertising and radio.—*William J. Wall, general manager, WNAT Natchez, Miss.*

(A limited number of reprints of "Special Report: Radio" are still available at 50 cents each up to 25 copies; 40 cents each for 26-100 copies, and \$35 per 100 for larger amounts. Orders should be sent to Reader's Service, BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.)

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*Reg. U. S. Patent Office
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If it's newsworthy **JOSEPH McCaffrey** will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting this year, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

 **wmal radio and television** 

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

A proven plan for making good advertising men even better

Advertising clubs and similar professional associations often have sponsored study groups or seminars to help us learn better what our business is about.

But we of the Central Region of the American Association of Advertising Agencies feel we have come up with a successful means for stimulating this learning process in an orderly, effective way. It's our Institute for Advanced Advertising Studies, now in its second year, with top executives as the faculty.

The growing process has had its pains as well as pleasures, however.

In our first year at the institute the curriculum covered 30 golden and glorious weeks. The assignments were cunningly planned to give the students little or no time to be distracted by their regular jobs. We invited lecturers by the multitudes. We distributed textbooks galore. We had educational conferences and wrote academic memorandums.

Headly was the wine of higher education!

'Head Hunters' too ■ Our first class was composed of a very bright group of young people from 24 agencies. It was such a fine group that several foxy head-hunters quickly sniffed the spoor and began to wave packets of green paper around. I need hardly tell you that it took some James Bond diplomacy just to keep the class from being shanghaied *en masse* and carried off to somewhere east of Hackensack.

But we did it. Of the 36 students that started the class, 35 were still with their agencies when J. Walter Thompson's Norman Strouse came to Chicago to deliver the major speech at our graduation ceremonies.

While we were pleased with our first year we did learn some things and we did make some basic adjustments. The class size has been cut from 36 to 25. The smaller group allows for fuller and livelier classroom discussion. The course has been cut from 30 weeks to 16 weeks—a somewhat more conventional academic semester.

We are running two consecutive semesters this year, each with 25 students, so that in total we will be working with 50 students rather than 36. We also enrolled our first female student.

Practical Emphasis ■ The curriculum has been more simply structured to move from marketing to creative to media, accompanied by research all along the way. Last year we treated research as a separate unit only to find that questions had a way of popping up all through the subject matter.

We give marks and grades this year. Last year we thought marks were for kids. No soap. Grades are needed to establish standards and disciplines and to foster something called the competitive spirit. And it works.

Last year we had too many theoretical problems. This year we're using real brands with real data and real creative and research material and the whole curriculum feels more tangible.

We feel the basic principles of the institute remain sound. This course offers a means for good young agency specialists to broaden their horizons—to be taught by professionals so that they become more valuable to themselves, their agencies and their clients.

Watching over us with a periodically astounded yet endlessly sympathetic eye is Dr. Vernon Fryburger, chairman of the department of advertising at the Medill School of Journalism at Northwestern University.

Seed Is Sprouting ■ The university has given us more than facilities. It has challenged us, taught us and opened horizons for us. As you may know, the institute idea is catching on elsewhere. Los Angeles has embarked on its own great adventure. The Southern California Council is working with the University of Southern California. Other sparks have been lighted in the Twin Cities and in St. Louis.

As for our board of governors here in Chicago, this institute project has brought us all very close together. We are in a tough business. It's competitive and it should be. There are things we cannot tell one another. But in the common purposes we do share I think we have come to be a better board and a better council.

I would like to think that out of this council and this region will emerge an

institute that will function in other cities all over this country.

How do you stop the headhunters? Well, you can't go to every agency, company and publisher and say "Leave this group alone." It's not practical. But you can talk to the students and point out that their managements have shown great faith and confidence in them and have made a considerable investment in them. They have an obligation to that management.

We told our group to expect offers, but to give consideration to the essential justice and fair play involved. We somehow managed to find the right words because it worked.

Tuition Not Cheap ■ How is the institute financed? By tuition fees. We charged \$500 for 30 weeks in our first year and \$350 for 16 weeks in our second year.

This is not cheap and that was deliberate too. The faculty is paid, the guest lecturers are paid, the textbooks are given to the students and we have a grant arrangement with the university. When this is presented to agency managements simply, in terms of what the institute aims to do, we have had absolutely no resistance to the expense.

Is the university affiliation mandatory? I would say that it is highly desirable and that it should be something you try very hard to implement.

If we let ourselves dream, we may step by step find ways to reach 25 students, then 50, then 100 and then 500, always on the principle of challenging the individual human being to search, to reach out, to grow and to be better.

A dream? Of course it is. But what is our great business if it is not one which transmutes the stuff of dreaming to reality?

You do it every day.



Robert Ross, vice president-creative director, creative services division, Leo Burnett Co., is chairman of the board of governors, Chicago Council, American Association of Advertising Agencies. Here he reports on the efforts of many fellow agency executives in making an advertising educational system work. Mr. Ross joined Burnett in 1961. He was with Arthur Meyerhoff Co., Chicago, 1959-61 and before that with Tatham-Laird. Mr. Ross at one time headed his own New York agency for nine years.

THE *McLendon* STATION

IN CHICAGO

W-NŪS

America's Unique

24-hour

All-News Station

IS NOW REPRESENTED NATIONALLY BY

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

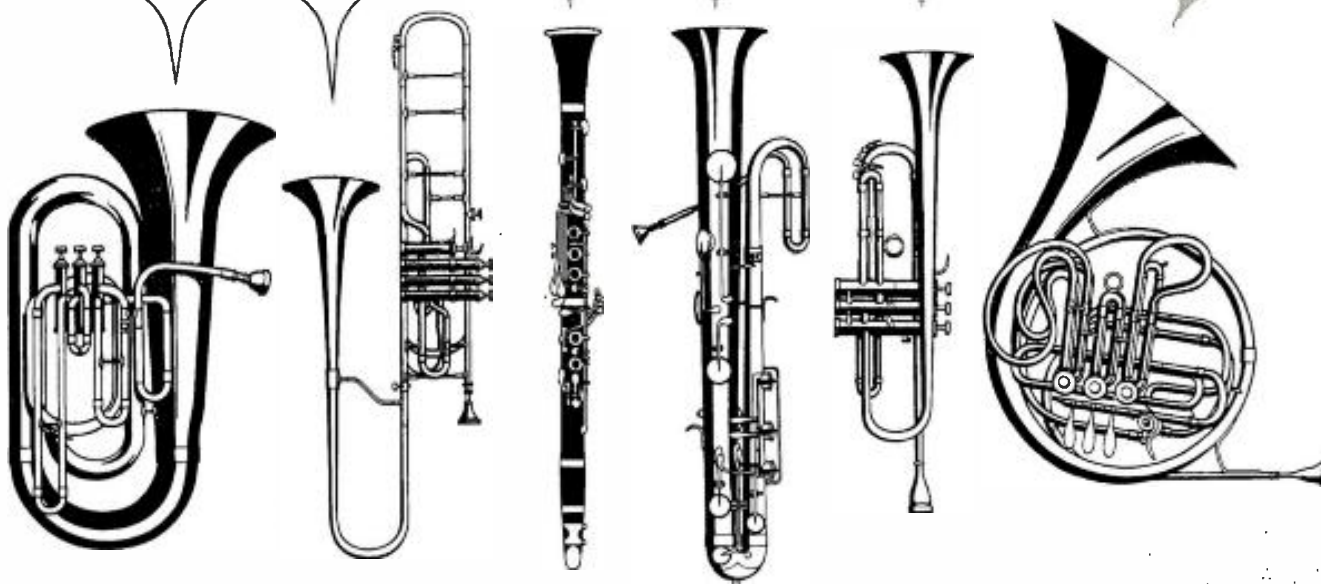
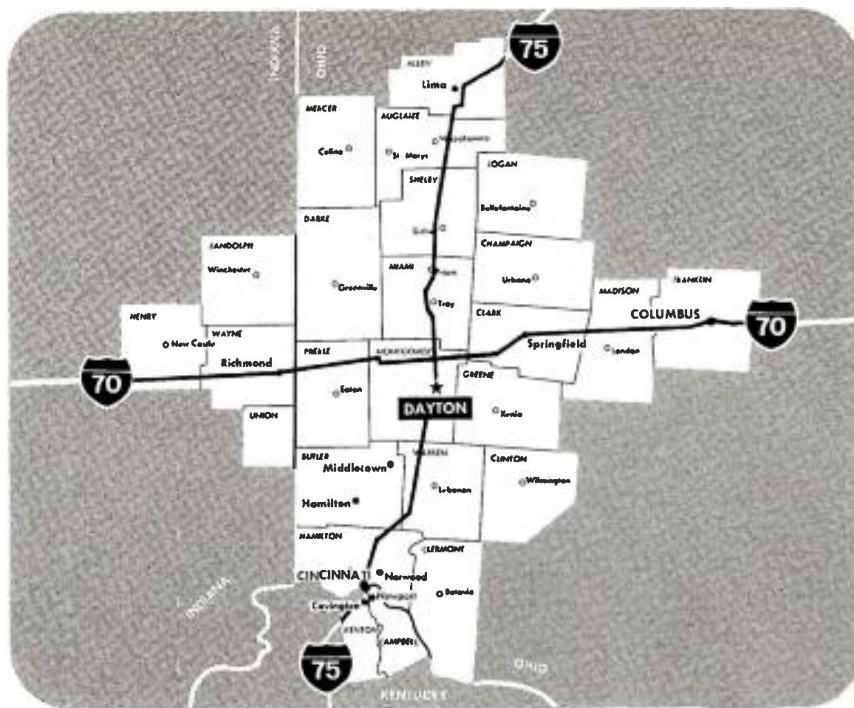
Pioneer Station Representatives Since 1932

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MINNEAPOLIS • ST. LOUIS • LOS ANGELES • DALLAS-FT. WORTH • SAN FRANCISCO



*"We will call you
about this great station
in Chicago."*

Welcome to
Megacity 



...the tenth largest consumer market in America

Small in size, massive in potential... that's the area within seventy miles of routes 70 and 75 in Ohio. In it are **seven** metro areas... three and one-half million people... **tenth** largest consumer market in America! ■ People can spend up to seven billion dollars here every year. And a huge segment of this market is within the powerful signals of WHIO-TV, AM, FM. ■ Let George P. Hollingbery give you facts and figures on the fabulous potential in Megacity 70 - 75... and how much of it WHIO-TV, AM and FM can deliver.

1104 FT.

WHIO-TV • CBS • CHANNEL 7
WHIO
WHIO-AM-FM • DAYTON, OHIO



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

Will vote halt pay TV's growth?

Plans for other systems across the country
may be held up until courts can decide whether
new California legislation is constitutional

The decisive victory of the opponents of pay TV in California at Tuesday's election left Subscription Television Inc. faced with the unhappy decision of whether to fight or to quit within the state. Sylvester L. (Pat) Weaver, STV president, immediately announced that a court fight would be instituted to have the new law declared unconstitutional.

The mandate at the polls brought a slowdown to plans underway for pay television systems in Georgia, Florida, Texas and other areas until the courts have an opportunity to decide the constitutionality of the California law. In Hartford, Conn., where a test of pay TV has been in progress for many months, RKO-Zenith said their plans would not be affected (see story page 22).

In California the opponents of pay TV have shown no inclination to drop their fight halfway and it is certain that lower court decisions would be appealed all the way to the United States Supreme Court, with perhaps two or three years elapsing before the final decision is handed down.

What Next? ■ What about the interim period? STV can pull out the millions of dollars worth of electronic gear installed in its program centers in Los Angeles and San Francisco and move to another city in another state with a more hospitable legislative climate, as Mr. Weaver threatened to do during the period before Nov. 3. Or STV could ask for an injunction to permit the company to continue to serve present subscribers while the court fight is in progress. Legal authorities say that such an injunction could be obtained. But they also are of the opinion that it would permit STV to continue its program service to its present subscribers but not to add new subscribers, which is illegal under the California law as amended last Tuesday.

Proposition 15, to outlaw pay TV, passed by a two-to-one margin, according to incomplete returns. With about 80% of the votes tallied, the count was

a "yes" vote of 3,485,324 and a "no" vote of 1,755,097. A complete count for Los Angeles county, where presumably the voters would be more familiar with STV's operation than in communities without this closed-circuit pay-TV service, showed the proportion of "yes" to "no" votes dropped to a three-to-two ratio.

It has been estimated that STV is losing \$10,000 a day in serving its present 6,000 subscribers (4,000 in Los Angeles, 2,000 in San Francisco). Mr.



Don Belding, the veteran advertising man who headed the Citizens Committee for Free TV, said much of the credit for their successful campaign to outlaw pay TV in California should go to the 80,000 members of the California Federation of Women's Clubs. "From the outset," he said, "they were on fire to protect the family pocket-book from pay-TV charges."

Weaver has stated that the breakeven point would be 75,000-80,000 homes, each spending between \$10 and \$15 a month for the programs coming to them over the three STV channels. So economic logic would seem to dictate a removal of the motion-picture projectors, tape machines and other equipment needed to originate programs for the closed-circuit cable service. Also the elaborate electronic computer installation to check on the reception of the STV programs in the homes of subscribers, so that correct monthly bills can be sent out.

Board Meet ■ Those questions were unanswered Thursday night, when an all-day meeting of the STV board broke with the directors leaving without making any comment on the matters that had occupied them during the preceding eight hours or more, although it was supposed that they would be asked on Friday, when a special stockholders meeting was to be held.

Also unanswered were other pertinent questions: What happens to the contracts STV holds with the Los Angeles Dodgers and San Francisco Giants for exclusive rights to show their games on TV? If STV leaves California, will these professional baseball games be available to viewers without charge on free TV? Or will they follow the championship fights into theater television?

And what about STV's contracts with the telephone company, 10-year contracts for transmission facilities for the program service, will the cables and wires installed specially for STV be left as is while the court fight is in process or will they be removed or converted for other telephone service? No word on this, either, from STV. But a spokesman for Pacific Telephone & Telegraph Co. said Thursday that the company is considering the matter, although no decision will be made until PT&T is notified of what STV is going to do. He pointed out that the contract stipulates that STV deposits in advance with PT&T payment for all work done

Vote will slow pay-TV plans in other areas

The setback dealt pay TV by California voters last week appeared sure to slow, at least temporarily, the expansion of pay TV into other areas.

Officials of the RKO-Zenith on-the-air pay-TV experiment in Hartford, Conn., stressed that their own plans would not be affected in any way. But companies planning pay-TV operations in four other cities said they would move slowly until the constitutionality of the California vote has been decided by the courts (see page 21).

Theater owners, heartened by the success of their California colleagues in opposing pay TV there, served notice that would-be operators elsewhere could expect the same sort of reception "whenever and wherever" they try to set up shop.

A spokesman for representatives of three new pay-TV ventures in the South and Midwest said last week that they are slowing down their preparations to watch what happens to Subscription TV Inc.'s court appeal of an antipay-TV referendum in California.

Watch and Wait ■ W. Robert McKinsey, executive vice president of Atlanta Telemeter Inc., said the principals behind several new pay TV systems doubt seriously that the California referendum will be upheld.

They are moving cautiously nonetheless, Mr. McKinsey said, because

if it is upheld, "theater owners would pounce on us all over the country . . . so we'll be slowing down at least to the degree we want to see which way the wind is moving."

Meeting in Little Rock, Ark., last Thursday (Nov. 5) were Mr. McKinsey of the Atlanta firm which has a pay-TV franchise for Georgia from International Telemeter of New York; Budd Mayer of Florida Home Theaters, which has plans for a system in Miami, and C. Hamilton Moses of Home Theaters Inc., a firm with franchises for Houston, Dallas, the rest of Texas, New Orleans, St. Louis and Kansas City, Mo.

Mr. McKinsey said Mr. Moses, a corporation lawyer with CATV interests (Midwest Video Corp.), advised the group last week that he couldn't see how the referendum could stand. He also saw no roadblocks as far as Congress is concerned. Also attending the meeting was Senator John L. McLellan (D-Ark.), Mr. McKinsey said.

Investment Small ■ So far the pay-TV groups' combined investment is "meager," Mr. McKinsey explained, "because no equipment has been ordered." However, proposals for wiring Miami, Atlanta, Houston and Dallas have been received from Bell system telephone companies, he continued.

It is a "reasonable guess" that contracts are not likely to be signed until

the STV matter is settled in court, he added. Plans are continuing, Mr. McKinsey said, but the holders of Telemeter pay-TV franchises are watching carefully.

Philip Harling, chairman of the Joint Committee Against Pay TV, which is composed of theatrical groups throughout the country, pledged vigorous resistance to all future efforts in the toll-TV field. In a statement last Wednesday Mr. Harling said:

"I am delighted that the voters of California indicated that pay TV is not in the public interest. This recall of an act of a California legislature has nothing to do with free enterprise. It must be remembered that it was a legislative act ostensibly for excise tax purposes that created the short-term enterprise of pay TV.

"The people's right to protect free TV should have an impact upon the FCC if and when the Hartford [pay TV] experiment comes up for a public hearing in June of 1965. What better evidence does the FCC require that pay TV is not in the public interest? The issue was presented in true democratic form and renounced by the voters in a positive and constitutional manner.

"Whenever and wherever an attempt will be made to revive pay TV in any form, the joint committee against pay TV will continue with all the force at its command to op-

pecially for the pay-TV service. "This has been done," he said. "We do not anticipate losing any more money on these jobs."

Announcing STV's intention to seek legal revocation of the approval by California voters of Proposition 15, Mr. Weaver said: "There is no doubt that the proposition, which was aimed at outlawing a legitimate new enterprise, is unconstitutional and a violation of the first amendment."

In addition to its court action, the STV president said, the company will also "seek redress through the Department of Justice, the Federal Communications Commission, and the Congress, so as to protect not only our stockholders, but also the public, both of whom are victims of this vicious conspiracy. The voters of California have, unfortunately, been duped into defeating their own best interests by a powerful and wealthy lobby of theater owners, aided by some broadcasters, through a most fraudulent campaign."

Don Belding, veteran advertising man and head of the Citizens Committee for Free TV, which conducted the successful campaign to outlaw pay TV inside California, credited the victory to the feeling of California voters that "television is in the public domain and should remain free. If California had approved pay television it would have swept the nation. On this both our committee and the proponents of pay television agreed. We anticipate that the California voter reaction will dash cold water on pay-television proposals elsewhere."

Women's Clubs Helped ■ Mr. Belding called the work of the 80,000 members of the California Federation of Women's Clubs "most potent." From the outset, he said, "they were on fire to protect the family pocketbook from pay-TV charges." He also mentioned labor councils, a veterans' committee, the Apartment House Association, the Staff Electronics Association, the hotel associations and the theater groups as being "right behind the women."

"Our biggest problem," Mr. Belding said, "was to straighten out the confusion between a 'yes' vote and a 'no' vote. In the early going too many of our supporters would tell they opposed pay TV and would vote 'no.' We finally got our message across with blunt advertising copy: 'keep TV free in your home—vote yes on 15—stop pay TV.'"

Dana Andrews, president of the Screen Actors Guild and head of the Fair Trial for Pay-TV Council, organized by the unions and guilds of motion picture workers to prevent the passage of Proposition 15, viewed the measure's adoption as "only a temporary setback for voluntary subscription television in the home.

"An incredible amount of money was spent by the theater owners of the nation to buy an affirmative vote, but we expect that ultimately the courts will hold this prohibition measure to be unconstitutional . . . this is going to take some years but it is inevitable."

Stock Price Drops ■ An early reac-

pose vigorously any inroads which directly or indirectly jeopardize free viewing television."

Supported Theater Owners ■ The joint committee supported the California theater owners in their fight against pay TV there, but did not participate directly in the campaign.

For their part, the pay-TV forces appeared disappointed but not daunted by the California action.

John Pinto, vice president of RKO General Phonevision, which operates the over-the-air pay-TV system in Hartford, Conn., said the company was "extremely disappointed" by the California outcome but expressed hope that STV would pursue all possible legal avenues.

He stressed that results of the California voting would have "absolutely no effect on our present and future plans."

RKO General Phonevision is operating in Hartford under a three-year experimental FCC license which expires in late June 1965. Mr. Pinto noted that the company has not announced whether it would apply to the FCC for an extension of its license.

At International Telemeter Corp. in New York, officials said that in general "Telemeter agrees with STV on its legal position" and that they see no adverse effect on pay TV in this country because "pay TV doesn't really exist as yet in this country."

International Telemeter, a subsidiary of Paramount Pictures Corp., is a developer of a wired pay-TV system that's been operating for several

years in suburban West Toronto and has granted franchises in four cities in the United States. (Atlanta, Houston, Dallas, and Miami. See above.)

Public Confused ■ According to Telemeter sources, the California rejection of pay TV was far from "clear cut" in that pay TV opponents in that state conducted a "big and expensive campaign." Moreover, the Telemeter sources said, the public was confused both on the wording and the intent of the proposition placed on the ballot.

Leslie Winik, president of International Telemeter, was out of the city and was not available for further comment. The West Toronto system is franchised through Famous Players Canadian Corp. Ltd., of which Paramount owns 51%, and the Telemeter system is being prepared for operation next spring in Great Britain (via British Telemeter Home Viewing Ltd., in which Telemeter holds a minority stock interest).

A spokesman for the Zenith Radio Corp., developer of the Phonevision system of subscription TV used in the Hartford experiment, said the company had "no comment" on the results of the California referendum. He added that the outcome there would have "no effect on plans for our over-the-air pay-TV system."

Last September Joseph Wright, president of Zenith, announced his company was negotiating with various broadcasting interests for an expansion of pay-TV service. He indicated Zenith was talking mostly with UHF broadcasters.

approval in February. The Citizens Committee for Free TV asked for a public hearing, which was held the latter part of March in Los Angeles and repeated a week later in San Francisco, but it was not until June (the day after the California primary election) that PUC handed down its approval.

Collected Signatures ■ Meanwhile, the California Crusade for Free TV, which like the citizens committee was organized and financed chiefly by the theater owners of the state, had been collecting signatures on petitions to put Proposition 15 on the ballot. A total of 468,250 signatures of registered voters are needed to put an initiative measure like this before the California electorate. The crusade was eminently successful, with more than a million signatures collected and filed with the registrars of voters throughout the state.

But it was in the persuasion of voters to vote "yes" on Proposition 15 that the citizens committee showed its real strength. Vivid billboards drove home the terse message: "Keep TV free in your home—vote yes on 15—stop pay TV." So did commercials on TV and radio. So did newspaper ads, but these also included other appeals, such as that appearing on sports pages at World Series time with a headline that warned "this could be the last World Series on free TV." (Calling this "disgracefully dishonest," STV protested to the Better Business Bureaus of Los Angeles and San Francisco. They questioned the citizens committee about it, in view of NBC's contract for the series through 1966, with pay TV expressly prohibited.) And every theater in the state, at every show, used screen ads urging the patron to vote for 15. (Sometimes these appeals accompanied others promoting sporting events to be seen at the theaters via closed circuit television and if there was any conflict there it was not evident to the theater operators.)

Broadcasters Help ■ A half-dozen broadcasters responded to the appeal of Don Belding for funds to fight pay TV with contributions of \$25 to \$100 each, according to the record filed Oct. 27 by the Southern California Citizens Committee for Free TV with the California secretary of state. Contributions of \$100 each were reported by WKBT (TV) La Crosse, Wis.; WVTG (TV) Rockford, Ill.; WSAV-TV Savannah, Ga.; WLAC-TV Nashville, Tenn., and WKRG-TV Mobile, Ala. WCSC-TV gave \$50 and John E. Fetzer, WKZO-TV Kalamazoo, WWTG-TV Cadillac, WWUP-TV Sault Ste. Marie, all Mich.; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, sent \$25 to the committee. Of total contributions of \$172,242.35 in this report, the second for this group, \$171,612.35 came from the California Crusade for Free TV, whose income came entirely from theater-affiliated individ-

tion to the approval of Proposition 15 was reflected by the market quotations by STV stock. Issued at \$12 a share and at one point rising to \$15.75, on Wednesday it opened at \$3 bid, \$3.50 asked, a drop of \$3 from Monday's closing figures of \$6 bid, \$6.87 asked. Later on Wednesday after the decision to go to court had been announced, the STV stock rose to \$3.75 bid, \$4.25 asked at the end of the day. On Thursday the price rose again to \$4.50 bid, \$5 asked.

The crushing blow of Tuesday's balloting climaxed a year of STV's endeavors to get its closed-circuit pay-TV service established and a period of less than four months of actual service in Los Angeles, where it was inaugurated July 17, and of less than three months in San Francisco, where the first programs were transmitted to homes of subscribers Aug. 14. The start of STV's three-channel cable service, offering subscribers a choice of three different programs-at-a-price in addition to their reg-

ular programs from the TV broadcast stations, had been scheduled for July 1 in both cities, but delays in completing the connections between STV's central point of program origination and the homes of subscribers forced the postponement of the opening day.

Some of the delays were due to difficulties in the manufacture of the electronic gear needed for the distribution of the STV programs via cables, their reception in the homes and the record keeping of which homes watched which programs, for billing purposes. But the chief brake on a fast getaway was that applied by the California Public Utilities Commission, whose approval of the contracts with the telephone companies for program transmission service is necessary before the studio-to-home connections are made. The first contract, for the Pacific Telephone and Telegraph Co. to connect homes in STV's area No. One in Los Angeles (a section of west Los Angeles containing 10,766 dwellings) was filed for PUC

GOP, Democrats top \$4 million in network TV

Estimates from the TV networks last week on campaign costs in this year's national election indicated a total \$4,046,800 in time purchased from Labor Day through election eve.

The estimates were nearly \$700,000 above earlier totals of the networks reported several days previous but before last-minute campaign orders had been placed (BROADCASTING, Nov. 2).

The Republicans for the Goldwater-Miller presidential and vice presidential ticket spent an estimated

\$2,145,000 on the networks and the Democrats for Johnson-Humphrey had an outlay estimated at \$1,901,800. Total time: 17 hours 5 minutes for the GOP, and 13 hours 25 minutes for the Democrats.

By network, the distribution of time and money was estimated as follows (in many cases, pre-emption costs were a factor and figured in.):

On CBS-TV—Republicans 4 hours 10 minutes, \$650,000; Democrats 4 hours 35 minutes, \$820,000.

On ABC-TV—Republicans 2 hours 45 minutes, \$380,000; Demo-

crats 4 hours 55 minutes, \$586,000.

On NBC-TV—Republicans 10 hours 10 minutes, \$1,115,000; Democrats 3 hours 55 minutes, \$495,000.

(The Democratic time estimate on both ABC-TV and NBC-TV was computed on the basis that a one-minute participation is equivalent to 10 program minutes.)

As previously reported, much of the Republican network political schedule, especially on NBC-TV, was in the less expensive daytime hours, accounting for the unusual volume of time recorded by the GOP.

uals and groups.

Expenses reported by the committee included over \$40,000 for outdoor advertising plus about \$2,000 for newspapers and a like amount for broadcast time, but also \$36,036.46 to Baus & Ross, who directed the campaign and presumably made most of the media buys. The same is also presumably true for the Northern California committee, whose only major reported expenditure was \$106,079.34 to Graham Kislingleberry, who handled the campaign in the San Francisco area and Northern California. Both committees will file final reports in the next few weeks.

Late Campaign ■ Early in the fall, STV sponsored some ads on TV urging a "no" vote on 15, but these were discontinued and for a month before election the only pro-pay-TV advertising was that of the Fair Play Council. On Sunday, STV sponsored a late evening "Phonathon" on KHJ-TV Los Angeles and on Monday it took ads in major market newspapers throughout California in a last-minute appeal to voters which a cynical observer described as "a classic example of too little and too late."

As if expecting the worst, STV also began cutting back early in the fall. First, all preparations for new programming were suspended. Then a halt was called to solicitations of new subscribers and little if any attempt was made to connect homes in areas newly approved by the PUC. Rumors that STV had run out of money were circulated despite vigorous denials by Mr. Weaver. Perhaps the greatest misfortune to befall STV was the untimely death of Matthew Fox, who at 53, succumbed to a heart attack on June 1. Mr. Fox was board chairman of Subscription Television Programs Inc., program subsidiary of STV, and it was he who had negotiated the exclusive contracts with the Los Angeles Dodgers

and the San Francisco Giants that provided STV with its strongest programming features. Mr. Fox was also responsible for the arrangement with Sol Hurok that made available to STV many of the world's top musical and ballet performers and groups.

The pay-TV vote in California brought questions in Washington on whether government agencies would show an interest in the voter decision.

While the FCC could authorize pay TV anywhere, even in California, without consideration being given to local view or laws it is not likely to do so as a practical matter, an FCC lawyer told BROADCASTING.

Television, he said, is the federal gov-

ernment's business. In theory this authority extends to wire systems too, assuming that the government would take a step it hasn't taken up till now. But, he observed, it would be pointless to oppose local governments that don't want pay TV.

Since wire, poles and easements are involved, and local governments control their use it would be useless to attempt to install pay TV without state and local approval.

The only interest of the Securities & Exchange Commission in the election development will come at the end of the month of November. Within 10 days after that date Subscription Television Inc., a Delaware corporation, must file a statement with SEC amending its prospectus to show that California voters have voted to ban pay TV in that state and that STV is going to fight the decision in the courts.

Goldwater swings at news commentators

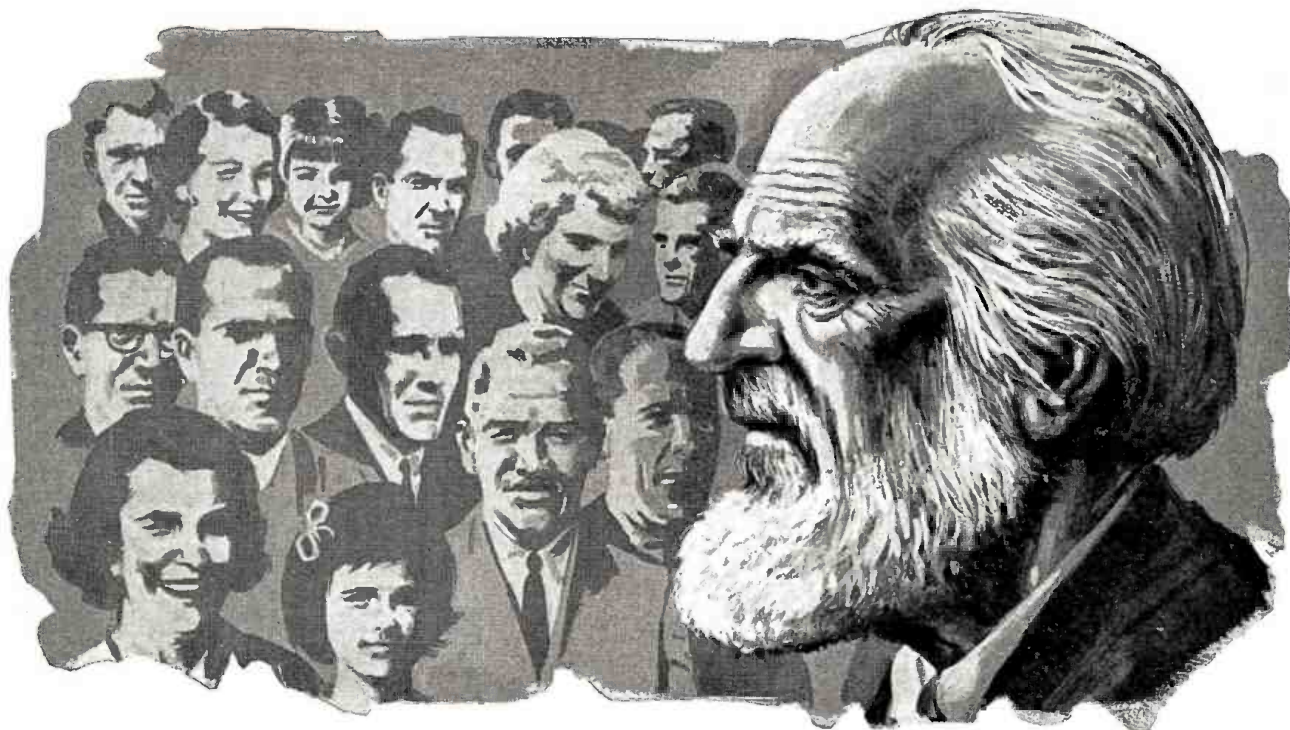
Senator Goldwater said last week he thought his campaign was covered fairly by the regular reporters who traveled with him but charged that columnists and commentators responsible for "vitriolic, unbiased attacks" on him should "hang their heads in shame."

Responding to a question during a nationally broadcast news conference the day after he lost the election, Senator Goldwater said he didn't think news coverage was responsible for his defeat.

"I do think, though," he continued, "that the attempt by the—oh, you might say the columnists, that angle, that end of the press, both TV, radio and in the papers have hurt, because I've never seen or heard in my life such vitriolic,

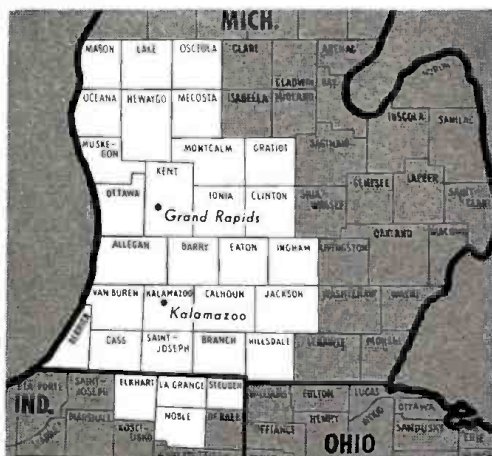


STV's Weaver
Fight goes on



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WKZO-TV propagates more viewers for its advertisers than any other Michigan station outside Detroit. Here's what NSI (July, '64) shows:

- 9 a.m.-midnight, Sunday through Saturday, prolific WKZO-TV delivers 29% more homes than Station "B."
- 7:30 p.m.-11 p.m. Sunday through Saturday, WKZO-TV begets 53% more viewers than Station "B."
- 9 a.m.-noon, Monday through Friday, WKZO-TV's viewing population explodes to 166% more than that of Station "B."

Let your Avery-Knodel man show you all the vital statistics on WKZO-TV! And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*410 descendants survived John Eli Miller when he died at 94 in 1960.



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RADIO
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WWTW-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
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unbased attacks on one man as has been directed to me.

"Now you fellows in the working press haven't done that but I think if—oh, the things I've been called right down the line although sometimes they didn't spell it out—coward, uneducated, ungently, a bigot and all those things—I never in my life have seen such inflammatory language as has been used by some men who know better, who should write better, who should have enough decency, common ordinary manners about them to know that no man in this country, for example, is ever going to start a war, that no man in this country is ever going to deny anybody what they have coming to them.

"I think these people should frankly hang their heads in shame because they've made the fourth estate a rather sad, sorry mess."

A feeling that Senator Goldwater's treatment by the news media was responsible for his defeat had been attributed election night (Nov. 3) to his successor in the Senate, Republican Paul Fannin, Arizona governor.

Republican criticism of news coverage, especially editorials, signed columns and broadcast comment, was frequent during the campaign, but was especially severe during the GOP convention (BROADCASTING, July 20).

Two victors say TV debates helped win

Two triumphant U. S. senators-elect who beat incumbent senators last week credited their opponents' errors in use of television as keys to victory.

George Murphy, former actor, said Senator Pierre Salinger (D-Calif.), "made a bad tactical error in agreeing to debate me on television. I was anxious to let the public see us side by side. I was amazed how short Mr. Salinger looked beside me and I knew then I had the advantage."

Robert F. Kennedy said he was helped by his own use of TV commercials and a bad public impression made when Senator Kenneth B. Keating (R-N.Y.) locked him out of a TV studio when Mr. Kennedy appeared to answer a debate challenge (BROADCASTING, Nov. 2).

Of the "lockout" incident at WCBS-TV New York two weeks ago, Mr. Kennedy said he thought Mr. Keating would have done better to admit him to his studio and permit him to appear on Mr. Keating's own paid half hour. (Instead, the senator featured an empty chair labeled with his opponent's name.)

Then, Mr. Kennedy explained, the

senator should have challenged Kennedy to permit him to appear on Mr. Kennedy's own broadcast, a 30-minute buy that was scheduled to follow the Keating broadcast. Mr. Kennedy said that he would have been unable to refuse such a request.

Decisions and more decisions

FCC had hands full with last-minute entrants in equal-time derby

The 1964 political campaign ended for the FCC in a fashion that has become familiar with a flurry of tough, last-minute political broadcasting complaints demanding immediate attention.

One of these, which required an unusual Saturday (Oct. 31) session, resulted in a second denial of Senator Barry Goldwater's appeal for free time on ABC, NBC, and CBS TV and radio to respond to President Johnson's Oct. 18 special address on foreign affairs (BROADCASTING, Oct. 26). The Saturday vote, on a fairness-doctrine complaint, was 5-1.

Another late question, which the staff handled by telephone on the Saturday before election and then confirmed by wire on Monday (Nov. 2), resulted in a half-hour being made available on WABC-TV New York and nine ABC affiliates in New York state to each of three minor-party candidates for the U. S. Senate.

The candidates, Henry Paolucci of the Conservative Party, John Emanuel of the Socialist Labor Party, and Richard Garza of the Socialist Workers Party appeared on the stations on Nov. 2. They had asked for time after Senator Kenneth Keating (R) and his Democratic opponent, Robert F. Kennedy, appeared on a news interview program carried by the 10 stations on Oct. 25. However, the commission's decision provides no guide for broadcasters for the future—the telegram from the staff gave no reason for holding that the program was not exempt from the equal-time law.

Quality not Quantity — Overall, commission staffers say that, although figures are not available, the 1964 campaign probably didn't produce as many equal-time complaints as the last presidential election four years ago. But, they add that some were tougher than any received then.

An example they cite was the one in

which the Republican National Committee initially asked for time for Senator Goldwater to reply to President Johnson's special address on the shake-up in the Kremlin and the explosion of a nuclear device by Communist China. The commission rejected that plea, on a 6-1 vote, on the ground that the speech was "an act of office" and a bona fide news program exempt from the equal-time law. The U. S. Court of Appeals upheld this view on a 3-3 vote (BROADCASTING, Nov. 2). And the Supreme Court, in a special session refused to review the matter.

That decision, however, led to the senator's contention that the networks should have made time available to him because of their obligations under the fairness doctrine—the question the commission disposed of at its special Saturday meeting. The commission said that the networks had already been fair to Senator Goldwater by presenting his views, on the issues discussed by the President, on various programs, including newscasts.

In reviewing fairness-doctrine complaints, the commission said, it accords broadcasters considerable discretion. It is concerned, it added, only if it appears that the broadcasters have acted "unreasonably." The commission said it could not conclude that the networks had abused the "considerable discretion" they have in meeting their fairness obligations. Commissioner Frederick W. Ford concurred in the result, and Commissioner Robert E. Lee was absent.

Hyde Dissents — The lone dissenter was Commissioner Rosel H. Hyde, who had cast the only negative vote in the original decision to deny the senator equal time. In a dissenting statement last week, he said that the network programs expressing the senator's views "presumably" were comparable to the regular programs referring to the President.

"Nothing has been shown [featuring the senator] comparable to the three-network special program which was the basis of the demand for equal opportunity," he said.

The networks had argued that if they made time available to Senator Goldwater, under the fairness doctrine, they would have been obligated, under the equal-time law, to give time to the five minor party presidential candidates who had requested it.

Commissioner Hyde, however, noted that the FCC—which didn't discuss this aspect of the problem—"made no such finding."

ABC officials last week were still wondering why the back-to-back appearances of Senator Keating and Senator-elect Kennedy on *New York, New York* obligated the stations involved to make equal time available to three

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- "Processing at the Station" by Carroll McGaughey, WSOC-TV, Charlotte, N.C.

PICTURE MAKING

- "Picture Making" by Jack Bush, ABC News
- "The Cameraman Who Works with a Full Crew" by Houston Hall, WRCV-TV, Philadelphia, Pa.
- "The Cameraman Who Works with a Reporter" by P. J. O'Connell, WIIC-TV, Pittsburgh, Pa.
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minor party candidates. The program is regularly scheduled on ABC's owned station, WABC-TV, but is not normally carried by the network's affiliates, as was the Oct. 25 broadcast.

Negative Opinion ■ The network had maintained that the program was a bona fide news interview—one of four categories of programing exempted by amendment from the law. But Mr. Paolucci argued that the program was not a bona fide news interview within the meaning of the amendment, and the commission staff agreed—but didn't say why. The telegram to the network said only that the program was "not exempt" and that the minor party candidates were entitled to equal time.

A commission staff member said later that no opinion was written because of the lack of time. But he said the basis for the decision was a 1962 ruling on a news interview program that featured the then governor of Ohio, Michael DiSalle. The commission said that program was not exempt, according to the FCC primer on equal-time questions, because "the selection and compilation of the questions, as well as the production, supervision, control and editing of the program are not functions exercised exclusively by the stations [involved]."

But as to the applicability of that ruling to the Keating-Kennedy program, the staff member said, "you'll have to draw your own conclusions."

New York, New York is a one-hour program featuring news interviews, documentaries or discussions. The questioners on the Oct. 25 program were members of New York Young Democratic and Young Republican clubs who



Commissioner Hyde
Disagrees on network obligation

interrogated each of the candidates a half hour. The remaining half hour was given over to a discussion among the panelists. The station said the news department conceived the show's format.

The same format was used in the special program featuring the minor party candidates on Monday, from 1-2:30 p.m. Young Democrats and Young Republicans teamed with Young Conservatives to question Mr. Paolucci, with Socialist Labor Party members to question Mr. Emanuel and with Socialist Workers Party members to question

Mr. Garza.

Unsettled ■ Although the campaign is over, at least one political broadcasting complaint remains. However, it involves a question of rates charged rather than equal time.

One particularly knotty equal-time question that never reached the point of decision involved the broadcasts by WIVI Christiansted, V. I., of commercial spots on which the voice of a candidate was heard. The candidate—for a Virgin Islands' general assembly seat—made the recorded spots before the campaign, when he was employed by WIVI as a disk jockey. He was not with the station during the campaign, when the spots were played, and he was not identified in the commercials.

But four of his opponents took their demand for equal time to the commission. The staff discussed the matter with both sides, and the station eventually offered to make time available—but without conceding it had any obligation to do so. Later, it learned there were eight other candidates in the same race—and withdrew its offer of time. No further complaint was received by the commission.

FCC checks move on Negro write-in votes

The FCC has begun an inquiry into one of the most bizarre controversies to grow out of the presidential election campaign.

At issue is a series of three one-minute political spots for which Bozell & Jacobs, Chicago, one of the country's major advertising agencies, sought to purchase time on Negro-oriented radio stations on the pre-election weekend.

Two of the spots were violently anti-President Johnson, alleging that he supported lynching because he voted against so-called anti-lynching legislation when a senator.

The third urged Negroes to write in the name of Dr. Martin Luther King Jr. for President when they voted.

The order was for a total of 24 minutes, and the copy wasn't received by the stations until the day before it was scheduled to run.

The agency attempted to order at least 15 stations. But five reportedly turned down all the spots. Others accepted two, refusing the one urging a write-in vote for Dr. King.

The FCC, acting on a complaint from the Democratic National Committee, has asked the agency to supply information concerning the sponsorship of the spots, including details as to who paid for them.

The sponsor is given as the Committee for Negroes in Government, Louisville, Ky. But Democratic National

Barry Gray suspended, then gets new contract

Barry Gray, late-night personality on WMCA New York, was suspended by the station last Tuesday (Nov. 3) for an alleged "lack of fairness" on his program on election eve. Two days later he quietly was signed to a new contract.

Mr. Gray received the brief suspension for violating "WMCA's integrity, the station's standard of fairness, and the courtesy accorded to guests on WMCA programs" during an interview with Milton Eisenberg, an administrative aide to the subsequently defeated Republican Senator Kenneth B. Keating.

The commentator, an outspoken admirer of Mr. Keating's opponent in the campaign, former Attorney General Robert F. Kennedy (D), was said to have used the word "oily" during the broadcast in describing Mr. Eisenberg's response to Mr. Gray's questions. Mr. Gray explained he became angry when Mr. Eisenberg was said to have attempted to

link Mr. Kennedy with the late Senator Joseph R. McCarthy (R-Wis.) and then "refused to amplify."

R. Peter Straus, president of the Straus Broadcasting Group, which owns WMCA, and the man responsible for the commentator's short-lived suspension, had been on leave for the past two months while serving as campaign director for the Democratic state committee.

WMCA announced in reinstating Mr. Gray, that he had been signed to a new contract for 1965, and would resume his nightly broadcast today (Nov. 9).

In a statement issued by Mr. Gray, the commentator apologized for the "error of mistaking heat for light" and extended "a most cordial invitation" to Mr. Eisenberg "to appear on the program anytime he wishes to discuss any subject he chooses." He also noted that WMCA's "arrangement for my editorial independence continues in full force."

These built-in appeals are why 75 stations across the country bought EN FRANCE...

- continuity of characters over 26 programs
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- glamour of international star Dawn Addams as a charming mistress of ceremonies and personal guide
- entertainment and easy learning, wittily combined
- music and lyrics 'specially composed for the series
- programming service to your community

EN FRANCE praised by viewers and station management...

Fred Thrower, Executive Vice President and General Manager of WPIX, Channel 11, says "We are delighted to have EN FRANCE as part of our programming service to the New York community and would welcome more programs like it if only they were available".

EN FRANCE is now available for re-runs in these markets (and first run everywhere else):

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KGUN Tucson
KBLU Yuma
KPHO Phoenix

CALIFORNIA
KVIQ Eureka
KJEO Fresno
KHJ Los Angeles
KCRA Sacramento
KOGO San Diego
KGO San Francisco
KEYT Santa Barbara
KNTV San Jose
KLYD Bakersfield

COLORADO
KLZ Denver
KRDO Colorado Springs

CONNECTICUT
WNHC New Haven

GEORGIA
WSB Atlanta

HAWAII
KGMB Honolulu

ILLINOIS
WBKB Chicago

INDIANA
WEHT Evansville
WFBM Indianapolis
WSJV Elkhart-South Bend

IOWA
WMT Cedar Rapids

KENTUCKY
WLKY Louisville
WLTW Bowling Green

LOUISVILLE
KATC Lafayette
KSLA Shreveport
WVUE New Orleans

MAINE
WMTW Portland

MASSACHUSETTS
WHDH Boston
WHYN Springfield

MICHIGAN
WOOD Grand Rapids

MINNESOTA
WTCN Minneapolis

MISSOURI
KTVI St. Louis

NEVADA
KLAS Las Vegas

NEW YORK
WTEN Albany
WGR Buffalo
WPIX New York
WROC Rochester
WNYS Syracuse
WKTU Utica

NEW MEXICO
KOB Albuquerque
KAVE Carlsbad

NORTH CAROLINA
WLOS Asheville

NORTH DAKOTA
KEND Fargo
KNCD Pembina
KNOX Grand Forks

OHIO
WCPO Cincinnati
WSPD Toledo
WJW Cleveland
WLWC Columbus

OKLAHOMA
WKYT Oklahoma City

PENNSYLVANIA
WJAC Johnstown
WGAL Lancaster
WDAU Scranton
WQED Pittsburgh

RHODE ISLAND
WPRO Providence

SOUTH CAROLINA
WCSC Charleston

SOUTH DAKOTA
KSOO Sioux Falls

TEXAS
KPAR Abilene
KVDO Corpus Christi
WFAA Dallas
KPRC Houston
KMID Midland
KFDX Wichita Falls

UTAH
KCPX Salt Lake City

VIRGINIA
WVEC Norfolk
WLVA Lynchburg

WASHINGTON
KREM Spokane
KTNT Tacoma
KWSC Pullman

WASHINGTON, D. C.
WRC

WEST VIRGINIA
WCHS Charleston
WTRF Wheeling

WISCONSIN
WFRV Green Bay
WMTV Madison

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FCC outlook: Changes in prospect?

FORD IS EXPECTED TO ACCEPT POST AS PRESIDENT OF NCTA

Don't look for overnight changes in the makeup and the policies of the FCC in the wake of Lyndon B. Johnson's election to the Presidency with the biggest vote in history.

There may be a lag of a few weeks before changes occur in personnel and considerably longer before new policy lines appear, if at all.

Although the FCC is only one of dozens of agencies that inhabit the federal establishment it happens to be the most sensitive for President Johnson because of the Johnson family ownerships in broadcasting stations. But the overwhelming vote in last week's elections, carrying even stronger control of Senate and House with him, gives Mr. Johnson carte blanche in all areas. Johnson family broadcast ownership was made an issue but caused no discernible stir.

Change Imminent ■ At least one change at the FCC is believed imminent. That is the anticipated resignation of Commissioner (and former Republican chairman) Frederick W. Ford to accept a standing offer of the presidency of the National Community Television Association, at a reported \$50,000 a year salary. Mr. Ford hasn't confirmed or denied the published report (CLOSED CIRCUIT, Oct. 26). His departure would be regretted by his colleagues and by the administration which urged him to accept reappointment last summer.

Speculation also centers around the ultimate status of Chairman E. William Henry, 34-year-old Tennessean, who won his appointment, and his chairmanship under the Kennedy New Frontier and who is closely identified with former Attorney General and Senator-elect Robert F. Kennedy of New York. Mr. Johnson is going to select his own team, according to those who know him best, and retention in key posts of many New Frontier holdovers is not contemplated.

But, as long as the Johnson family owns stations subject to FCC licensing, it is generally thought that Mr. Johnson won't be disposed to molest the status quo at the commission, except to fill vacancies. So far as is known, Mr. Henry has no idea of leaving the FCC, but it is doubtful if he would remain if it meant reverting to a commissionership. His current tenure as commissioner runs until 1969. His tenure as chairman, however, is at the pleasure of the President.

Who Would Be Chairman? ■ If there should be a vacancy in the FCC chairmanship, either by resignation or by presidential action, it is expected the post would be filled from among the other three Democratic members. These, by seniority, are:

■ Robert Bartley, native Texan, close friend of Mr. Johnson and nephew of the late House Speaker Sam Rayburn, who was Mr. Johnson's mentor and his campaign manager for the presidential nomination in 1960. Mr. Bartley wants the chairmanship.

■ Kenneth Cox, a native of Washington, former chief of the FCC's Broadcast Bureau, and a protege of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. An attorney who served as special counsel of the Magnuson committee, he is a stickler for strict adherence to the letter of the law and to the FCC's regulations and believes that the FCC has ample power, sustained by the courts, to regulate virtually every aspect of broadcasting, including supervisory surveillance of programming.

■ Lee Loevinger, the neophyte Democratic member. He is the former assistant attorney general in charge of antitrust; a former justice of the Minnesota Supreme Court, and an attorney of wide experience in general practice. Mr. Loevinger might prefer a federal

judgeship or even a reappointment to the Department of Justice to the top job in the FCC. But he probably would accept the chairmanship if asked.

Commissioner Loevinger has a lot going for him. He is a Humphrey man, and the new Vice President-elect is a Loevinger man. Moreover, word from the White House is that President Johnson intends to rely heavily upon his Vice President to seek out and encourage competent people to serve on independent agencies and in the executive establishment. Mr. Johnson knows what it is to be a Vice President without duties other than those of presiding over the Senate, and as stand-in for the President.

No Policy Changes ■ In the area of public policy, no immediate changes are foreseen under a duly elected President Johnson than those that obtained during his 11-months of the inherited Presidency. He wants to keep the economy moving, and benefits for workers, the aged and the infirm.

But, unlike his immediate predecessor, Mr. Johnson knows business and he knows what it is to meet a payroll. Mrs. Johnson's station ownerships, and related real estate and livestock enterprises are not beyond his ken. And, he has more than a cursory acquaintance with advertising, advertising agencies, and networks. Some of his best friends, during his tenures in the House, Senate and as Vice President, were broadcasters.

Consequently, there should be no stampede toward greater regulatory controls. This holds whether or not the trustees of the Johnson family properties, valued variously at from a book value of \$3.5 million to \$14 million in today's market, decide to sell. And the guess is that they will be sold.

Between now and the inauguration on January 20, 1965, few changes in the administration are expected. Some

Committee Chairman John Bailey said the committee was a "false front set up in a last-minute effort by Goldwater supporters to persuade Negro voters to waste their ballots."

Campaign Disavowed ■ Dr. King, prominent Negro leader who is the 1964 winner of the Nobel Peace Prize, called a news conference in Atlanta to

disavow the campaign in his behalf. He called it "a cruel and vicious attempt to confuse Negro voters and to nullify their votes."

His message was distributed by the Democratic committee over its own communications network to all party state organizations, and it was carried by Negro stations across the country.

Although Democratic party workers considered the spot on Dr. King fraudulent, they said the first two spots in the package were "inflammatory." One evoked the memory of Emmett Till, the 14-year-old Chicago Negro murdered in Mississippi about 10 years ago.

The spot also asserted that President Johnson had voted against anti-lynching



Fred Ford
May leave for NCTA



E. William Henry
No idea of leaving



Lee Loevinger



Kenneth Cox



Robert Bartley

Potential chairmen among commissioners

incumbents, probably reading the handwriting on the wall, may resign to return to private pursuits. It is customary for all heads of agencies holding presidential appointments subject to Senate confirmation to submit their resignations, on the thesis that they were appointed by and serve at the

pleasure of the President. These, however, normally would not be considered until the President is inaugurated.

Strength on Hill ■ Mr. Johnson will have a Congress generally more compatible to his views. Many of the incumbents and most of the Democratic newcomers owe their election

to the Johnson landslide.

Chairmanships of both the Senate and House Commerce committees, which handle broadcast matters, should remain unchanged. Senator Magnuson was not up for election. Senator John O. Pastore (D-R.I.), who won his race handily, is expected to become Democratic whip, succeeding Vice President-elect Humphrey. Therefore he might be too busy to continue as chairman of the Commerce Subcommittee on Communications.

In the House, re-election of Oren Harris (D-Ark.) assures his continued chairmanship of the Commerce Committee. He is the top authority in Congress on broadcasts and related matters, including community antenna television. It is likewise presumed that Representative Walter Rogers (D-Tex.), who also won, will continue as head of the Communications Subcommittee. He's the darling of the broadcasters because of his stout defense of free enterprise and his leadership in defeating the FCC's proposal to implement NAB commercial code provisions in FCC regulations.

Hartke Back ■ Returning to the Senate is its staunchest supporter for outright repeal of Section 315—the equal-time provision that caused such headaches in the political campaign and that led to the "fairness" doctrine problems. Senator Vance Hartke (D-Ind.) won in the Johnson-Humphrey sweep of the normally Republican Hoosier state. Also returning are such figures as Senator Thomas J. Dodd (D-Conn.), who, as chairman of the Subcommittee on Juvenile Delinquency, has repeatedly blasted purported crime and violence on television, and Senator Ralph Yarborough (D-Tex.) chairman of the Commerce Watchdog Subcommittee on Elections.

One newcomer in the Senate, George Murphy, California Republican who defeated Pierre Salinger, interim senator, may prove a problem for the mass media. A former actor and an executive of Technicolor Corp., Senator-elect Murphy hasn't been too easy on motion-picture producers and this may carry over to television programming centered in Hollywood, according to informed opinion.

legislation and therefore was "for" lynching. The second spot carried a similar message.

The spot radio campaign came to light about the same time an employee of the Republican National Committee was reported to have ordered the printing of 1.5 million copies of a leaflet urging Negroes to cast write-in votes for

Dr. King. The order was placed with an Atlantic City printer.

New Jersey Aspect ■ The New Jersey attorney general, Arthur J. Sills, who is investigating the matter, identified the Republican committee employee as Clay Claiborne. Republican committee officials in Washington denied any knowledge of the write-in campaign in

behalf of Dr. King or of the Committee for Negroes in Government.

The only members of that committee thus far identified are Thomas Frazier, chairman, and Oliver Miles, secretary. Both are said to be employees of the city of Louisville. Newsmen's efforts to contact either man have been unsuccessful. It was understood FCC officials managed

to reach Mr. Frazier but that little information was obtained from him.

Nathan Jacobs, president of Bozell & Jacobs, said the agency has handled a great number of political accounts from various groups and had accepted the order from the Committee for Negroes in Government "in good faith."

The good faith was based in part on a "certificate of legitimacy" Mr. Jacobs said the committee produced. He declined to give any details of the "certificate" other than to say it purported to attest to the authenticity of the committee and to describe it as having been organized to promote the welfare of Negroes.

Harold Leventhal, counsel for the Democratic National Committee, in filing the complaint with the commission, said that the spots violated the Communications Act requirement that true sponsorship of programing be identified.

"Obviously," he said, "this purported sponsor is a mask for the effort of Goldwater supporters who would seek

to benefit from the spoilage of Negro ballots."

Commission attorneys, in addition, say another section of the Communications Act, involving disclosure of payments for broadcast material, might be involved. The section requires "any person" who provides material for broadcast to disclose whether any money has been paid or accepted "for the inclusion of any matter as a part of such program or program matter."

Violation of the section carries a maximum penalty of a \$1,000 fine and one-year imprisonment.

Mr. Jacobs, who is preparing a complete report for the FCC, said Friday the charges for the time actually used in the spot campaign totaled \$5,169. Of this, \$1,154 was charged to the Dr. King spot.

Time for the spots was purchased up to a week in advance, but the copy for the first two spots, which was prepared by the agency, was not received by the stations until Friday, Oct. 30,

The third spot, on Dr. King, was supplied by the committee, Mr. Jacobs said, and was distributed to the stations late Saturday and early Sunday.

WLIB and WWRL, both New York, WCHB Inkster, Mich., WDAS Philadelphia and KDIS San Francisco, though ordered did not carry the spots. WJLB Detroit, WVON Chicago and WJMO Cleveland carried the first two but not the Dr. King spot.

Stations known to be involved are KDAY Santa Monica, Calif. and KOFJ Los Angeles, KXLW and KATZ, both St. Louis, WABQ Cleveland, WMBM Miami Beach, and WAMM Flint, Mich. They are reported to have carried all three spots but to have cancelled them after management heard them, or on receiving wires from Dr. King disavowing the write-in campaign.

Some stations, like KXLW, carried strong disclaimers before and after the spots. The station also broadcast Dr. King's telegram, concerning his disavowal, as a news item.

Capitol Hill's changing scene

There will be lots of new faces in 89th Congress but most of those legislators responsible for broadcasting matters will be coming back

There will be many new faces in the 89th Congress when it meets in January. But the men who have been largely responsible for Congress's attitude toward broadcasting for the last several years will be back, too.

Harris, Magnuson, Rogers, Pastore, Dodd, Yarborough, Celler—the chairmen of the key Hill committees—are assured by the huge Democratic majorities (2-1 in both the House and Senate) to be back in their respective saddles next year if they want them.

The membership of their committees has changed some, however. Among the missing will be several lawmakers who have generally been friendly to broadcasters but who for various reasons were not returned to office. In their places, judging from the generally liberal character of freshmen just elected, will be congressmen that can be expected to be more sympathetic to pleas for consumer protection and a larger role for government in business through regulation.

Some races are still undecided. Re-count or official canvass will determine whether 1) Robert Taft Jr., related to the broadcasting family, will follow his

late father in the Senate; and 2) Senator Howard Cannon (D-Nev.) of the Commerce Committee will retain his seat.

Lowell Thomas Jr., son of the commentator, must await a count of absentee ballots to learn if he has beaten Representative Ralph J. Rivers (D-Alaska) in his second try.

Seniority — major factor determining committee assignments — will plague both Democrats and Republicans.

Senator Strom Thurmond (R-S.C.), who ranked high on the communications subcommittee until he bolted the Democratic party in September, wants his eight years as a senator to count when the GOP decides if he belongs on the parent commerce committee.

In the House, two Democratic members of the commerce committee who supported Senator Goldwater's Republican candidacy are likely to be challenged. Representative John Bell Williams (Miss.), number two Democrat on the panel, and A. W. Watson (S.C.), junior on the committee, were warned early in the campaign by House liberals that endorsement of Senator Goldwater—whether or not they bolted

the party—would jeopardize their Democratic standing. A move to strip seniority from both would be more serious to Mr. Williams, elected last week to his 10th consecutive term.

Senator Pierre Salinger (D-Calif.), first former White House news secretary in the Senate (by appointment this summer after the death of Clair Engle), lost his campaign for a six-year term to George Murphy. Senator Salinger said he would consider a suggestion that he resign before January to permit his successor to be appointed and gain a seniority advantage.

Senator Ralph Yarborough (D-Tex.), chairman of the Freedom of Communications (Watchdog) Subcommittee who won a bitter primary contest for re-nomination from Gordon McLendon, president of the McLendon stations, was re-elected as were the other members of his panel, Senators Gale W. McGee (D-Wyo.) and Hugh Scott (R-Pa.).

Other changes are noted below.

HOUSE

Appropriations ■ Representative Albert Thomas (D-Tex.), chairman of the independent offices subcommittee that oversees FCC and Federal Trade Commission budgets, retained his chairmanship while moving up to second-ranking on the full committee when two of the three Republicans on the subcommittee were defeated: Representatives Harold C. Ostertag (N.Y.) and Louis C. Wyman (N.H.).

Commerce ■ Five members were de-



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top 100 U.S. markets. In fact, it rates us *99th!*

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NBC Television's triumphant coverage of the election returns was in no sense the achievement of a single night.

Or even of a single season.

Such accomplishments are a virtually inevitable product of years of preparation.

This latest demonstration of first-rank reporting and analysis was the collective effort of hundreds of talented, tireless NBC newsmen from coast-to-coast. These human efforts, aided by the electronic wizardry of the latest RCA computers, gave the nation's viewers the clearest understanding of the election night developments.

NBC News applies a criterion of excellence to *all* of its output all year long. And



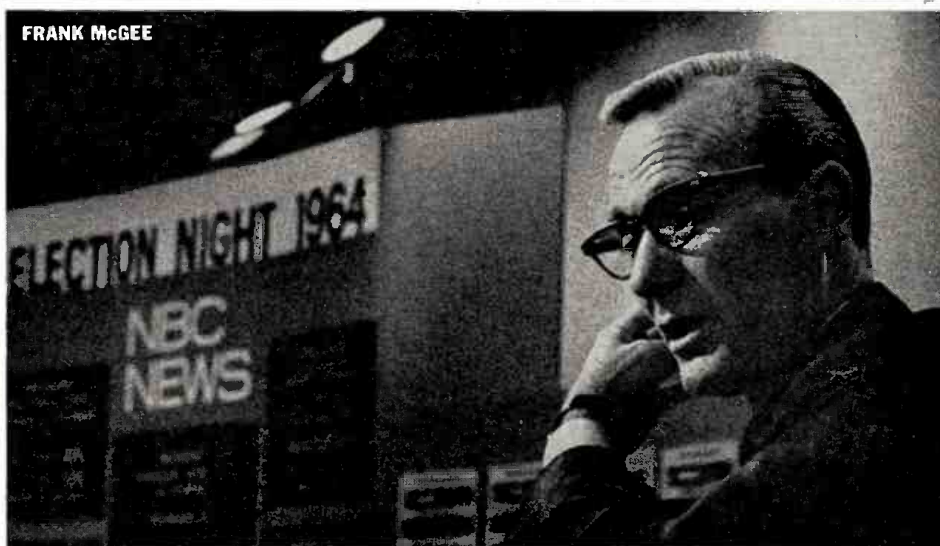
EDWIN NEWMAN



JOHN CHANCELLOR



FRANK MCGEE



his output covers an extremely broad gamut of subject matter.

For NBC News, there is no vast gap between past and present. Almost nothing, after all, is outside the flow of history.

Obviously, the sudden deposing of a foreign political chief, or the eruption of an atomic bomb by an erstwhile non-nuclear nation are events *calling* for television news reports and specials. But—perhaps not so obviously—there is also a need for specials that enlighten us about the past. With this in mind, NBC News has produced highly acclaimed documentaries on such subjects as ancient Greece and the history of the Nile, and will soon present a fascinating exploration

of the Louvre.

The versatility of NBC News is matched by the diversity of the network's entertainment programming—a line-up rich in first-quality drama, humor, comedy-adventure, music and fantasy.

But Election Night, of course, belonged to NBC News—to Chet Huntley, David Brinkley and all their able colleagues who performed so difficult a job in so masterful a fashion.

NBC viewers know the election coverage they saw and heard was no one-night stand.

Couldn't be.

For NBC doesn't believe in a one-night standard.



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

feated: one Democrat, Representative Kenneth A. Roberts (D-Ala.), spark-plug behind 1962's federal aid to ETV law and third-ranking on the panel, and Republicans Paul F. Schenck (Ohio), Milton W. Glenn (N.J.), Abner W. Sibal (Conn.) and Donald G. Brozman (Colo.), who participated in the ratings investigation last year.

Judiciary ■ Five of the panel's 14 Republicans won't be back, including George Meader (Mich.), a strong supporter of freedom for the news media. Chairman Emanuel Celler (D-N.Y.) was re-elected—at 82 he'll be the House's eldest member—and may return to the study of concentration of ownership in the news media that was interrupted in 1963.

Rules ■ This committee sat on a proposal to open House committee meetings to microphones and cameras last year. Four of its 15 members won't be in the 89th Congress. One, Representative William H. Avery (R-Kan.), a staunch booster of broadcasting causes, was elected governor of his state.

Ways and Means ■ This tax-writing body lost two Democrats and four Republicans. Chairman Wilbur Mills (D-Ark.) was re-elected, and he may determine whether any relief in excise taxes on TV sets, radios and phonographs will be considered in the new Congress.

SENATE

Commerce ■ Only Senator J. Glenn Beall (R-Md.) lost last week, but Senator Thurmond's party switch places his seat on the panel in doubt.

Judiciary ■ Senator Thomas J. Dodd (D-Conn.) was returned to office and again will be at the helm of the Juvenile Delinquency Subcommittee. Aside from the chairman, Senator Kenneth B. Keating (R-N.Y.) was the most active participant in the panel's inquiries into TV programming (BROADCASTING, Nov. 2), but Mr. Keating lost to Robert F. Ken-

nedy last week. There were no other membership changes.

Pending new assignments when the 89th Congress is organized in January, these are the members of the House and Senate commerce committees who will return as a result of last week's elections (italics indicates members of the communications subcommittees):

House ■ Democrats: *Oren Harris* (Ark.), John Bell Williams (Miss.), Harley O. Staggers (W.Va.), *Walter Rogers* (Tex.), Samuel N. Friedel (Md.), Torbert H. Macdonald (Mass.), George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N.Y.), *John E. Moss* (Calif.), John D. Dingell (Mich.), Paul G. Rogers (Fla.), *Horace R. Kornegay* (N.C.), Lionel Van Deerlin (Calif.), A. W. Watson (S.C.), Fred B. Rooney (Pa.) and J. J. Pickle (Tex.). Republicans: *William L. Springer* (Ill.), *J. Arthur Younger* (Calif.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), Willard S. Curtin (Pa.), *Glenn Cunningham* (Neb.) and *James T. Broyhill* (N.C.).

Senate ■ Democrats: *Warren G. Magnuson* (Wash.), *John O. Pastore* (R. I.), *A. S. Mike Monroney* (Okla.), Frank J. Lausche (Ohio), *Ralph Yarborough* (Tex.), E. L. Bartlett (Alaska), *Vance Hartke* (Ind.), *Gale W. McGee* (Wyo.), Philip A. Hart (Mich.), Howard W. Cannon (Nev.) and Daniel B. Brewster (Md.). Republicans: *Norris Cotton* (N. H.), *Thurston B. Morton* (Ky.), *Hugh Scott* (Pa.) and *Winston L. Prouty* (Vt.).

Satellites carry results overseas

Communications satellites helped television and radio tell the story of the U. S. elections around the world last week.

NBC coordinated seven feeds through Relay I and II between Monday and

Wednesday (Nov. 2-4) for the European Broadcast Union, RTF French Radio, the British Broadcasting Corp. and Independent Television Authority.

The U. S. Information Agency estimated that a global radio audience of more than 20 million followed the election on Voice of America facilities. The VOA used 100 transmitters with a total power of 15,335,000 watts to report results in 37 languages.

Syncom II was used for part of the Western Pacific coverage of last week's elections.

NBC apologizes for Humphrey telecast

A five-minute campaign message for Vice President-Elect Hubert H. Humphrey, taped in advance of telecast, was sent on election day morning (Nov. 3) to a regular lineup of stations carrying the *Today* show on NBC-TV—an approximate total of 170 stations.

The feed—unusual in that it was telecast on election day—drew sharp protest from Dean Burch, Republican national chairman, an apology from NBC and a charge from a Republican party official in Minnesota (Robert Forsythe, state Republican chairman) that the telecast last Tuesday “clearly violates the Minnesota Corrupt Practices Act.”

The Republican broadside was leveled at Senator Humphrey but the Democratic national committee said the pre-taped show had been placed with NBC with an understanding it would be shown only where the the program was legal, and the network in its apology said NBC and its affiliates regretted the “error” but that Senator Humphrey was “unaware it (the telecast) would be shown on Tuesday, Nov. 3.”

In Minneapolis, the message was telecast on KSTP-TV. That NBC-TV affiliate, through Stanley Hubbard Jr., vice president and general manager, indicated the station had no prior knowledge of the commercial segment being fed. The Humphrey message was inserted at the end of a *Today* program segment.

There were reports of a grand jury being assembled to consider the telecast for possible prosecution in one county (Waseca) in Minnesota. Violation of the state's corrupt practices act constitutes a gross misdemeanor, punishable by as long as a year in jail, or a fine up to \$1,000, or both.

NBC spokesmen last week said a “minor scattering” of “inquiries” had been received from various affiliates but noted they did not compare in scope to the GOP reaction in the state of Minnesota.

Lou Harris defends TV vote projections

Louis Harris said last week that despite concern that broadcast projections of election results would affect voting still going on, “the facts do not support this.”

Mr. Harris, president of Louis Harris & Associates, whose Vote Profile Analysis projections were used Tuesday night (Nov. 3) by CBS News, said on *At Your Service*, KMOX St. Louis, if projections had affected voting, there would be evidence in the results.

President Johnson's vote would have increased as the counting moved from the East to West, Mr. Harris explained. The President “was strongest in the East with 69%, 62% in the Midwest and 60% in the West. It was certainly no bandwagon effect.”

Commenting on the speed of VPA projections, Mr. Harris said, “What was known by 8:30 p.m. CST would not have been available until 1:30 a.m.”

4	9:02.45	1.15	MUSIC	A01
5	9:04.00	1.00	UNITED FUND SPOT	A67
4	9:05.00	2.30	MUSIC	A04
7	9:07.30	1.00	TEXAS FACTS SPOT	A36
8	9:08.30	.50	IT'S MAGIC SPOT #2	A51
9	9:09.20	.35	CHICKEN DELIGHT SPOT	A14
10	9:09.55	2.30	MUSIC	A03
11				
12				
13				
14				
15				

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Networks come through election night with flying colors; NES vote counting proves valuable asset

The television and radio networks did just what they were expected to do last Tuesday night (Nov. 3), giving the fastest coverage and analysis of a national election that the American public had ever witnessed.

While the networks made swift estimates of national and state race outcomes, Network Election Service, the cooperative vote-counting effort of networks and wire services, was gathering the nationwide raw vote an estimated 35% ahead of the tally speed in the 1960 presidential election.

At 8:30 p.m. EST, more than 4 million votes had already been counted as opposed to some 3 million at that point in 1960's election night; by 1:30 a.m. 60 million had been counted, compared to 46 million four years earlier.

Total outlay of the three major network news departments for their election-night productions was believed to have exceeded \$5 million, but a final figure awaits further accounting.

According to Trendex national ratings for the 7-11 p.m. EST period, NBC-TV won a clear election audience victory with an average rating of 28.4,

followed by CBS-TV with 18.4 and ABC-TV with 8.3.

The Trendex reports gave NBC-TV a majority of all TV election viewers for the 7-11 block with a 52% "election share." CBS-TV and ABC-TV scored 33 and 15 shares, respectively.

National Arbitrons over the same stretch gave NBC a 25.8 rating; CBS, 20.1, and ABC, 8 (see page 52).

All three TV networks reported the tide heavily favoring President Johnson almost from the outset and before 9:30 p.m. all three had made firm projections of his victory.

Accuracy of the networks' various projection systems—now almost taken for granted—was again widely proven. CBS News said its Vote Profile Analysis system had achieved a 100% score, calling winners correctly in 99 races and refusing to predict the outcome in nine others considered "too close to call." Of the races CBS refused to pick, seven proved to be narrow-margin victories and two were still in doubt last Thursday (Nov. 5).

An ABC News official said ABC had made projections in 111 presidential,

congressional and gubernatorial races with only one proving mistaken—the prediction that Republican Robert Taft Jr. would win his senatorial contest against incumbent Democrat Stephen Young. Senator Young took the election with a reported 50.21% of the vote. The same race gave NBC News difficulty. It also picked Mr. Taft as the probable winner at 3:20 a.m. However, from network reports of their own performances these appeared to be the only miscues of the evening.

ABC News reported at 7:49 p.m. EST that President Johnson appeared to be building up a landslide victory and at 9:21 said "it is obvious that President Johnson has been re-elected."

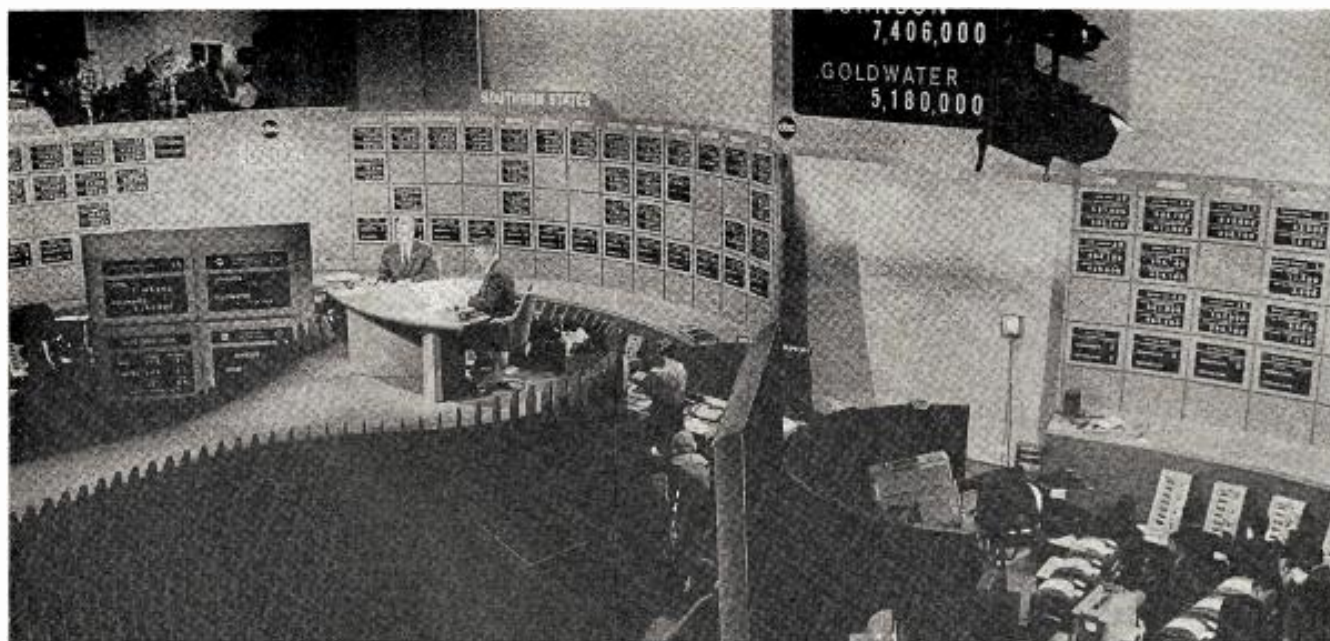
CBS saw President Johnson as the "indicated" winner at 8:37 p.m. and made a firm VPA prediction of his election at 9:04.

The first NBC News projection of the Johnson victory came as early as 6:48 p.m. when it estimated he would win with 60-70% of the popular vote, a prediction based on 2% of the country's precincts reporting.

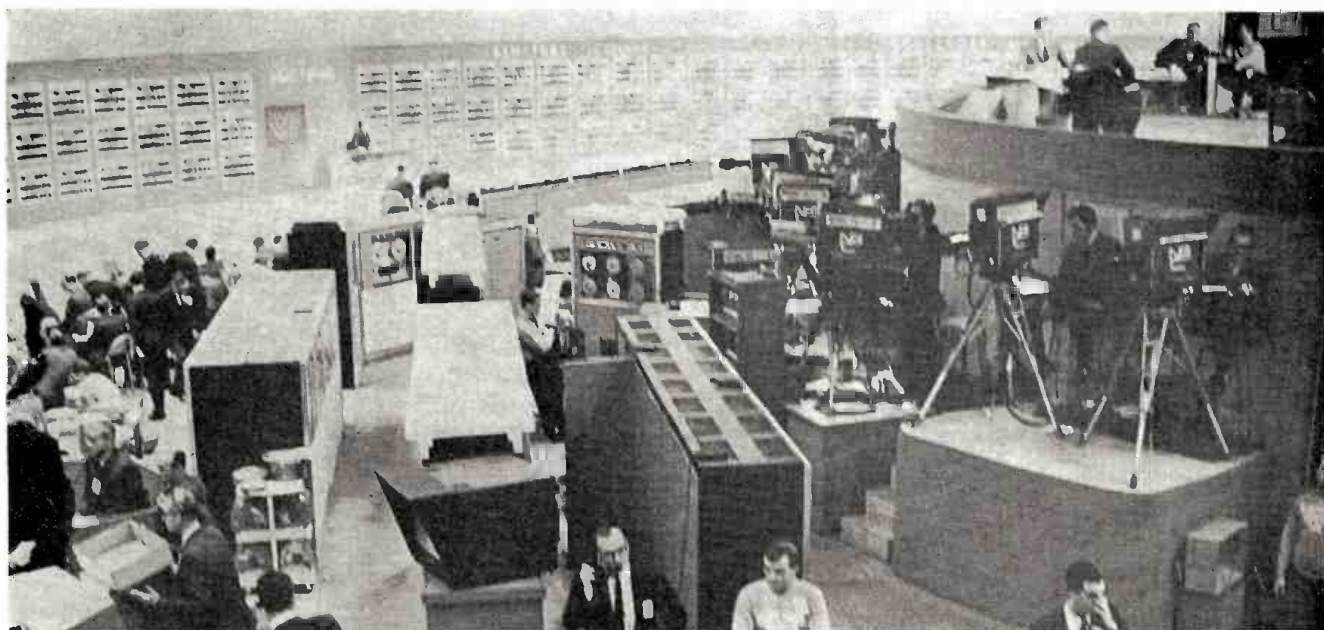
With reports in from 3% of the precincts NBC projected a Johnson victory with an electoral vote total of between 438 and 513.

The three TV networks signed off between 4 and 4:06 a.m. EST Wednesday morning.

No Forecasts, Please ■ Three days before the election Republican National Chairman Dean Burch wired the presidents of the three major networks requesting that no projections of the final vote be broadcast until polls on the West Coast were closed. Mr. Burch's wire referred to "all the attention the TV industry is placing on its early fore-



The election night scene at ABC-TV



'Peacock Studio' was NBC-TV's 'Election Central'

casting gimmicks" and said that regardless of these, "results cannot be accurately forecast based on incomplete results from a sample of early-reporting districts."

Mr. Burch held that the TV industry had performed "a distinct disservice" in 1960 with "inaccurate interpretation of the early results." He also referred to "discredited pollsters" who he said had "proved to be so thoroughly inaccurate and biased in their polls earlier this year—particularly in the key Republican primaries. . . ."

CBS President Frank Stanton in a reply Monday (Nov. 2) said CBS had "no intention of making 'early and unwarranted interpretation of the first re-

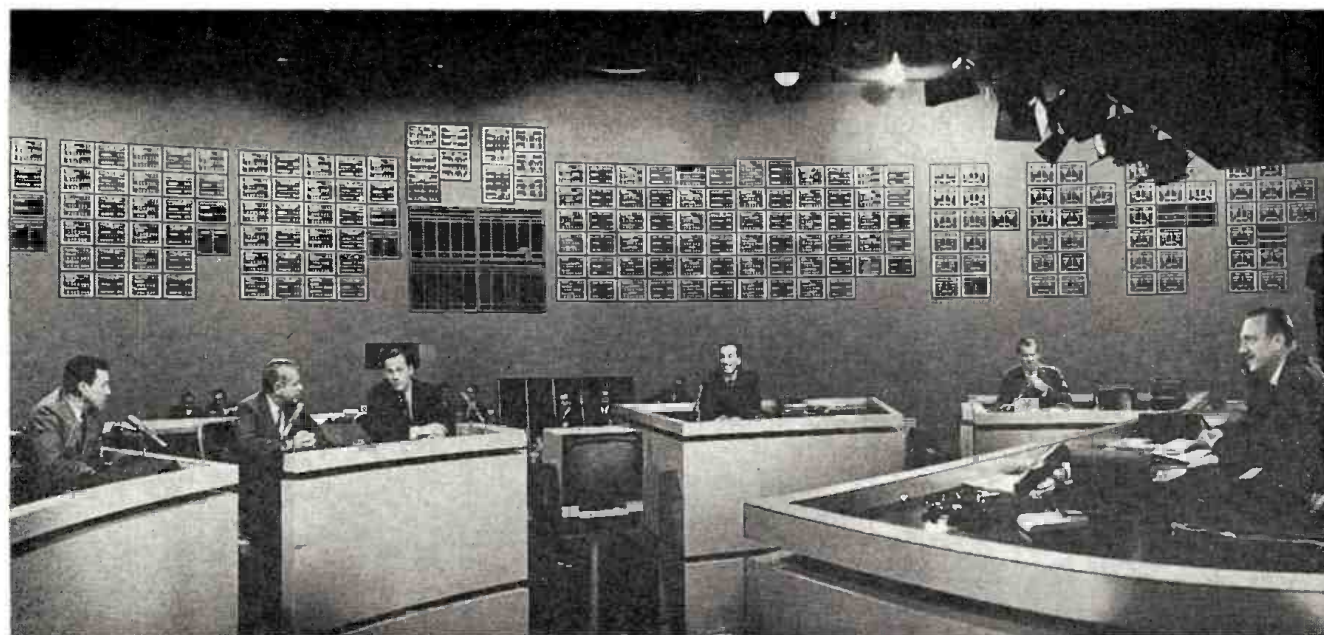
turns.'" Dr. Stanton said he rejected as unproven the premise of the Burch telegram that early reporting of returns from one place influences results in another. The CBS president further questioned Mr. Burch's stand, noting the Republican national chairman's own statement that "the results in the East will have no bearing on the results in the West." Dr. Stanton said no "forecasting gimmicks" would be used, but that reports of the election outcome would be based on "judgments and perception of experienced newsmen, proved statistical methods, and advanced data processing systems—all based on actual vote results."

Computer Story ■ NBC News had to

contend with several slowdowns in its Electronic Vote Analysis system. A statement by RCA, whose computers were used by NBC, explained that "intermittent difficulties with one of seven communications control devices between computers in [its] system . . . slightly delayed projections at times during the evening."

There was no failure in any of the computers themselves, RCA asserted. And contrary to one report, an official said, there was no break in the land line which connected a portion of the system in New Jersey with the New York installation.

RCA said "the Electronic Vote Analysis system was so designed that when



How CBS-TV's studio looked on election night

difficulties occur in any part of the system there is an automatic switching from one computer to another. It was during this switching process Tuesday night that delays occurred. . . .” Reportedly the delays were only of two-or-three-minute duration and were bunched together early in the evening and late in the evening.

The communications control device mentioned in the RCA explanation is known as an “interface” and serves as the link between the units of a multi-computer system.

RCA said the computer analysis system had furnished NBC News’ projections throughout election night.

Network Election Service, which had reporters in 130,000 of the nation’s 172,000 voting precincts, was hailed as “a tremendous success” and encountered few difficulties in its reporting job

despite wide local and state differences as to the time of accessibility of vote tabulations.

NES reporters did have trouble in about 200 precincts in New York where they were turned away from polling places by police, temporarily delaying the count for the state.

ABC still mum on Lisa as campaign ends

Marlene Sanders has been assigned to ABC-TV’s five-minute news show (Monday-Friday, 2:55-3 p.m. EST). Miss Sanders and Peggy Wheedon had taken over the show temporarily when ABC relieved Lisa Howard, a network commentator, of all news assignments

during the presidential campaign after she became involved in what ABC had called public participation in “partisan political activity contrary to long-established ABC News policy” (BROADCASTING, Oct. 5).

At the time of Miss Howard’s suspension of assignments for the duration of the campaign, it had been indicated a further decision would be forthcoming after the elections. An ABC spokesman said Thursday, (Nov. 5), there was no comment on reports that Miss Howard would not be returned to the network.

Her suspension on Sept. 29 came a day after Miss Howard and Gore Vidal, novelist and playwright, announced the formation of a committee of liberal Democrats to support Republican Senator Kenneth B. Keating’s campaign for re-election in New York.

BROADCAST ADVERTISING

‘Today-Tonight’ duo bring \$28 million

A record \$28 million in sales in 1964 for NBC-TV’s *Today* and *Tonight Show* starring Johnny Carson was announced last week.

The figure represents the greatest single billing year in the history of the two programs, according to NBC. Eighty-five different advertisers on both programs contributed to the total.

Major combined *Today* and *Tonight* sponsors include Sunbeam Corp., through Perrin & Associates and Foote,

Cone & Belding; Hotpoint Division of General Electric through Compton Advertising; the Nestle Co., through McCann-Erickson, and Allen Products Co. for Alpo dog food, through Weightman Inc.

Major advertisers on *Tonight* include Liggett & Myers Tobacco Co., through J. Walter Thompson; Anheuser-Busch Inc. for Budweiser beer, through D’Arcy Advertising, and the Block Drug Co., through Sullivan, Stauffer, Colwell & Bayles.

On the *Today* show, major advertisers include R. J. Reynolds Tobacco Co., through Wm. Esty, and General Time Corp. through MacManus, John & Adams.

AAAA sets program for eastern meet

Today’s agency function, ranging from media buying to computer uses and agency-client relationship, will be discussed at the eastern annual conference of the American Association of Advertising Agencies to be held in New York Nov. 10 and 11.

A closed agency-management meeting Tuesday will include talks by Norman H. Strouse, board chairman of J. Walter Thompson; John Crichton, AAAA president; Norman B. Norman, president of Norman, Craig & Kummel; Robert F. Carney, board chairman of Foote, Cone & Belding, and Ralph W. Smith, administrative vice president of McCann-Marschalk.

A concurrent panel session Tuesday morning will cover the competitive arguments for various media with Joel Harnett, vice president, *Look* magazine, John M. Otter, vice president and sales manager, NBC, and Frederick Apt, sales development specialist for *Life* magazine.

A session on fiscal control and computers will be led by George N. Farland, financial vice president and treasurer, Young & Rubicam; Herbert Zeltner, senior vice president and media director, Lennen & Newell; William E. Hatch, senior vice president and treasurer, Ted Bates & Co. and Shelby Page, senior vice president and treasurer, Ogilvy, Benson & Mather.

Mrs. Esther Peterson, special assistant to the President for consumer affairs, will be the Wednesday luncheon speaker.

Closed-circuit TV set for new FC&B office

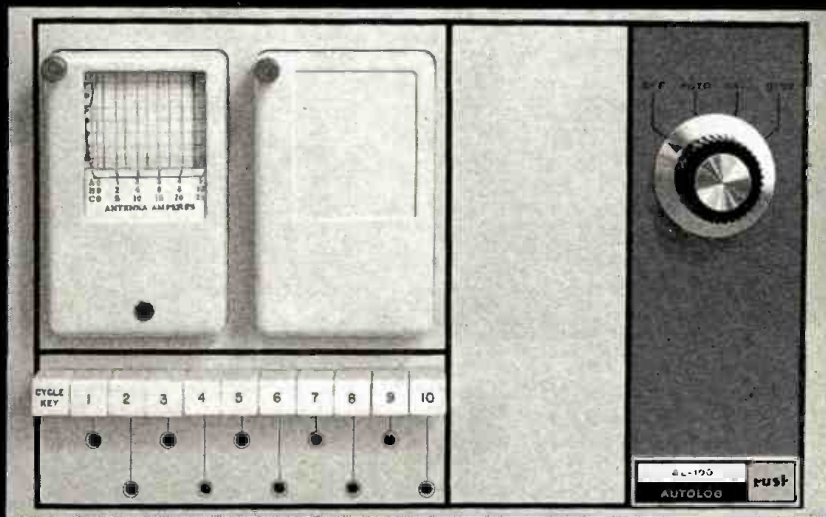
When Foote, Cone & Belding moves its Chicago offices next year into the new Equitable Life Assurance building it will have a closed-circuit TV system linking conference rooms and 24 key offices. Completing negotiations for the Sarkes Tarzian Inc. system are John Libberton (seated, r), vice president of FC&B, and Russ Ide (seated, l), marketing manager, broadcast equipment division of Tarzian, with Richard Dougherty (standing, l), Tarzian’s midwest regional manager, and Tom Arend, manager, commercial production department, FC&B.

“The system design and flexibility of the Tarzian equipment,” Mr. Libberton said, “provide the most advanced methods yet devised for the

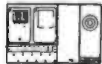


display and critique of TV commercials and programing.”

THIS IS THE NEW AL-100



The Automatic Transmitter Log System that obsoletes every other system in the country..

YOU are looking at the new AL-100  — the AUTOLOG — Automatic Logging System by Rust . . . The AL-100 will cut down  your overhead as never before possible. It will free  station personnel . . . Allow announcers to concentrate on error-free production and commercials  with sell . . . It will free engineers  for more important functions. The AL-100 eliminates chicken tracks  . . . It offers easy to read straight line recordings on 10 parameters. It uses only 6 chart rolls  per year . . . Each roll lasts 62 days  . . . Compare this with other units  It's so far advanced.

*The AL-100 has a front adjustable point with front view and front lighting.
The AL-100 will save you more time and money than you ever thought possible.
The AL-100 will obsolete every transmitter log chart in the country.
Incidentally, you will be amazed at the comfortable price.*

Send today for information on the new AL-100 to:

rust 
corporation of america

Eastern Division
195 Mass. Avenue, Cambridge, Mass.
(617) 864-9150 . . .

Western Division
2921 South 104th St., Omaha, Nebraska
(402) 393-4747 . . .

RUST FM STEREO TRANSMITTERS • AUTOLOG • RUST REMOTE CONTROL

"TOUR DE FORCE ... David L. Wolper, expert producer of documentary film for TV, reveals more of his originality and vision with his latest tour de force *MEN IN CRISIS*... Created and fashioned by a crew of preeminent talent, the series appears ordained to join ranks with other Wolper masterpieces."

— HASTINGS, HOLLYWOOD REPORTER

"TOPS ... *MEN IN CRISIS* tops TV." — *TIMES LEADER, MARTINS FERRY, OHIO*

"DRAMATIC IMPACT ... David Wolper has assembled some astonishing documentary film sequences... It's a moving story with dramatic impact."

— LARRY WOLTERS, CHICAGO TRIBUNE

"EXCELLENT ... The new television season has brought precious few goodies, but I would like to recommend a documentary series, *MEN IN CRISIS*."

— RAY OVIATT, BLADE, TOLEDO, OHIO

"FORCEFUL ... Don't miss it."

— JO BRADLEY REED, CITIZENS-JOURNAL, COLUMBUS, OHIO

"TENSE...TUMULTUOUS... Producer David Wolper has adapted all of the methods of a good cook...different proportions and garnished with a new seasoning..."

— KAY GARDELLA, DAILY NEWS, NEW YORK CITY, N.Y.

"OUTSTANDING ... *MEN IN CRISIS* got off to a splendid start...What made the opening episode in this series outstanding, was that the David L. Wolper Production was done so astutely."

— *TIMES, TOLEDO, OHIO*

DAVID L. WOLPER'S
New First Run Syndication
Show is a HIT!

MEN IN CRISIS

NARRATED BY EDMOND O'BRIEN
SERIES PRODUCER ALAN LANDSBURG

ASK THE MEN WHO KNOW:

Ohio Bell Telephone Co.

Montana Power Co.

Pacific Gas and
Electric Co.

Marine National Bank
of Milwaukee

Metromedia TV Stations

Mutual Federal Savings
& Loan Co.

Volkswagen Co.

Citizens Savings Bank-
Citizens Trust Co.

Naragansett Electric Co.

WOLPER TELEVISION SALES CO.

555 MADISON AVENUE, NEW YORK 22, NEW YORK, HANOVER 1-5322

TV ad estimates say volume up 9%

Spot and network television advertising volume for this year is expected to rise 9% over 1963 and reach a total of \$1,855,000,000, according to estimates by McCann-Erickson.

The estimates, prepared for *Printers' Ink* and based "primarily on first-half activity," place network and spot radio's 1964 gain at 2% and put the year's total at \$290 million.

Local television and local radio advertising volume are not shown separately in the estimates. Local advertising in all media is estimated at \$5,335,000,000, up 7% from 1963.

Total advertising volume for the year is expected to reach \$13,920,000,000, up 6.2% from the final estimate of \$13,107,400,000 for 1963. National advertising in newspapers is expected to gain 6%, to \$810 million for this year, while magazine volume is expected to advance 8%, to \$1,115,000,000.

NBC Radio rings up \$6.5 million in quarter

NBC Radio registered sales totaling \$6,519,000 in new and renewal business during the three-month period July 18 through Oct. 21, according to an announcement released today (Nov. 9) by Robert G. Baal, sales director of the network.

New business for the period was obtained from such clients as Miller Brewing Co. (Mathisson & Associates); Liggett & Myers and Standard Brands (J. Walter Thompson); North American Van Lines (E. H. Russell McCloskey & Co.); Chrysler Corp. (Young & Rubicam); Wm. Wrigley (Arthur Meyerhoff Associates); General Mills (Dancer-Fitzgerald-Sample); Sylvania (Kudner Advertising); Campbell Soup Co., Rexall and Pepsi-Cola (BBDO); Westclox (MacManus, John & Adams) and Pet Milk Co. and Bromo Quinine (Gardner Advertising).

SRDS, broadcasters plan second meeting

A second meeting between broadcast representatives and the management of Standard Rate & Data Service will be held Nov. 23 in New York. The new meeting was announced last week following a first meeting in that city at which broadcasting spokesmen attempted to persuade SRDS to rescind its decision to delete from its monthly

44 (BROADCAST ADVERTISING)



IRTS, HAC sign pact

An affiliation between the New York-based International Radio and Television Society and the Hollywood Advertising Club was announced Monday (Nov. 2) in Hollywood by HAC President Jack O'Mara (r) and IRTS President Sam Cook Digges, that day's guest speaker at the Hollywood club. The agreement gives IRTS members living in Southern California all Hollywood Ad Club privileges except voting, with the same benefits from IRTS going to HAC members residing in the New York area.

Each organization will have an ex officio representative on the other's board. Harry Saz, vice president, Ted Bates & Co., New York, will represent HAC on the IRTS board and Herminio Traviesas, vice president in charge of the Hollywood office of BBDO, is the IRTS designate-member of HAC.

listings the rates cards of small market AM and all FM stations and to put those out on a twice-a-year basis (BROADCASTING, Nov. 2, Oct. 26).

No decision was reached at last week's meeting, but conferees agreed to explore alternatives when they meet again in two weeks. One proposal, it's understood, is to publish the small-market and FM station listings on alternate months.

Those present at the meeting last week:

SRDS—Albert Moss, executive vice president, and Harvey Harkaway, assistant publisher.

National Association of Broadcasters—Vincent T. Wasilewski, executive vice

president; Sherrill Taylor, vice president for radio.

Radio Advertising Bureau—Miles David, administrative vice president.

National Association of FM Broadcasters—Abe Voron, WQAL-FM Philadelphia, board chairman.

TV, print complement each other on kiddie ads

Advertising for children on television and in print accentuate each other while still retaining their individual effectiveness, a study compiled by E. L. Reilly Inc., New York consumer research firm has found.

The study was conducted for Curtis Publishing's *Jack and Jill Magazine* to "determine advertising patterns relating to children's attitudes, awareness and response to television commercials and magazine advertisements." Children of the age group from six to 12 were included in the survey.

Robert L. Young, *Jack and Jill* publisher, said "information on the youth market is bleak at its best," and added that advertisers have no idea of the information needed in order to manufacture and successfully sell to children.

Mr. Young said that the study is "exploratory" and the results trace patterns rather than absolute figures.

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 commercials, production manager, director, agency with its account executive and production manager.

Pepper Sound Studios Inc., 51 S. Florence, Memphis 4.

Manpower Inc., Milwaukee (services); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Homelite division of Textron Inc., Port Chester, N. Y. (chain saws); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Sonny Smith, Charlotte, N. C. Sonny Smith, account executive.

Burger Brewing Co., Cincinnati (beer); four 60's; ten 20's; ten 10's, for radio and TV, jingle. Agency: Midland Advertising, Cincinnati. Dick Broshar and Bud Koons Jr., account executives.

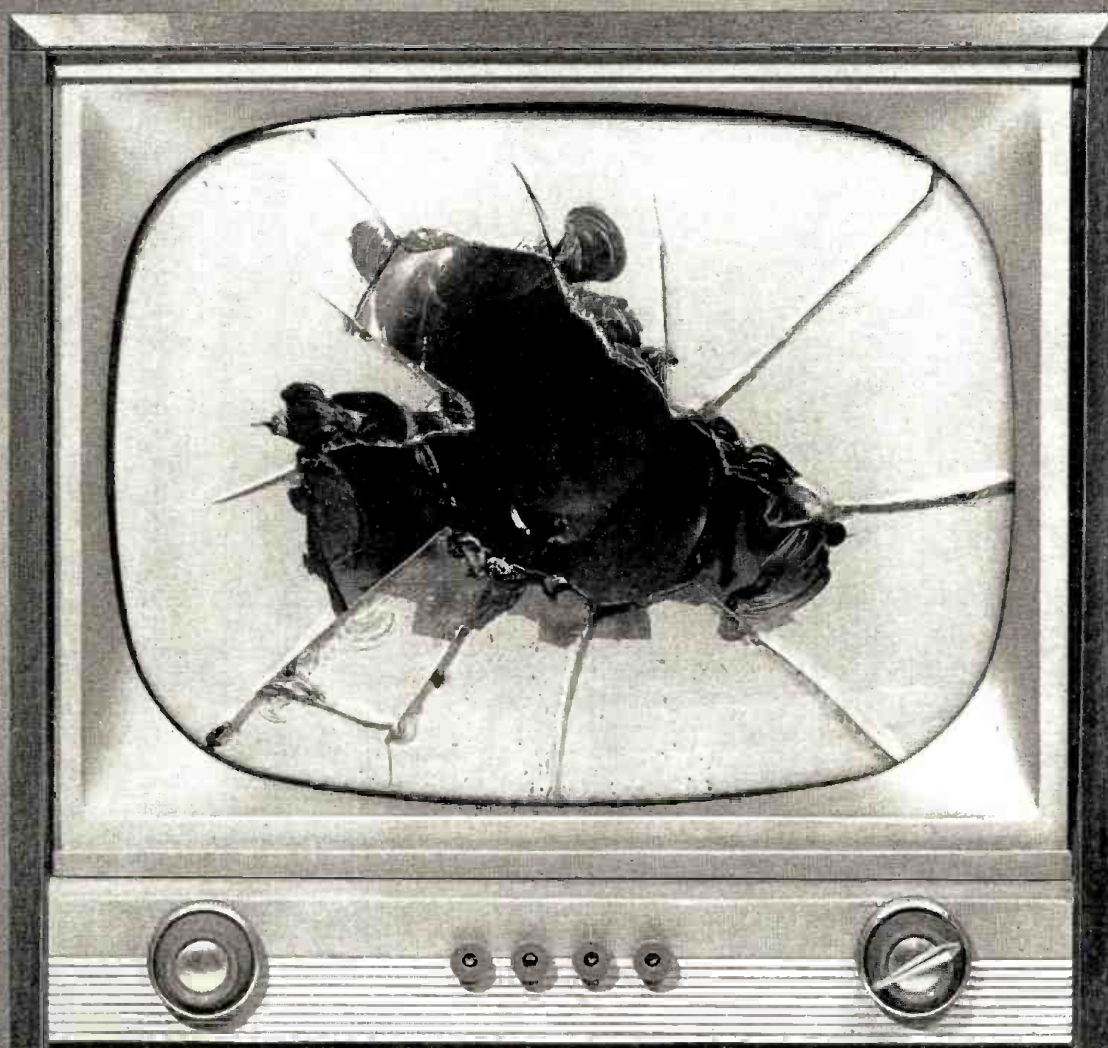
TV Graphics, 369 Lexington Avenue, New York

The Parker Pen Co., Janesville, Wis. (pens); two 60's for TV, animation on film. Agency: Leo Burnett, Chicago. John Donnelly, agency producer.

Knomark Inc., Springfield Gardens, N. Y. (Lady Esquire shoe coloring); one 60 for TV, live on film. Agency: Grey, New York. Charles Powers, agency producer.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes); six 60's for TV, live

BROADCASTING, November 9, 1964



Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With this result: Today, there are very few tv commercials that can't be produced *better* on tape than on film or live! Surprised? Then at least have your next tv commercials costed out for tape, whether for local or national use.

Why *better* on tape? Incomparable "live" picture and sound quality, no danger of a live goof. Instant playback. Pushbutton-fast special effects, no lab processing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind, and frequently, lower cost. Call



your nearby tv station or tape studio for specifics in terms of *your* commercials. Over 200 tv stations have already signed up for 3M's comprehensive new program to help advertisers and agencies create better commercials. *These stations have available a 25-minute demonstration reel, plus a variety of printed materials.* (If we haven't contacted your local station yet, write to the Magnetic Products Division, Dept. MBX-114, 3M Company, St. Paul, Minn. 55119.)

"SCOTCH" AND THE PLAID DESIGN ARE REG. TM'S OF 3M CO. ©1964, 3M CO.

Magnetic Products Division





COMMERCIAL PREVIEW: Warmup for elves

Animation characters in the leading roles on the General Electric-sponsored *Rudolph, The Red Nosed Reindeer* special on NBC-TV on Dec. 6 (5:30-6:30 p.m.) are spotlighted in a group of two-minute, GE color commercials with a Christmas motif.

To heighten interest in and enhance recognition of the Christmas commercials, they will be exposed initially on Nov. 15 on GE's regular NBC-TV series, *College Bowl* (Sun., 5:30-6 p.m.) and repeated on this program the following two Sundays. On Dec. 6, GE will add a half hour to the time from a pre-empted *Meet The Press* to accommodate the *Rudolph* special. The Christmas campaign for GE will continue on *College Bowl* on Dec. 13 and 20.

The one-hour color special and

the commercials were produced by Videocraft International Ltd., New York. The completely animated program was produced at cost of more than \$500,000.

The two-minute color commercials are approximately one-third animated and two-thirds live action. They will present 12 products of GE's Houseware Division, including toothbrush, iron, clock, mixer, hair dryer and can opener. The animated characters (elves) open and close the commercials, with the live-action demonstration of the products occupying the in-between segments.

Jules Bass, vice president of Videocraft, directed the commercials. Producer was Tony Russo of Maxon Inc., agency for GE's Houseware Division. Tom Hagan of Maxon wrote the commercial scripts.

on film. Agency: William Esty, New York. Grant Thompson, account executive. Arline Lunny, agency producer.

American Motors Corp., Detroit (Rambler cars); one 60 for TV, live on film. Agency: Geyer, Morey, Gallard, Detroit. Johnny Murphy, agency producer.

Consultant available

The Western States Advertising Agencies Association has completed arrangements with Rubel, Rich and Humphrey, management consulting firm, to offer continuing financial and management

analyses to WSAAA members. The yearly cost will be about \$150 an agency. Each participating agency will supply RR&H with financial and personnel information and receive a full critique on agency financial and other procedures.

The firm has also agreed to present an annual agency management workshop for the WSAAA, similar to sessions which Ira Rubel has conducted at WSAAA conventions in recent years. The first workshop under the new agreement is tentatively scheduled to be held in Los Angeles next spring.

ARB to proceed with county-by-county study

American Research Bureau, Beltsville, Md., has announced plans to proceed with its proposed county-by-county national television circulation study. ARB had been sounding out agencies and stations to get reaction to the plan.

The report will be based on estimates from approximately 300,000 family viewing diaries collected during three nationwide surveys—March 1964, November 1964, and March 1965. New features, ARB said, will include station circulation by day-parts, total viewing hours by station and county, and county "shares" of station circulation. Delivery is to be made next summer.

Be careful in aiming ads at young—Weiss

Agencies and advertisers must guard against making claims which could further disillusion the already cynical younger generation about advertising and its function in society, Edward H. Weiss, chairman of Edward H. Weiss & Co., told the Art Directors Club of Chicago last week.

"A child should not be made cynical too young," he said, noting that "once burned by false advertising claims he will not risk being burned again." The youngster cannot discriminate among competing claims, he said, "and so he simply decides that 'all advertising is phoney'."

In less than five years almost one half of the U. S. population will be under age 25, Mr. Weiss observed. "This means about 50% of the people will have grown up in the era of television," he said, "under the relentless exposure to the most high-powered advertising the world has ever known."

Business briefly . . .

Lever Bros. through Ogilvy, Benson & Mather, both New York, will introduce Lucky Whip Dessert Topping Mix nationally during the holiday season. The campaign, which will run on network TV and in selected spot markets, emphasizes a special introductory promotion.

Firestone Tire & Rubber Co., Akron, Ohio, through Sweeney & James, Cleveland, and Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson, New York, will co-sponsor *Big Three Golf*, an NBC-TV color film series to be shown on eight consecutive Saturday's beginning Jan. 30, 1965 (5-6 p.m. EST). The series will feature weekly

HOLLYWOOD ADVERTISING CLUB
presents the
**1964
INTERNATIONAL
BROADCASTING
AWARDS**

•
The World's Best
television and radio advertising
will be judged this year in
LOS ANGELES, CHICAGO,
NEW YORK & MEXICO CITY

•
Any
advertiser, agency, producer,
broadcaster or individual
engaged in production of
radio or television advertising
may enter the 1964 competition

**Entry Deadline:
DECEMBER 1, 1964**

Formal Awards Banquet—February 23, 1965
Hollywood Palladium—Hollywood, California

For information and entry rules contact:
HOLLYWOOD ADVERTISING CLUB
6362 Hollywood Boulevard, Hollywood 28, California, U.S.A.
Telephone: HOLlywood 5-1183 • Cable: HADCIBA

Color-set count set

NBC will release quarterly estimates on the number of homes with color TV sets, starting in January 1965. These estimates will be developed to supply advertisers, agencies, broadcasters, ratings organizations and other interested groups with authoritative and uniform figures on national color set growth, according to Hugh M. Beville Jr., vice president, planning, NBC.

Mr. Beville noted there have been a variety of "contradictory estimates" on the number of color TV sets. He said some figures related only to tube production; others to set production and still others on set sales to retailers. NBC will estimate the number of homes with a color set in use. He said various research and statistical sources are being used by NBC.

matches with Arnold Palmer, Jack Nicklaus and Gary Player.

Denver Chemical Manufacturing Inc., Stamford, Conn., for its Creo-Terpin

cough syrup, through Kastor, Hilton, Chesley & Atherton Inc., New York, will be a sponsor of *Art Linkletter's Houseparty* on CBS Radio.

Schenley Imports Co., division of Schenley Industries Inc., both New York, through Norman, Craig & Kummel Inc., that city, has doubled its participation for Dubonnet aperitif wine on *Arthur Godfrey Time* on CBS Radio. The original schedule was for two commercials per week for 26 weeks.

TV to alleviate crisis in distribution—Griffin

Television will play a major role in coming years in solving the distribution crisis facing American industry, Lloyd Griffin, president of television at Peter, Griffin, Woodward, New York station representatives said in a speech last Thursday at the Tulsa (Okla.) Advertising Federation.

Mr. Griffin felt that television can resolve this crisis because of its ability "to reach great numbers of people quickly to demonstrate a new product or service."

Noting that national advertisers are

aware of television as a sales and business stimulator, Mr. Griffin reported that in the Tulsa area alone advertisers had spent over \$4 million in spot TV since 1949. In the same period, he said, Tulsans spent \$35-40 million in the purchase of TV sets.

Tulsa television also excelled in public service programming according to Mr. Griffin. He stated that each of Tulsa's three TV stations contributed, at current rates, "more than \$1,500,000 worth of broadcast time in the public service during 1963—the equivalent of 30 full broadcasting days."

Rep. appointments . . .

■ KTLA(TV) Los Angeles: H-R Television, New York, effective Dec. 1.

■ WRHC Jacksonville, Fla.: Continental Broadcasting, New York.

■ WJTO Bath, Me.: Harold H. Segal & Co., Boston, as regional representative.

■ WAXK Superior, Wis.: Advertising Time Sales, New York.

■ WKIX Raleigh, N. C.: Adam Young Inc., New York.

PROGRAMING

NAB lashes out at Dodd report

Hits charge of relation between TV crime shows and juvenile viewers' behavior

The National Association of Broadcasters last week took issue with the major premise and three recommendations of the Senate Special Subcommittee on Juvenile Delinquency, made in a report issued two weeks ago (BROADCASTING, Nov. 2).

In a letter to Senator Thomas J. Dodd (D-Conn.), chairman of the subcommittee, Vincent T. Wasilewski, NAB executive vice president, and Howard H. Bell, code authority director, questioned the report's conclusion that there is a direct relationship between crime and violence on TV and juvenile delinquency. They also objected to suggestions that broadcasters and the FCC establish program standards jointly, that broadcasters be forced to join the codes, and that broadcasters be required to

broadcast invitations to the public on programing.

The Dodd report, published as an interim document, said that a relationship "has been conclusively established between televised crime and violence and antisocial attitudes and behavior among juvenile viewers."

It also suggested that networks coordinate their efforts to provide good children's programs in prime time; that broadcasters be required to broadcast "daily announcements seeking public reaction to children's programs and to conduct annual polls to determine the public's views on programs."

In their letter to Senator Dodd, Messrs. Wasilewski and Bell noted that even those "who do postulate a causal connection [between crime and violence on TV and the subsequent conduct of the viewer] express the view that the degree to which programs may actually motivate behavior is yet to be determined."

The NAB, they said, will continue to support sound research in this and other fields.

Recommendations Attacked ■ But it was to the specific recommendations of the subcommittee that the NAB officials directed their fire.

"The National Association of Broadcasters shares your concern for the

well-being of the children of our country and the need for continuing efforts to improve television programing," they wrote. "We are, however, opposed to the establishment of program standards by the FCC."

Agreeing that the public has the right to express its views "freely" on TV programs, both NAB officials said they opposed "the use of government fiat to force the media to engage in this colloquy [requiring the broadcaster to invite the public to tell what it wants in children's programing]."

"The basic responsibility for programing lies with the licensee," they said, "and no central governmental body should attempt to assume it even if constitutionally it could be given the authority."

"If the government should move from the area of encouragement and stimulation of programing in general to the area of advocating with favor or disfavor specific categories of programing, then it will have stepped across the line that divides its responsibility from that of the licensee; it has trespassed from what is rightful and legal—the fostering and encouragement of improved broadcasting—into the forbidden territory of abridgment."

To the report's suggestion that membership in the codes be made manda-

tory, the NAB executives said nay. "In our opinion," they said, "the standards in these codes, and certainly the moral obligations recognized by broadcasters individually, are higher than any which could be practically or constitutionally imposed by law . . . we reject the use of legislative fiat to achieve this end [making the code more effective]."

Official Films gets rights to TV series

Official Films has obtained the distribution rights to 39 half-hours of the *Across the Seas* color travel series and re-acquired the rights to 90 episodes of the *Little Rascals* films, it was reported last week by Seymour Reed, Official president.

Mr. Reed noted that *Across the Seas*, produced by Jack Douglas, has been in only limited TV distribution in the past and a full-scale sales campaign will be initiated shortly. He added that the *Little Rascals* which run from 9 to 18 minutes each, were in syndication in 75 markets through Official until last December.

He reported that Official's first-run actuality series, *Survival*, has been sold in 75 markets with latest sales to the Purex Corp., Lakewood, Calif., through S. E. Zubrow Co., Philadelphia. Purex has bought six half-hour episodes of *Survival* to run as specials on WEWS (TV) Cleveland and WLWC(TV) Columbus, Ohio.

Tel Ra producing new batch of sports shows

Tel Ra Productions, Philadelphia, is preparing six special filmed programs and series for year-end release presenting highlights of various sports events during 1964.

Tel Ra, which has been a packager of sports films for TV since 1950, will offer stations a 14-week half-hour series, *1964 NFL Sports Highlights*. Other Tel Ra presentations will be *College Football Review*, a half-hour program of top college games; *1964 Sports Review*, a half-hour show of various sports highlights such as the Kentucky Derby, World Series and the Indianapolis 500; *1964 Sports Champions*, a half-hour film on the year's outstanding players and films; *NFL 10 Years Ago*, a 15-minute show on the 1954 NFL championship game and *1964 Bowl Preview*, a 15-minute program of action footage of teams likely to appear in this season's bowl games.

CAMERA TUBE BREAK- THROUGH now available ELCON



Long-Life, High Performance 3" Television Camera Tube. An entirely new principle of operation, perfected by English Electric Valve, provides improved performance and increases tube life 3 to 4 times that of previous 3" image orthicons.

LONG-LIFE Achieved Without any Corresponding Disadvantages—

- No burn-in or "sticking" ■ Improved S/N ■ "Crisp" live pictures
- Sensitivity, resolution and gray scale remain constant over the life of tube ■ Reduced black compression.

This new ELCON tube can be used with existing image orthicon cameras, as well as in the newer transistorized zoom cameras built specifically to take maximum advantage of its performance.

For detailed information on this important technical breakthrough, write for Bulletin 410.

ELCON . . . stocked, tested and warranted only by VISUAL, the leader.



Keeps You in View!

For the best and most modern broadcast systems and supplies, look to VISUAL — your SOURCE for Superior Equipment from Specialists Manufacturers

Sold Nationally By

VISUAL ELECTRONICS CORPORATION
356 west 40th street • new york, n. y. 10018 • (212) 736-5840

The huge radio-TV news staff

Nationwide survey shows that over one-third of station personnel have duties in presentation of news

More than one-third of the country's 80,000 broadcasting employees have duties in the news area. That and other findings in a nationwide inventory of station personnel will be reported this week to the Radio-Television News Directors Association Convention in Houston Nov. 11-14.

The survey, conducted for the RTNDA, will show that news activities, including announcing, were found to involve an average of 9.7 people per station for TV; 4.5 for radio. A projection of these figures shows 22,954 people involved with radio news duties, and 5,639 with television news.

News photography claimed more employees in the television news field than any other individual category. Next in line were news gathering, news writing, news announcing and news-film editing. In radio, news announcing topped the list, followed by a tie between gathering and writing.

Women were most often engaged in preparing and presenting news for women. They occupied news positions at an average of one radio station in three, and one out of two TV stations.

The study was directed by Professor Gale R. Adkins, director of radio-television research at the University of Kansas and chairman of the RTNDA research committee. A total of 2,028 commercial stations replied to the ques-

tionnaire, amounting to 45% of the country's TV stations, 37% of the AM's and 28% of the FM's.

Because the survey revealed such a large number of broadcasters involved in news work, Professor Adkins recommends the addition of "a significant component of journalistic training in the radio-television curriculum."

Keynote speaker at the RTNDA sessions at the Rice hotel will be Texas Governor John B. Connally.

Counter offer made to IATSE by AMPTP

Possibility of a strike by the Hollywood below-the-line workers against the producers of filmed entertainment was seen last week when the Association of Motion Picture and Television Producers delivered its proposals for a new agreement to the International Alliance of Theatrical Stage Employees. Countering the IATSE demands for residuals and a share in the proceeds from the sale of TV programs abroad (BROADCASTING, Nov. 2), the AMPTP offered its own set of proposals, designed to eliminate a number of alleged featherbedding practices by the Hollywood IATSE locals.

One AMPTP proposal is that the unions, whose members perform the behind-the-camera work at the studios, make sure that the members are physically capable of performing their duties by establishing a retirement age and allowing a member to continue working after that age only if he can pass a physical examination proving his ability to do the work for which he is employed. The AMPTP suggests that the retirement age be set at 67 years for 1966, at 66 years for 1967 and at 65 for 1968 and thereafter.

Another producer proposal is that the locals eliminate the present restrictions against interchange between work classifications within the local. This would make all members of the local available to perform any function over which that local has jurisdiction. Under this plan the only distinction between members of a local would then be seniority.

The producers also propose that the IATSE locals set up work training or apprentice programs to provide skilled workers for the industry. The integration of Negro workers into the IATSE union ranks is not mentioned specifically in this proposal, but it is clearly implied in the statement that these programs "may be established and administered pursuant to the regulations promulgated by the California State Department of Labor," or jointly under regulations to be set up by the association and the union.

If an IATSE member is employed at a job with a higher classification than his usual class of employment, the current rule is that he must be given a full day's pay at the higher rate, no matter how brief his employment in that classification. The AMPTP would replace this rule with one providing that if the employee works for more than a half-hour but less than four hours at the higher classification, he shall be paid for four hours' work at that rate, and if he works for more than four hours, he shall get a full day's pay at the higher rate.

The producers ask for the right to divide the shooting day into shifts and to call in substitute employees to avoid overtime payments, eliminating current provisions of some locals' contracts which forbid relieving employees for that purpose. They also propose the elimination of requirements that producers keep employees on their payroll between pictures.

Finally, the AMPTP calls for giving the employer "the unrestricted right to make technological changes." This proposal is in head-on opposition to that of the IATSE that any technological changes be made the subject of negotiation between the employer and the union and not put into effect until a "mutually satisfactory agreement" has been reached.

Youthful viewers favor new shows

The new television shows have scored their greatest successes among younger viewers, according to TVQ's second October report, released Oct. 30.

The list of the ten most popular shows among children (6-11 years old) includes seven new programs, while the category of teen-age (12-17 years old) favorites contains eight new shows. None of the new programs, however, were among the top 20 favorites of viewers aged 50 or over. This group preferred established shows such as *Lawrence Welk* (ABC), *Perry Mason* (CBS), and *Password* (CBS).

In last year's comparable TVQ report, the young children's favorites included five new shows and the teen-ager's top 10 list included three.

The top 10 programs of 6-11 age group are:

1. *Flipper* (NBC);
2. *Bewitched* (ABC);
3. *Beverly Hillsbillies* (CBS);
3. *Walt Disney* (NBC);
5. *Flintstones* (ABC);
6. *Daniel Boone* (NBC);
7. *Addams Family* (ABC);
7. *Munsters* (CBS);
9. *Gomer Pyle* (CBS);
9. *Jonny Quest* (ABC).

The leading 12 shows among 12-17 year olds (four shows tied for ninth place) are: 1. *Bewitched* (ABC); 2. *Gomer Pyle* (CBS); 3. *Bonanza* (NBC); 4. *Man from U.N.C.L.E.* (NBC); 5. *Fugitive* (ABC); 5. *No Time for Sergeants* (ABC); 7. *Flipper* (NBC); 7. *Shindig* (ABC); 9. *Daniel Boone* (NBC); 9. *Gilligan's Island* (CBS); 9. *McHale's Navy* (ABC); 9. *Patty Duke* (ABC).



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Street _____

City _____ State _____ Zip _____

Arbitrons show NBC election-night sweep

ENTERTAINMENT SHOWS TAKE PRE-EMPTIONS ON CHIN

Political broadcasts—roundup news reports or paid programs of the major parties—in the week ended Nov. 4 changed the emphasis of the Arbitron reports rating the three TV networks.

■ Rather than meaningful information on individual program strengths, the ratings were able to show NBC-TV on top nationally in all of the 7:30-11 p.m. period on election night (Nov. 3).

■ The seven-day period covered—buttressed by the NBC sweep of Tuesday night—placed NBC-TV in first position with an average rating of 17.4. CBS-TV had 17.1 and ABC-TV, 13.3.

On other nights: CBS and NBC each had three half-hour wins and ABC one on Friday (Oct. 30); CBS had four, ABC two and NBC one on Saturday; NBC had four and CBS won three on Sunday; CBS won four, ABC had two and NBC one on Monday, and CBS had four and NBC three on Wednesday.

Network researchers pointed to a high incidence of political pre-emptions both in network originations and in the increased numbers of stations pre-empting network programing locally. The latter pre-emptions reduced station line-ups and in many cases distorted meas-

urements for individual network programs. As a consequence, they radically affected the comparative rating composition for the three networks in many half-hour periods.

Arbitron		Rating	Share
Friday, Oct. 30			
7:30			
ABC	Jonny Quest	9.3	19.0
CBS	Rawhide	17.3	36.0
NBC	International Showtime	8.1	17.0
8:00			
ABC	Farmer's Daughter	13.8	26.0
CBS	Rawhide	19.7	37.0
NBC	International Showtime	9.5	18.0
8:30			
ABC	Addams Family	17.5	33.0
CBS	Entertainers	14.5	27.0
NBC	Bob Hope	14.9	28.0
9:00			
ABC	Valentine's Day	13.9	27.0
CBS	Entertainers	15.2	29.0
NBC	Bob Hope	16.0	31.0
9:30			
ABC	12 O'Clock High	11.8	22.0
CBS	Gomer Pyle	20.5	38.0
NBC	Jack Benny	11.3	21.0
10:00			
ABC	12 O'Clock High	12.2	24.0
CBS	The Reporter	13.8	28.0
NBC	Jack Paar	16.6	33.0
10:30			
ABC	Local	—	—
CBS	The Reporter	11.1	24.0
NBC	Jack Paar	18.4	39.0

Saturday, Oct. 31			
7:30			
ABC	Outer Limits	8.9	19.0
CBS	Jackie Gleason	16.7	36.0
NBC	Flipper	10.6	23.0
8:00			
ABC	Outer Limits	10.1	20.0
CBS	Jackie Gleason	21.8	44.0
NBC	GOP-Political	8.1	16.0
8:30			
ABC	Lawrence Welk	21.1	39.0
CBS	Gilligan's Island	11.4	21.0
NBC	GOP-Political	9.0	17.0
9:00			
ABC	Lawrence Welk	20.4	37.0
CBS	Mr. Broadway	11.8	22.0
NBC	Saturday Movie	17.3	32.0
9:30			
ABC	Hollywood Palace	18.2	34.0
CBS	Mr. Broadway	10.2	19.0
NBC	Saturday Movie	20.7	38.0
10:00			
ABC	Hollywood Palace	15.2	28.0
CBS	Gunsmoke	18.8	35.0
NBC	Saturday Movie	17.0	32.0
10:30			
ABC	Local	—	—
CBS	Gunsmoke	20.2	42.0
NBC	Saturday Movie	16.8	35.0

Sunday, Nov. 1			
7:30			
ABC	Wagon Train	12.3	22.0

CBS	My Favorite Martian	18.0	32.0
NBC	Walt Disney	18.2	33.0
8:00			
ABC	Wagon Train	14.3	24.0
CBS	Ed Sullivan	22.3	38.0
NBC	Walt Disney	19.2	32.0
8:30			
ABC	Broadside	10.9	18.0
CBS	Ed Sullivan	31.1	50.0
NBC	Bill Dana	10.9	18.0
9:00			
ABC	Sunday Movie	12.8	22.0
CBS	Living Doll	11.0	18.0
NBC	Bonanza	28.2	47.0
9:30			
ABC	Sunday Movie	15.0	25.0
CBS	Joey Bishop	8.1	14.0
NBC	Bonanza	30.9	52.0
10:00			
ABC	Sunday Movie	12.3	24.0
CBS	Candid Camera	20.0	40.0
NBC	Rogues	14.1	28.0
10:30			
ABC	Politics '64	6.0	14.0
CBS	Democrats-Political	12.4	28.0
NBC	Rogues	18.7	43.0

Monday, Nov. 2			
7:30			
ABC	Voyage to Bottom of the Sea	18.0	30.0
CBS	To Tell the Truth	13.3	22.0
NBC	90 Bristol Court	11.2	19.0
8:00			
ABC	Voyage to Bottom of the Sea	22.3	38.0
CBS	Democrats-Political	12.0	21.0
NBC	90 Bristol Court	11.0	19.0
8:30			
ABC	No Time for Sergeants	17.7	30.0
CBS	Andy Griffith	18.5	31.0
NBC	90 Bristol Court	8.6	15.0
9:00			
ABC	Wendy and Me	14.0	24.0
CBS	Lucy Show	17.2	29.0
NBC	Andy Williams	14.6	25.0
9:30			
ABC	Democrats-Political	9.3	17.0
CBS	GOP-Political	15.6	28.0
NBC	Andy Williams	21.0	38.0
10:00			
ABC	GOP-Political	10.9	23.0
CBS	Slattery's People	17.9	37.0
NBC	Democrats-Political	11.2	23.0
10:30			
ABC	Politics '64	5.0	12.0
CBS	Slattery's People	19.6	47.0
NBC	GOP-Political	8.2	20.0

Tuesday, Nov. 3			
7:30			
ABC	Election Returns	7.2	12.0
CBS	Election Returns	18.8	32.0
NBC	Election Returns	23.8	41.0
8:00			
ABC	Election Returns	7.8	12.0
CBS	Election Returns	20.8	33.0
NBC	Election Returns	27.1	42.0
8:30			
ABC	Election Returns	8.4	13.0
CBS	Election Returns	21.7	34.0
NBC	Election Returns	29.2	45.0
9:00			
ABC	Election Returns	7.7	12.0
CBS	Election Returns	21.7	32.0
NBC	Election Returns	28.4	42.0

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9:30	ABC Election Returns	9.9	15.0
	CBS Election Returns	21.5	33.0
	NBC Election Returns	27.7	42.0
10:00	ABC Election Returns	8.3	13.0
	CBS Election Returns	21.3	33.0
	NBC Election Returns	27.6	43.0
10:30	ABC Election Returns	6.7	12.0
	CBS Election Returns	19.1	34.0
	NBC Election Returns	24.4	43.0
Wednesday, Nov. 4			
7:30	ABC Ozzie & Harriet	15.9	29.0
	CBS Postelection Special	11.2	20.0
	NBC Virginian	21.5	39.0
8:00	ABC Patty Duke	17.8	30.0
	CBS Postelection Special	10.9	18.0
	NBC Virginian	23.8	40.0
8:30	ABC Shindig	16.5	28.0
	CBS Beverly Hillbillies	20.3	34.0
	NBC Virginian	22.0	37.0
9:00	ABC Mickey	11.0	19.0
	CBS Dick Van Dyke	28.0	48.0
	NBC Wednesday Movie	17.4	30.0
9:30	ABC Burke's Law	16.4	30.0
	CBS Cara Williams	17.9	32.0
	NBC Wednesday Movie	16.3	29.0
10:00	ABC Burke's Law	15.9	30.0
	CBS Danny Kaye	19.2	37.0
	NBC Wednesday Movie	16.6	32.0
10:30	ABC Politics '64	3.6	8.0
	CBS Danny Kaye	21.0	45.0
	NBC Wednesday Movie	15.7	34.0

Court refuses Official motion for injunction

The United States District Court for the Southern District of New York has rejected a motion by Official Films Inc., New York, for a preliminary injunction against David H. Wolper Productions, Hollywood, for the use of certain footage in Wolper series.

The court ruled that there was no proof that Official had been "irreparably damaged" by Wolper's use of filmed segments in its *Men In Crisis* series that originally were produced by Wolper for Official's *Biography* series.

Official will continue to press two separate legal actions against Wolper Productions seeking more than \$2 million in damages for breach of contract, an Official Films spokesman said. These actions are pending in the New York State Supreme Court and the U. S. District Court for the Southern District of New York. They claim that a clause in the contract with Wolper for production of the *Biography* series states that

'Dana' to get axe

NBC-TV's *Bill Dana Show* (Sunday, 8:30-9 p.m.) appears to be the first casualty of the current season. The show is sponsored by Procter & Gamble which has been the advertiser in that half-hour period on the NBC-TV schedule for several seasons.

P&G reportedly had favored a new western, that would star Chuck Connors, as the replacement series after the end of *Dana's* first 13-week cycle. But as of last week it appeared this plan may have been discarded. Last season *Dana* was in an earlier Sunday period.

Wolper will not produce half-hour series on the lives of well-known persons who have lived during the past 50 years. The suits allege that Wolper's *Men In Crisis* series breaches that portion of the contract.

CBS Radio news emphasizes 'sound'

CBS is attempting to revitalize its network radio coverage of events by accentuating the "sound" elements of newsworthy developments, Lee Hanna, director of radio news for CBS News, reported in an interview last week.

Mr. Hanna assumed his present post five months ago, leaving WNEW New York where he was news director, and was given "a mandate" from CBS News management to inject "excitement" into radio news. The emphasis on "sound" is one of several approaches being implemented under Mr. Hanna's direction. He explained:

"It's not enough for a reporter to interview a person or read a news script. What we have tried to do—and have done—is to get the correspondent more personally involved with the event and catch the mood and flavor. When the subway strike was on in London, for example, our reporter went down to the subway, talked to people involved, caught the sound of trains that were running with supervisory help. We caught the noises in the Harlem riots. During the British elections, our reporters went to Picadilly and to a bookmaker's joint."

He acknowledged that CBS News correspondents had been accustomed to

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Interest in "Special Report—Radio," which appeared in the September 28 BROADCASTING, has been great. For example:

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"... To paraphrase, in our hearts we know that radio is right. Let us share this information with others.—Lionel F. Baxter, vice president radio div., Storer Broadcasting Co., Miami Beach.

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"thinking" largely in terms of TV coverage, but constant reminders and suggestions from the assignments desk have produced "wonderful cooperation and even enthusiasm" by field reporters. Now when assignments are made to correspondents, they are advised of radio coverage possibilities, Mr. Hanna added.

Another step undertaken by Mr. Hanna to bolster the network's radio news coverage is to set up working relationships with CBS Radio affiliates throughout the country for spot news and feature reports of significant events in their areas. Affiliates will be paid for their contributions and this project already has been implemented to a limited extent, according to Mr. Hanna.

A third area in which the radio news operation is concentrating is documentaries. Mr. Hanna said there has been "considerable expansion" in this grouping over the past few months, particularly in the production of so-called "instant documentaries" on fast-breaking news occurrences, such as the ouster of Khrushchev and the atomic explosion by the Red Chinese.

"These documentaries will have a free-wheeling format and get away from a rigid formula," Mr. Hanna observed. "And in all we do, we want to capture the 'sound' of radio."

Triangle Program Sales reviews first year

A progress report issued this week on the first anniversary of Triangle Program Sales, the syndication division of the Triangle Stations, shows that it currently is offering nine programs and services for radio outlets, and 15 series and packages for TV stations.

TPS was organized in early November 1963 and is headed by Edward H. Benedict, director. The production of radio and television programs is undertaken largely by Triangle staffs and crews, working in various parts of the country.

Mr. Benedict reported that in radio, the audio program service (112 hours of good music on tape) has been sold in 51 markets; the auto racing coverage of five top events in 91 markets and the 33 *Anniversaries in Sound* programs on past events, historical holidays and biographies of well-known people in 54 markets. In TV, among the top programs are a package of 10 half-hour programs on auto racing, sold to ABC-TV; *The Myth and the Menace*, 13 half-hours on Communism, in 31 markets and *These are Americans*, five half-hour interviews with outstanding individuals, in 14 markets.

WBKB(TV) Chicago, and WTEV(TV) New Bedford, Mass.

Volumes 7, 8, 9 (Seven Arts): KIRO-TV Seattle.

Volumes 8 and 9 (Seven Arts): KOLO-TV Reno.

Volumes 1 and 2 (Seven Arts): WKBN-TV Youngstown, Ohio.

Porky Pig Cartoons (Seven Arts): KAIL-TV Fresno, Calif.; KPHO-TV Phoenix, and WHYN-TV Springfield, Mass.

Mahalia Jackson Sings the Story of Christmas (Seven Arts): WNDU-TV South Bend, Ind.

Churchill, the Man (Seven Arts): KIRO-TV Seattle; KCMO-TV Kansas City Mo., and KULR-TV Billings, Mont.

Special Features (Seven Arts): KCOY-TV Santa Maria, Calif.

6 ETV's get grants for programs still to come

Six educational television stations have received awards for future programs in a contest conducted by the Educational Television Stations division of the National Association of Educational Broadcasters.

C. Scott Fletcher, ETS president, announced the awards and explained that a \$5,000 grant from the Reader's Digest Foundation had made them possible.

Prizes of \$1,000 went to KLRN(TV) San Antonio, Tex., for *Reapportionment*; to WQED(TV) Pittsburgh for *Comment*, a modern ballet; to KUED(TV) Salt Lake City for *Diary of a Mud Puddle*, on Great Salt Lake; and to WOSU-TV Columbus, Ohio, for *The Call of Oil*, an investigation of northern Ohio's "oil rush."

KOAP-TV Portland, Ore., won \$500 for a prospective program *All about Elephants* and WMVT(TV) Milwaukee, \$500 for *Only Yesterday*, a look at the gaslight period.

Warren opens sound studio

A new sound studio opened in Miami Beach, Fla., last week, under the direction of Howard Warren, a motion picture entrepreneur with prior experience in Florida and New York.

The studio will be completely equipped for production of sound motion pictures, disks, tape, voice, master record and television commercial recordings, according to Mr. Warren, who has produced episodes of several TV series, including the *Phil Silvers* shows, *Candid Camera*, *Everglades* and *Flipper*.

Address is 35 North East 62nd Street.

Radio series sales . . .

The Green Hornet (Charles Michelson): KMAZ Madill, Okla.

The Shadow (Charles Michelson): WILK Wilkes-Barre, Pa.

Jimmie Fidler in Hollywood (Jimmie Fidler): KCLS Flagstaff and KFIF Tucson, both Arizona; WONE Dayton, Ohio, and WJWR Palmyra, Pa.

Film sales . . .

Astro Boy and *Car 54, Where Are You?* (NBC Films): WNYS(TV) Syracuse, N. Y.

Mack and Myer for Hire (Trans-Lux): WNAC-TV Boston and WFLA-TV Tampa, Fla.

The Mighty Hercules (Trans-Lux): KCPX-TV Salt Lake City.

Felix the Cat (Trans-Lux): KCPX-TV Salt Lake City and WTOP-TV Washington.

Zoorama (Trans-Lux): WSB-TV Atlanta.

Top Draw and *Award Four* (Trans-Lux): WPRO-TV Providence, R. I.

Science Fiction Theater (Trans-Lux): WMUR-TV Manchester, N. H.; WRBL-TV Columbus, Ga.; KSWO-TV Lawton, Okla.

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- Sports fans call Bill O'Donnell to settle arguments about yesterday's game.
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Dual personality solves programming conflict

WGBS-AM-FM Miami solved a programming conflict by accentuating its dual personality. The problem arose as the football season progressed with Florida State University losing only one game. Fans' interest rose as did the team's winning streak. However, no station in the Miami area carried the FSU games.

WGBS was already carrying a full schedule of college games sponsored by Standard Oil. The station then realized it had the facilities to carry the FSU games over its FM outlet.

The solution was presented to Standard which agreed to carry the games and added that if the FSU game had more local interest than the prescheduled game the FSU contest would be carried over AM and the other over FM.

The station accepted the idea and it started Oct. 17 with WGBS-FM carrying Tennessee vs. Alabama while WGBS had FSU vs. Georgia.

Program notes . . .

Trio for TV ■ The Kingston Trio has been signed for the pilot of a proposed TV series which will be produced in partnership with Artists Ltd., a subsidiary of MCA-TV. As part of the agreement, MCA-TV will use the trio for guest appearances on the company's various TV series.

Coming move ■ William Morris Agency, New York, will move in 1966 to four floors of a new 33-story building at 1350 Avenue of the Americas.

Homespun ■ A 15-minute, country and western oriented show, *The Ernie Lee*

Radio Show, is being syndicated by Charles Fuller Productions, Tampa, Fla. A minimum of 260 programs, planned for five-a-week release, will be cut.

Now available ■ Local Air Programming, Eastchester, N. Y., is offering stations 91 one-minute scripts of *Thought for Today*, a series of inspirational messages that can be run sustaining or sponsored.

Expansion ■ Dick Clark Productions, Hollywood, has opened New York offices at 1271 Avenue of the Americas. The company expects to announce its first television series and two feature film productions shortly.

Auto racing ■ New one-hour TV series on auto racing, *Pit Stop*, created by Barry Shear for his Bri-Wen Produc-

tions, is scheduled to go into production late this winter in partnership with the Youngstein-Karr Co. and Screen Gems.

New entry ■ Adventure-detective stories with a supernatural angle will be the basis for a new one-hour dramatic series, *The Ghostbreaker*, to be produced by MGM-TV for NBC-TV in the 1965-66 season. Peter Stone and Sherman Yellen created the series. Norman Felton is executive producer.

Sports series ■ A half-hour sports series, *Hail the Champ*, produced by Milt Hoffman and Joe Landis and featuring Don Drysdale, pitcher of the Los Angeles Dodgers, as host, is being put into syndication by MCA-TV.

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Universal City hotel

Universal City, Calif., will be the location of the largest hotel west of Chicago, a \$40 million, 1,800 room complex to be built by MCA Inc. It will be operated under a long-term lease by the Sheraton Corp. of America. Ground for the first unit, a 12-story, 500-room building, will be broken early next year, with completion expected about 12 months later. The hotel complex is part of a plan for the continuing development of the 410-acre Universal lot, site of Universal Studios, whose TV arm (formerly Revue Studios) is the largest producer of filmed network programs.

Gifts to ETV over \$14.5 million

Commercial broadcasters help educational outlets with cash, equipment, unpaid labor and programs nationwide survey by BROADCASTING indicates

When FCC Chairman E. William Henry a few weeks ago implored commercial broadcasters to give financial support to educational television outlets (BROADCASTING, Oct. 5), he gave but fleet and unspecific attention to the contributions—in money, equipment and time—already made by commercial operators.

But if Mr. Henry limited himself to vague praise, he can avail himself of an excellent excuse: There apparently is no comprehensive list of commercial broadcasters' gifts to ETV's extant, although the National Association of Educational Broadcasters hopes to compile one.

Good Response ■ A BROADCASTING survey, however, produced a thorough cross-section of the aid afforded by commercial stations. Not all ETV's responded to the questionnaires, but about 75% did, and the resultant projected figures indicate that commercial operators have given their educational brethren approximately \$8 million. Add an estimated \$6.5 million in equipment and services, free time for promotional spots and uncounted hours of unpaid labor and the reasons for the gratitude toward commercial broadcasters expressed by the majority of educational stations become increasingly clear.

It is safe to say that without the support of commercial outlets educational TV would be a much more sparsely settled field. The latest official FCC figures show 83 ETV's on the air. Four years ago BROADCASTING's running boxscore indicated there were 52 in operation (BROADCASTING, Nov. 14, 1960) and in 1956 showed 22 (BROADCASTING, Nov. 12, 1956). Although some ETV's have strong financial backing, obviating in part the necessity of aid from the commercial outlets, many frankly admit they would be in real trouble without the help of their commercial friends. The returned questionnaires indicate 32.8% have received financial aid, 65.6% equipment and 70.5% programing and other services, such as promotional spots, from commercial outlets. And 72.5% praised the cooperation and help they have received, while only 13.1% of the ETV's

had any complaints.

New York Station ■ A gilt-edged example is WNDT(TV) New York, an ETV that has received \$1,762,000 from commercial broadcasters. Of this total, \$1,250,000 was given for the acquisition of the station, with American Broadcasting-Paramount Theaters, CBS, NBC, RKO General and Metromedia each chipping in \$250,000.

In its 1962-63 operating year, WNDT received \$100,000 each from CBS and NBC, \$50,000 from RKO General (the first installment of a two-year pledge of \$100,000), \$50,000 from WPIX(TV) New York (the first fifth of a five-year pledge of \$250,000) and \$12,000 from Metromedia. These gifts total \$312,000 from broadcasters, as compared to \$3,035,683 from all sources. In its 1963-64 year, WNDT got \$100,000 from CBS and \$50,000 each from RKO and WPIX—a total of \$200,000 of the station's donations of \$2,512,934. Thus far in the current year, WNDT has received only its third \$50,000 installment from WPIX.

Incidentally, NBC was subjected to a mild investigation by the FCC because of its gifts to the New York ETV (BROADCASTING, May 6, 1963). There was some fear the network may have conditioned its donations on the kinds of programing the ETV offered, but this investigation was quickly and quietly dropped.

WNDT's may be an atypical example, but of the networks only ABC lists the station as its sole ETV charity case. CBS also claims gifts to WGBH-TV Boston (\$35,000 in equipment plus engineering assistance); WHYY Inc., Philadelphia (WUHY-TV and WHYY-TV) (\$100,000 plus engineering assistance); KETC(TV) St. Louis (\$75,000 plus technical assistance); WTTW(TV) Chicago (\$315,000 in equipment, \$25,000 in cash and technical assistance); Midwest Council on Airborne Television Instruction (\$50,000 grant from CBS Foundation); KCET(TV) Los Angeles (\$254,000 plus technical assistance) and the Stamford, Conn., public school system and museum (\$80,000 plus technical assistance). These gifts total \$1,648,000, counting WNDT donations, but still don't

tell the whole CBS story. The network's owned stations provide free time urging the support of educational broadcasting and soliciting funds for it, and CBS Laboratories developed a narrow band system of TV transmission for the Midwest Airborne project. CBS has also made available programs to ETV stations and National Educational Television, including 16 *Repertoire Workshop* shows, produced by CBS-owned stations.

NBC also lists far-and-wide ETV contributions, including \$152,000 in equipment to WNED-TV Buffalo, N. Y., in 1958. Other gifts: \$250,000 to KCET, \$100,000 to WHYY Inc., \$100,000 to WETA-TV Washington and \$800,000 for educational programs not used on the network. These figures, including gifts to WNDT, amount to \$1,752,000.

Westinghouse Broadcasting Co. estimates that it has donated more than \$1 million in money, equipment and services to ETV, both as corporate gifts and as donations from its owned stations. Time-Life Broadcast says it made a corporate grant of about \$10,000 to WNDT for underwriting programs and cited cooperation with local ETV operations in its owned-station markets.

Many Help ■ But this sampling of ETV gifts from networks and TV groups is only scraping the foam off the top. Commercial broadcasters, large and small across the country, have a solid, if less spectacular, history of helping ETV's. The five stations of the Alabama Educational Television Commission afford vivid illustration of the possibilities of broadcaster help and cooperation (see page 57). And commercial broadcasters have aided noncommercial community stations, which sometimes program entertainment, as well as the strictly educational stations.

A cross-section of cash donations shows that KETC(TV) St. Louis has pledged of almost \$3,000 a year from commercial stations, although by policy it doesn't divulge donors, and WGTB-TV Toledo, Ohio, has received \$600 from Storer Broadcasting Co. (WSPD-AM-FM-TV) and \$100 each from Community Broadcasting Co. (WTOL-AM-FM-TV) and Edward Lamb Enterprises (WTOD-AM-FM). WYES-TV New Orleans finds contributions from commercial broadcasters a "vital part of our financial existence," although it doesn't reveal donors, as it receives the money through the city's Cultural Attractions Fund. The Oklahoma Educational Television Authority, KETA(TV) Oklahoma City and

KOED-TV Tulsa, got \$150,000 from WKY-TV Oklahoma City, which also gave \$10,000 to educational KOKH-TV there, and KFME-TV Fargo, N. D., reports a \$7,000 gift from WDAY-TV in that city.

The South Carolina Educational Television Center—WITV-TV Charleston and WNTV-TV Greenville—was given approximately \$20,000 by WCSC-TV Charleston. Metropolitan Pittsburgh Educational Television, WQED-TV and WQEX-TV in that city, reports "substantial" contributions from area broadcasters for the past 10 years, but it doesn't publicize its donors. KPRC-TV and KTRK-TV, both Houston, have each given educational KUHT-TV there \$10,000 a year since 1956. Aside from its monetary gifts from CBS and NBC already listed, KCET Los Angeles has also received \$250,000 from Metromedia, \$100,000 from RKO General and \$100,000 from KCOP-TV there. And WHYY Inc. in Philadelphia got \$7,800 from

WFIL-TV, that city, in addition to its network gifts. WETA-TV also picked up \$100,000 from Metromedia as well as from NBC. KERA-TV Dallas reports \$76,000 in contributions from broadcasters, although it chose not to reveal the sources, and WEDU-TV Tampa, Fla., lists \$36,000 as contributed by WFLA-TV Tampa and WTVT-TV Tampa-St. Petersburg before the ETV went on the air.

Equipment Helps ■ A sampling of equipment gifts shows even more widespread contributions to ETV by commercial broadcasters, although many ETV's hesitate to try to attach a cash value to such donations. WUFT-TV Gainesville, Fla., for example, was sold a tower by WJXT-TV Jacksonville "at a greatly reduced price" and WMVS-TV and WMVT-TV Milwaukee report a wide variety of equipment gifts plus transmitter building facilities and antenna tower space from WITI-TV there,

but the ETVs' decline to estimate the dollar worth of the gifts.

WTVI-TV Charlotte, N. C., which is not yet on the air, has received a studio-control switching unit (about \$8,000) and synchronized clock system (about \$4,000) from WBTB-TV, that city. WYES-TV got about \$100,000 worth of equipment from WDSU-TV to help the station get on the air and the commercial TV has given more equipment since. KING-TV Seattle has given equipment, including a 5 kw transmitter, with an appraised value of \$121,963 to KCTS-TV, an ETV in that city. KFME-TV Fargo, N. D., received a \$60,000 tower from WDAY-TV plus other equipment worth \$6,500. WNTV-TV Greenville, S. C., was enabled to go on the air by a gift of a tower and land worth \$200,000 from WFBC-TV there. WQED-TV and WQEX-TV Pittsburgh report that KDKA-TV helped WQED get started by providing complete transmis-

Alabama educators praise commercial stations for help

The Alabama Educational Television Commission, which has a network of five stations—WAIQ-TV Montgomery, WBIQ-TV Birmingham, WCIQ-TV Mount Cheaha State Park, WDIQ-TV Dozier and WEIQ-TV Mobile—was one of the most enthusiastic of those that responded to BROADCASTING's ETV questionnaires with praise of commercial broadcasters' support (see page 56).

Raymond D. Hurlbert, general manager of the organization, noted that state appropriations form the backbone of the network's operations. But the state's commercial broadcasters have given generously of equipment and time, Mr. Hurlbert said, and by following rigidly the policy of telecasting only educational shows, not entertainment, the ETV's and the commercial stations together offer Alabamans "total television service."

In 1954, WBRC-TV Birmingham, then owned by Storer Broadcasting Co., gave equipment and station space that Mr. Hurlbert estimates would have cost about \$225,000 on the open market. This assistance enabled the AETC to put WBIQ on the air. Since Taft Broadcasting bought WBRC-TV the station has contributed a new antenna and placed it atop WBRC-TV's 785-foot tower. Aid such as this has earned Taft a state citation for service.

WAPI-TV Birmingham, a Newhouse station, chipped in half the price of

WBIQ's transmitter, which if purchased new on the open market, Mr. Hurlbert estimates, would have cost about \$200,000. WAPI-TV has also contributed various pieces of equipment in recent years, according to Mr. Hurlbert, which would have cost the AETC thousands of dollars.

Other Gifts ■ Other commercial outlets also have been generous.



Mr. Hurlbert

WTVM-TV Columbus, Ga., even crossed state lines to sell, at a greatly reduced price, a transmitter to WAIQ. A building and tower and other help from WALA-TV Mobile made possible WEIQ, which is soon to be activated. Mr. Hurlbert estimates WALA-TV's help at \$100,000, and also notes that WKRG-TV Mobile has given WEIQ studio equipment and General Electric has sold the ETV a used transmitter for next to nothing.

The AETC and its contributing programming agencies "have had the most cordial and extremely cooperative arrangements with commercial broadcasters," Mr. Hurlbert said, and this has been a "two-way street and has been found to be most beneficial for all concerned."

Mr. Hurlbert said the AETC "has nothing but praise and appreciation for commercial television in our state. From the very first in 1953 to date, there has existed a most cordial and cooperative understanding, arrangements and working conditions between us. We feel that we could not have achieved our present status of five interconnected stations, soon to be six with the proposed station in Huntsville, had it not been for the generosity and consideration of our public-spirited commercial stations. As a matter of fact, with the closeness of our mutual interests and operations, we feel that commercial television and educational television in Alabama render together what might be called total television service."

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Raymond E. Carow, General Manager

sion facilities and tower, including land and a transmitter building. Since then, KDKA-TV, WIIC(TV) and WTAE(TV) have "given miscellaneous pieces of studio and control equipment . . . total value would be many thousands of dollars." WENH-TV Durham, N. H., says it has received equipment from WBZ-TV (about \$1,400) and WNAC-TV (about \$1,600) Boston and WGAN-TV Portland, Ore. (about \$300).

KHOU-TV Houston - Galveston has given KUHT(TV) a 1,200-foot tower, an antenna, transmitter building and land appraised at \$200,000, the ETV reports. And KUON-TV Lincoln, Neb., claims Fetzer Broadcasting Corp.'s KOLN-TV, that city, "is the godfather of Nebraska's first ETV station; without its assistance, more than likely there would be no ETV development in Nebraska." KOLN-TV "donated considerable time, legal and engineering counsel and transmission and studio equipment to enable [KUON-TV] to begin broadcasting," the ETV says, also accrediting wow-TV (\$500) and KWTW(TV) (\$3,000), both Omaha with equipment gifts.

Philadelphia Report ■ WHYY Inc. in Philadelphia lists equipment donations totaling \$28,512 from WCAU-TV and notes that last year Triangle Publishing Co (WFIL-TV) donated a building and land worth \$1,256,595 when Triangle moved to its new quarters. WBZ-TV Boston has given that city's WGBH-TV some \$81,000 worth of equipment and WHDH-TV donated master control facilities. The latter station also donated 1,190 hours of regular engineering time and 293 hours of engineering overtime to keep the ETV on the air after a fire in 1961. Each of the four VHF commercial stations in Washington have contributed equipment to WETA-TV—WTOP-TV (\$1,300), WMAL-TV (\$1,000), WRC-TV (\$100) and WTTG(TV) \$2,000). KERA-TV Dallas reports that WFAA-TV donated more than 4,000 man-hours in wiring and setting up equipment before the ETV went on the air, and KRLD-TV has given control and projection equipment, WBAP-TV projection equipment and KTVT(TV) has offered space on its new tower for the ETV's antenna.

If these cross-sections of money and equipment gifts to ETV by commercial broadcasters are impressive, the programming cooperation between the two types of TV's is even more so. An overwhelming majority of ETV's indicate that commercial television stations—and, in many instances, radio outlets—carry spots promoting educational programming. Many ETV's credit commercial stations with giving them program material and helping them produce their shows, and many commercial personnel volunteer their services to help the educational outlets. Loans of remote equipment are a frequent occurrence.

Some ETV's run periodic fund-raising campaigns, and most report excellent cooperation from their commercial brethren.

This cordial relationship is reflected in comments by the ETV's ranging, both from a calm "we get along fine" (WHRO-TV Hampton-Norfolk, Va.) to "Is any other community station receiving this much cooperation?" (KERA-TV Dallas). Those ETV's run by schools note that commercial broadcasters often find that cooperation pays: Radio-TV graduates of the schools are frequently placed with the commercial stations through mutual arrangements.

Not every ETV operator sings hymns to commercial broadcasters of course, and some definitely are unhappy. KTPS (TV) Tacoma, Wash., wryly comments: "If the newspaper did not also own one of the two commercial channels we might be given space anyway for our daily log." KCSM-TV San Mateo, Calif., complained of a "negative attitude" on the part of other broadcasters, including other educational stations serving the area.

Generally, however, BROADCASTING'S survey uncovered a spirit of close cooperation between commercial and non-commercial television, with the ETV's, often operating on wobbly financial feet, warmly aware of any aid.

Chairman Henry told broadcasters "Educational television is entitled to look to you for a portion of its financial support." ETV operators seem to agree, but they don't overlook the important help that has already been advanced. Their position seems to be summed up best by an ETV station manager who last week said: "We wouldn't be where we are today if it weren't for commercial broadcasters. They have done a lot for us. I just hope they'll do more."

Another congressman gets into baseball act

A Wisconsin congressman has called upon baseball commissioner Ford Frick to urge major league owners to put a halt to the "present gross disparities in the money baseball teams receive from TV. . . ."

Representative Henry D. Reuss (D), who represents Milwaukee, urged a pooling and sharing of TV revenues "equally among teams." Without mentioning the Braves, which are seeking to leave Milwaukee and move to Atlanta where a lucrative radio-TV contract has been offered the team (CLOSED CIRCUIT, Oct. 19), Congressman Reuss noted that "clubs are tempted to go about in search of richer TV income regardless of the fans of the city who come out to the ballpark. . . . Profes-

sional football has shown the advantages of TV pooling. Under the National Football League contract, clubs that would have failed or moved have remained strong and stable. . . ."

The congressman wrote to Mr. Frick preceding last week's three-day major-league closed meeting in Phoenix. In addition to pool procedures, the congressman urged league expansion—that would allow Milwaukee to retain the Braves and give Atlanta and several other cities major league clubs—and a player draft to implement the expansion.

Representative Reuss's letter is the latest move by state legislators to save the Braves. Earlier last month, Representative Clement J. Zablocki (D), who also represents Milwaukee, called on the FCC and two key House committees to decide if it is in the public interest for radio and TV to lure baseball franchises to change cities (BROADCASTING, Oct. 26).

It's now official: CBS owns Yankees

The sale of 80% of the New York Yankee baseball team to CBS was completed last week despite numerous rumors that the Justice Department would block the sale on antitrust grounds.

Formerly a partnership of co-owners Dan Topping and Del Webb, the Yankee operation has been incorporated as New York Yankees Inc. and becomes a CBS subsidiary.

The sale was consummated Nov. 2

as previously agreed upon, (BROADCASTING, Aug. 17) putting an end to the speculation that a preventive injunction would be issued by Justice—a report that had continued to the eleventh hour.

Dan Topping will be president and chief executive officer of the ball club under a five-year contract and general manager Ralph Houk has been named vice president and general manager. Del Webb who still holds 10% of the corporation's stock, as does Mr. Topping, remains with the organization as a director.

CBS has an option to buy the 20% held by Messrs. Topping and Webb within five years.

ID cases to be heard in Minneapolis court

Four Minneapolis-St. Paul television stations, fined for allegedly having permitted a program to be broadcast without proper identification, are going to have their day in court next spring. Each of the five has refused to pay the \$500 penalty (BROADCASTING, Dec. 2, 1963), claiming that the FCC erred in finding that the purported violations were "willful" and "repeated."

A federal district judge in Minneapolis has refused to issue a motion of summary dismissal sought by WTCN-TV, that city. The motion was opposed by the Department of Justice, which is defending the FCC in the litigation. The case will be heard in district court in Minneapolis at the spring calendar.

The Twin Cities stations engaged in the court test of the FCC's decision to impose penalties in addition to WTCN-TV are WCCO-TV, KSTP-TV and KMSP-TV.

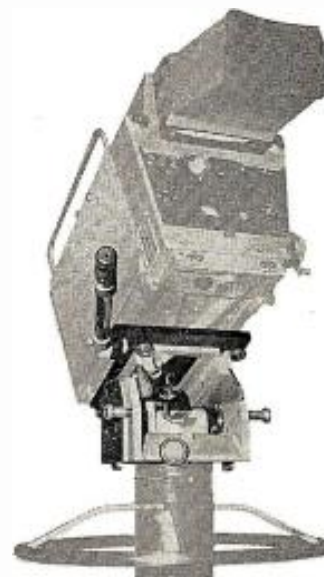
ABC pages back on job after four-day strike

The strike by 40 page boys against ABC ended on Oct. 31 after four days. The new contract calls for wage increases and added fringe benefits.

According to ABC, a contract was signed with the National Association of Broadcast Employees & Technicians under which pages in New York will obtain a raise from \$62 weekly to \$64 for up to six months of service; \$68 after six months and \$72 after one year. Fringe benefits in the new contract, which expires March 31, 1967, include eight holidays and overtime after eight hours work a day.

As part of the settlement, ABC dropped its \$5 million suit against NABET in which the network had alleged the union had violated a "no-strike" clause in its contract. ABC continued its radio and TV operations without interruption during the strike.

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How much should CATV's make?

That's question Connecticut utility commission must answer before it grants franchises for new systems

Testimony on rates of return on community antenna TV investments drew the interest of the Connecticut Public Utilities Commission last week as it continued its hearings on more than a score of applications for CATV franchises in that state.

Edwin W. Miller, operator of a CATV system in Walton, N. Y., testified as consultant to Grossco Inc., a Connecticut applicant, that he would not go into the business if his rate of return were as low as "10 to 12%."

Julian Gross, head of Grossco and owner of WEXT West Hartford, Conn., and WMAS Springfield, Mass., testified earlier that he could make 25% on his projected CATV investment after four years—but that 10% would be "good." Like other applicants, he indicated that he does not plan to make a profit on the installation, whose actual cost he estimated at about \$20 per home.

He also said that he would build a \$1.8 million CATV system for the four towns he seeks to serve, borrowing about \$1.2 million of this amount. The

towns are West Hartford, Bristol, Plainville and New Britain.

Mr. Miller said he charges his customers a \$69.50 connection fee. The highest charge proposed by Connecticut applicants thus far is \$20, but Mr. Miller's monthly service charge of \$3.50 is lower than those proposed to the PUC.

Mr. Miller said he bought the Walton system from other investors in 1957 and has since earned back his entire capital investment. He said there are about 1,200 TV homes in Walton, all dependent on CATV, and that he serves them all. The town of Walton does not control his rates, he asserted.

Profit Rate ■ "What's your rate of return?" one commissioner asked.

"A real fine one, sir," Mr. Miller replied. He said the 10-to-12% suggested by some Connecticut applicants was "considerably less" than his own.

Mr. Gross suggested at one point a profit-sharing plan for CATV customers instead of lower rates, but a PUC commissioner told him that if his profits would permit sharing, "you'd have to reduce your rates." Profit-sharing plans for customers, the commissioner added, are against the law.

CATV and ETB ■ Mr. Gross stressed the use of CATV for educational purposes. He said that in his proposed system he would set aside two channels for use by the state for its own purposes or as a means of transmitting in-school sessions into homes.

Rates of return, capital costs and expense data filed by the various applicants will have a bearing on the connection and monthly service charges eventually set by the PUC. Some of the rates of return suggested by some applicants are higher than the PUC currently allows any utility to make. The telephone company, for instance, makes an estimated 6% on its total capital investment and is allowed to increase its effective return to nearly 8% on nondebt capital.

In earlier sessions, the PUC heard from two applicants, one a consultant to the other, but both seek to serve the same 21 towns. The companies are New England Industries Inc. of New York City and TeleSystems Inc. of Glenside, Pa.

TeleSystems President Fred Lieberman testified on behalf of his own company's application and, at another point, as technical consultant to New England Industries. Sidney J. Baker, vice president of New England Industries, said

there were no financial connections or arrangements between TeleSystems and his firm.

Why No Split? ■ Counsel for another applicant wondered why the two companies hadn't split up the towns in their applications instead of applying for the same ones. PUC officials showed some interest in that question, too, but ruled that it must wait since cross-examination has been deferred until all initial testimony has been submitted.

Eastern Cablevision Co., Westport, Conn., applicant for Torrington and Winsted, plans a \$410,000 system and has more than enough money available to build it but plans to borrow 70%, according to testimony by President George I. Reynolds. The purpose of the borrowing, he said, is to increase the effective rate of return.

Two applicants have dropped out of the Connecticut proceeding: Mactier Publishing Corp. and Tele-Broadcasters Inc., both New York.

FCC asked to switch Rochester decision

The eight opponents of a share-time operation for channel 13 in Rochester, N. Y., had their chance to speak last week as the FCC held a one-day oral argument on disposition of the channel. An initial decision in January had recommended granting the share-time proposal of Rochester Telecasters Inc. and the Rochester Area Educational Television Association (BROADCASTING, Feb. 3).

In addition to the 10 applicants, who have been running the channel as WOKR-TV on an interim basis since 1962, ABC and the Broadcast Bureau took part in the hearing. WOKR is an ABC-TV affiliate. The Broadcast Bureau testified only in support of RAETA's financial qualifications.

The eight applicants for a fulltime commercial operation—Flower City Television Corp., Genesee Valley Television Co., Star Television Co., Community Broadcasting Inc., Heritage Radio & Television Broadcasting Co., Main Broadcast Co., Federal Broadcasting System and Citizens Television Corp.—argued against the share-time plan in general and RAETA in particular.

Participating in the proceeding were Commissioners E. William Henry (chairman), Robert E. Lee, Rosel H. Hyde, Robert T. Bartley, Frederick W. Ford and Lee Loevinger. Commissioner Kenneth Cox, who hadn't taken part in any of the earlier actions, was absent.

Star Television, attacking RAETA's financial qualifications, said, "if you find RAETA financially qualified here,

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you will be establishing the principle that all you have to do to show you have the money is that you need it. . . ."

RAETA later testified that it had insufficient funds "on hand" to construct the station and operate it for the first and succeeding years, but it "anticipated" receiving specific sums annually from the county, the school districts, public contributions and from the industry.

How Strong? • Commissioner Ford noted that the share-channel proposal, if granted, might weaken the commercial operation to such an extent that it would become a second-class operation. According to the two share-time applicants, the distribution of program time provides RAETA with 44 hours (37%) weekly with 18 of these hours for in-school programs. Rochester Telecasters would have the remaining 63% of program time.

ABC told the commissioners that "there are other means by which the educational needs of Rochester could be fulfilled, particularly the needs as to in-school instruction." It was pointed out that the city school district of Rochester had applied two weeks earlier to construct an instructional fixed television service in the 2500 mc band for in-school instruction.

In the initial decision, the hearing examiner had said that "education is the keystone upon which the morals, the wisdom, the health, and the wealth of our nation's culture are dependent."

In testimony in an earlier proceeding in the case, Robert Coe, ABC vice president in charge of station relations, said ABC could not affiliate with the share-time operation unless there were absolutely no other alternatives. He said that ABC would first attempt to displace NBC or CBS on one of the other commercial stations in Rochester.

FCC asks for comments on Ark. channel switch

The FCC last week, by notice of proposed rulemaking, invited comments on the request by KWHN Broadcasting Co. (KWHN Fort Smith, Ark.) to substitute channel 9 for channel 64 in Fort Smith, and to reassign the UHF channel to Hot Springs, Ark.

KFOY-TV (ch. 9) Hot Springs, which went off the air last year, is owned by Donald W. Reynolds, who also owns KFSA-AM-TV Fort Smith and the *Fort Smith Times Record* and *Southwest American*.

KWHN last year asked the commission to reassign the two channels, and said it would apply for the VHF outlet if it were assigned to Fort Smith (BROADCASTING, June 3, 1963).

In opposing the KWHN request, the

Arkansas Educational Television Commission, proposed assignee of the VHF facility, has asked the FCC to keep channel 9 in Hot Springs and reserve it for noncommercial educational use.

The commission said it was particularly interested in comments from KWHN indicating why the company believes reassignment of channel 9 to Fort Smith would not have serious adverse impact on the development of UHF there, and from the AETC concerning its part in the Arkansas statewide educational television plan.

Committee narrows field for NAB job

The committee seeking a new president for the National Association of Broadcasters will meet Nov. 24 in New York's Hotel Regency. On Monday, just prior to the selection committee meeting, the five-man executive committee meets at the same location.

At that time, the committee hopes to whittle down the list of potential candidates to a half-dozen on whom reports will be made. Up to now, it is learned, the committee has been conducting a process of elimination. It is the feeling, now, say some members of the group, that it's time to move affirmatively to-

ward selecting a permanent president for the vacant \$75,000 a year job.

Failure to fix on a permanent president, it's understood, will revivify one proposal made soon after LeRoy Collins resigned last August to become director of the federal community relations services, under the Civil Rights Act: that the presidency of NAB be rotated among industry leaders who would serve two years without severing their business associations. The staff would be administered by a paid executive, similar to the practice followed by the U. S. Chamber of Commerce, the National Association of Manufacturers and the Electronic Industries Association.

This proposal was revived only last month. Rex G. Howell, KREX Grand Junction, Colo., and chairman of the radio board, at the Salt Lake City regional conference noted that there is no prohibition in the NAB by-laws against its president holding an interest in broadcasting properties. He also suggested that since there is a paucity of candidates for the permanent presidency, an agreeable alternative would be to rotate the top position among broadcasters (BROADCASTING, Oct. 19).

Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of joint board and of 10-man selection committee, has stated that choice of new president for association hopefully will be completed after first of year.

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Roy Park negotiates to buy WTVR(TV) and AM-FM;

McLendon buys Chicago FM, Metromedia buys and sells

Preliminary discussions were held in New York last week looking toward the sale of WTVR(TV) and its AM and FM adjuncts in Richmond, Va., by Havens & Martin Inc. to Roy H. Park for an undisclosed amount understood in the neighborhood of \$5.5 million.

The announcement of the negotiations was made by Wilbur M. Havens, president of the Richmond stations, and Mr. Park, president of Park Broadcasting Inc.

The transaction is due to take place after Jan. 1, 1965, and is subject to FCC approval.

Mr. Havens has agreed to remain with the stations as a consultant and a director of the stations. It is presumed that he will receive a fee for this.

In addition to WTVR, the Richmond stations are WMBG (1320 kc fulltime with 5 kw), founded by Mr. Havens in 1926, and WCOD(FM) (98.1 mc with 50 kw), which began operating in 1946. WTVR began operating in 1948, is on channel 6 and is affiliated with CBS.

Park stations are WGTC and WNCT-FM-TV Greenville, N. C.; 30% of WECT (TV) Wilmington, N. C.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee. Mr. Park has headquarters in Ithaca, N. Y., where he supervises his other interests which



Mr. Park



Mr. McLendon

include publishing, printing, advertising, real estate and investments.

Other sales announced last week:

■ WFMQ(FM) Chicago — Sold by Lester Vihon to McLendon Corp. for

\$400,000. After approval by the FCC, Gordon B. McLendon, president of the group bearing his surname, said its call letters will be changed to WNUS-FM. The McLendons own WNUS Chicago, and also KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSa San Antonio, all Texas; KABL Oakland-San Francisco; WYSL-AM-FM Buffalo, N. Y. WFMQ is on 107.5 mc with 36 kw.

■ KRHM(FM) Los Angeles—Negotiations underway by Harry Maizlish to sell station to Metromedia Inc. for a reported \$53,750 plus 10,000 shares of Metromedia, which closed Thursday



Mr. Havens



Mr. Maizlish

at 41½ on the New York Stock Exchange. Metromedia, which now owns KLAC-FM in Los Angeles is selling that station (see below). Metromedia also owns KLAC and KTTV(TV) Los Angeles, WNEW-AM-FM-TV New York, WTTG(TV) Washington, D. C.; WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTHV-TV Peoria and WTVP-TV Decatur, both Illinois; KMBC-AM-FM-TV Kansas City, Mo., and WCBM-AM-FM Baltimore. It also owns Foster & Kleiser (outdoor advertising), the Ice Capades, Metro Transit Advertising in Los Angeles, property on Mount Wilson, Calif. and Wolper Productions Inc. KRHM was put on the air in 1948 and operates on 94.7 mc with 58 kw. Broker was Blackburn & Co.

■ KLAC-FM Los Angeles—Negotiations underway by Metromedia to sell station to group headed by Robert Short, Minneapolis for \$125,000. Mr. Short is principal owner of the Minneapolis Lakers basketball team. KLAC-FM, which is 2½ years old, operates on 102.7 mc with 8.3 kw.

Changing hands

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

■ WMBG, WCOD(FM) and WTVR(TV) Richmond, Va.: Negotiations underway by Havens & Martin to sell stations to Roy H. Park for undisclosed amount understood to be in the neighborhood of \$5.5 million (see above).

■ WFMQ(FM) Chicago: Sold by Lester

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Vihon to McLendon Corp. for \$400,000 (see page 62).

■ **KRHM(FM)** Los Angeles: Negotiations underway by Harry Maizlish to sell to Metromedia Inc. for consideration understood to be \$53,750 plus 10,000 shares of Metromedia stock (see page 62).

■ **KLAC-FM** Los Angeles: Negotiations underway by Metromedia Inc. to sell to group headed by Robert Short, Minneapolis, for \$125,000 (see page 62).

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 73).*

■ **KBIZ** Ottumwa, Iowa: Sold by G. LaVerne Flambo and associates to Post Corp. for \$210,000 and agreement not to compete for five years. Post Corp., owned by V. I. Minahan and family, owns WEAU-TV Eau Claire, WAXX Chippewa Falls, WHVF Wausau, all Wisconsin; KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa, and is buying WLUC-TV Green Bay, Wis., and WLUC-TV Marquette, Mich., from Morgan Murphy interests (BROADCASTING, Oct. 12). Post Corp. also publishes *Appleton Post-Crescent*, *Neenah-Menasha Twin City News-Record* and weeklies in West Allis and Milwaukee, all Wisconsin. KBIZ founded in 1944, operates fulltime on 1240 kc with 1 kw day, and 250 w night. Commissioner Robert T. Bartley dissented, voting to hold a hearing.

COMMUNITY ANTENNA TELEVISION

■ **Vestal Video Inc.**, owned by John S. Riggs and serving more than 800 subscribers in Vestal, N. Y., sold to Larry Flinn of New York for more than \$200,000. Broker: Daniels & Associates, Denver.

FCC, court get RKO pleas on channel 3

RKO General last week asked the U. S. Court of Appeals to reverse the FCC in its Philadelphia channel 3 decision—and at the same time asked the FCC not to act on the swap of NBC's Philadelphia stations for Westinghouse Broadcasting Co.'s Cleveland stations, or, at least, place a condition on the transfer (CLOSED CIRCUIT, Nov. 2).

In its court appeal, RKO General claimed that the FCC's July 30 decision violated the Communications Act in that the commission's decision to settle the Philadelphia case by requiring NBC and Westinghouse to reswap their stations was not an issue during the hearing and runs counter to the prohibition against the FCC considering any party but the

one chosen by the seller in a transfer case.

Originally, NBC and RKO General had agreed to swap their stations in Philadelphia and Boston, respectively. When Philco Corp. applied for the NBC television facility in Philadelphia, the whole package was set for hearing. In an initial decision last year, Chief Hearing Examiner James D. Cunningham recommended approval of the NBC-RKO General swap, as well as renewing the licenses of the network's WRCV-AM-TV in Philadelphia and denying the Philco application for the channel 3 outlet.

In its July 30 decision, the FCC claimed it was rescinding the 1955 approval of the first NBC-Westinghouse swap because NBC allegedly had coerced Westinghouse into approving the exchange. Following a Justice Department antitrust complaint, the network signed a consent order in 1956 agreeing to divest itself of the Philadelphia stations. The first deadline was Dec. 31, 1962, but this has been continued. The present deadline for NBC to comply with the consent judgment is Nov. 30.

RKO General claimed, also, that the FCC's decision last July was an "illegal reversal" of the commission's Dec. 21, 1955 approval of the NBC-Westinghouse exchange. And, RKO General

maintained, the FCC erred in denying a petition for reconsideration on the ground that RKO General was no longer a party. Following the FCC's July decision, NBC canceled its agreement with RKO General and filed applications with Westinghouse for the Philadelphia-Cleveland exchanges.

Seeks Caveat ■ In its petition to the FCC, RKO General asked that action be withheld on the pending applications for the NBC-Westinghouse swap because of the difficulty, if the court should reverse the commission, in "unscrambling" the exchanges.

It also asked, in the event that the FCC approves the NBC-Westinghouse applications, that the grant be conditioned on assurances by NBC and Westinghouse that no understanding exists that would maintain the NBC affiliation with Westinghouse's Boston stations.

RKO General, owner of WNAC-AM-TV and WRKO(FM) in Boston, cited testimony during consideration of the 1955 NBC-Westinghouse swap, which indicates, RKO General said, that there was an understanding that Westinghouse would retain its NBC affiliation in Boston permanently. This violates the FCC's chain broadcasting rules and prevents RKO General from ever attempting to secure the NBC affiliation for its stations there.

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Get on air or give up channel

FCC puts it on the line to 29 UHF permittees and licensees in attempt to activate dormant stations; four UHF CP's cancelled, calls deleted

The FCC took a step last week designed either to activate long-idle UHF authorizations or pry them loose for reassignment to more eager broadcasters.

The commission notified 29 UHF permittees and licensees who have been unwilling to put or keep a station on the air for fear of failure that they face the loss of their authorizations. The commission offered them a chance to defend their position in an oral argument.

In four other cases, the FCC dismissed the permittees' license applications, cancelled their construction permits and deleted their call letters.

The commission acted on the basis of responses to letters it sent last year to holders of long-idle UHF authorizations. In those letters it asked for up-to-date information on their plans for operation (BROADCASTING, July 8, 1963).

The commission didn't specify how long the construction permits involved have been outstanding. But some are known to have been issued as far back as 1953.

The applications dismissed were those of permittees who had not responded to the letters — WBLN(TV) (ch. 15) Bloomington, Ill.; WALN-TV (ch. 59) Ashland, Ky.; KHTV(TV) (ch. 27) Portland, Ore., and WFMZ-TV (ch. 67) Allentown, Pa.

Wants Permits Used — The commission said it believes that "unused [UHF] authorizations should not [continue] to lie fallow but should either be activated or released to allow reassignment of the channels to applicants who are able

and willing to construct and operate at this time."

It said this view was based on the conviction that there is "increased interest in UHF broadcasting" as a result of the all-channel-receiver legislation. The FCC said its move was prompted by the wish to give "flexibility" to the revision of the UHF table of assignments, now under consideration.

The 29 permittees and licensees, whose only hope of holding on to their authorizations appears to be a successful presentation at an oral argument, break down into two groups—24 broadcasters who have expressed an interest in operation but who have either not constructed or are no longer operating, and five broadcasters who have ceased operations and have license or renewal applications pending.

Members of both groups told the commission they are reluctant to operate because they feel UHF is not now economically feasible.

In letters to those who have not built or are no longer operating, the commission said that since the decision not to build is based on the opinion that the station couldn't succeed financially, "you will, at the most, be entitled to an oral argument on the question of whether" that judgment justifies an extension of the life of the construction permit. The permittees were told they would be granted an oral argument if they notify the commission within 30 days that they want to continue prosecuting their applications.

The FCC told the remaining five per-

mittees and licensees that it doesn't grant license or renewal applications for stations "which have suspended operation and have no definite plans to resume operation in the immediate future." Accordingly, the commission said it is proposing to designate the applications for oral argument.

The commission indicated it might grant the permittees and licensees in both groups a further hearing after considering the presentations they make in their oral arguments. It also warned them, however, that unless it hears from them in 30 days, it will dismiss their applications, cancel their permits and delete their call letters.

One of the permittees faced with an oral argument is a prospective competitor of KTBC-TV Austin, Tex., the station owned by the family of President Lyndon Johnson. The permittee is Austin Broadcasting Co., which has not yet built its station, KVET-TV (ch. 24). Another UHF station in Austin, KHFI-TV (ch. 42) however, is scheduled to go on the air in January (BROADCASTING, Sept. 28).

The names of five group owners are on the list of those facing the loss of idle UHF authorizations—Kaiser Industries Corp. (KICB-TV [ch. 52] Corona, Calif.—not built), United Broadcasting Co. (WTLF-TV [ch. 24] Baltimore—not built and WACH-TV [ch. 33] Newport News, Va.—ceased operation but license application pending), Storer Broadcasting Co. (WOBS-TV [ch. 23] Miami—suspended operation), Agnes J. Reeves Greer (WAND-TV [ch. 53] Pittsburgh—suspended operation), and Steinman Stations (WLEV-TV [ch. 51] Bethlehem, Pa.—ceased operation but license application pending).

The other stations on the list are:

Those not yet built—WVNA-TV (ch. 47) Tusculumbia, Ala.; WELI-TV (ch. 59) New Haven, Conn.; channel 62 (no call letters assigned) Owensboro, Ky.; WIBF-TV (ch. 29) Philadelphia.

Stations that suspended operation—WPFA-TV (ch. 15) Pensacola, Fla.; WEZI-TV (ch. 21) Louisville, Ky.; WTAO-TV (ch. 56) Cambridge, Mass.; WCOC-TV (ch. 30) Meridian, Miss.; WRTV (TV) [ch. 58] Asbury Park, N. J.; WHTO-TV (ch. 46) Atlantic City; KCEB (TV) [ch. 23] Tulsa, Okla.; WENS(TV) [ch. 22] Pittsburgh; WTVU(TV) [ch. 44]

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Scranton, Pa.; WNET-TV (ch. 16) Providence, R. I.; KNUZ-TV (ch. 39) Houston; WBTM-TV (ch. 24) Danville, Va.; WKNA-TV (ch. 49) Charleston, W. Va.; KSNV-TV (ch. 32) San Francisco, and WJMR-TV (ch. 20) New Orleans.

Stations which ceased operations but have license or renewal applications pending—WICA-TV (ch. 15) Ashtabula, Ohio; WBPZ-TV (ch. 32) Lock Haven, Pa., and WICC-TV (ch. 43) Bridgeport, Conn.

Granik, Miller file for D. C.'s last channel

All American Television Features Inc. and Theodore Granik have filed applications for new TV stations on channel 50 in Washington, the last available slot for commercial TV in that city under the present FCC allocations table.

All American filed its application on Oct. 27 and Mr. Granik filed on Nov. 4.

Mr. Granik, New York and Washington attorney and public affairs program producer, also has an application pending for channel 75 in Patchogue, N. Y.

All American is owned by Marandell

Enterprises Inc. Employees Profit Sharing Plan. Marandell is a radio program productions firm.



Mr. Miller

tion will be in the general area of my talent."

Overmyer asks FCC for CATV freeze

An effort to put reins on the growth of community antenna TV systems was made in a request to the FCC last week for a freeze on all microwave applications which propose to supply TV signals to CATV systems, pending the outcome of commission rulemaking proposals.

D. H. Overmyer, who made the request, asked that the freeze be made

effective immediately. He said that the continued licensing, at this time, of microwave stations to bring distant TV signals into the service areas of UHF stations could have "a profoundly adverse, if not fatal, effect" on the successful operation of such stations.

Mr. Overmyer, who has applications for UHF channels in Toledo, Ohio, Atlanta, Cincinnati and Stamford, Conn., and who reportedly plans to apply for UHF authorizations in three additional cities, said UHF broadcasting has enough burdens of its own—set conversion, antenna installation, securing network affiliation, and competing with established VHF's for audience and program material—without having to continuously compete for audience with the endless number of new CATV systems emerging.

He said that once a microwave grant has been made and a CATV system is built, it becomes extremely difficult, if not impossible, to delete the service at some future date. Therefore, he said, continued grants at this time might well undermine, if not completely destroy, the practical applicability of any general policy decisions ultimately reached by the commission in its proceedings to determine the place of CATV in the whole scheme of TV broadcasting.

EQUIPMENT & ENGINEERING

RCA's color tube output passes 3 million mark

RCA last week produced its three millionth color television picture tube, a rectangular, 25-inch, 90-degree type bulb, now used in commercial production.

W. Walter Watts, group executive vice president of RCA, said the industry will probably produce 2.2 million color TV picture tubes in 1965, an increase of 500,000 over this year's output. He said that RCA's output will be 1.5 million color tubes next year, including the 21-inch round model as well as the new 19-inch and 25-inch rectangular sizes.

Technical topics . . .

Film processor ■ Houston Fearless Corp., Los Angeles, is manufacturing a new wide-film processor designed for use in confined areas. According to the manufacturer, the HTA-3CM features a dual takeup reel system, two static eliminator bars, a light box for inspection of films coming from the drying compartment and a new splicer.

New plant and products ■ Teletronix Engineering Co., manufacturer of FM transmitters, audio leveling amplifiers

Thinking even smaller

"You'll always have it on hand," says Sony Corp. about a proposed television set. According to an ad last week in the *New York Times* Sony is working on a wristwatch-sized television set to let the viewer catch his favorite program wherever he is.

and remote control systems, has announced acquisition of a new plant at

309 Monterey Road, South Pasadena, Calif. UHF TV transmitting equipment, FM antennas, coaxial hardware and a custom station planning and engineering service will be added to the firm's present line.

Firm added ■ The acquisition of All-service Film Laboratories Inc., New York, by Byron Motion Pictures, Washington, was announced last week. Byron Motion Pictures, which is headed by Byron Roudabush, also owns Mecca Film Laboratories Corp., New York.

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LUBBOCK, TEXAS

High cost killing film market?

CBS Films' Digges says rising labor costs are pricing

U. S. made TV programs out of the foreign market place

The current trend of guild and union contracts with the producers of film and tape TV programs could, if continued, call a halt to the distribution of U. S.-made programs in foreign countries and have an adverse effect on domestic programming as well, Sam Cook Digges, administrative vice president of CBS Films, said last Monday (Nov. 2), in an address to the Hollywood Advertising Club.

The new contract between the Screen Actors Guild and the program producers that went into effect last July "called for substantial additional payments to talent for the use of the programs overseas," Mr. Digges noted. "The SAG contract followed on the heels of a new contract with the Writers Guild which gives the writers a percentage of the gross on foreign sales." (He did not mention the just-made demands of the International Alliance of Theatrical Stage Employees for residuals and foreign use payments in the same pattern, which, if granted, would constitute a drastic change in compensation for the below-the-line behind-the-camera workers [BROADCASTING, Nov. 2]).

Under the SAG formula, worldwide talent payments are immediately due at the time the first foreign sale is made, Mr. Digges said, "even if it is made in a very small market which brings a low gross."

Claims Conflict ■ He commented that both the SAG and the Writers Guild contracts "are contrary to the pattern established in the motion picture industry, where a single payment includes worldwide rights."

The networks and producers have to sell their product around the world to get back their costs, Mr. Digges declared. "From the standpoint of film distributors," he added, "the costs of distribution leave a relatively small margin of profit. Any further burden of payments to writers and to talent of film shows could well mean that U. S. product will be priced out of the market in foreign areas. Since foreign sales represent the margin of profit for producers and networks, if we are priced out of the foreign market in the sale of our product, I think that producers and program buyers will have to take a second look."

In the U. S., they already have, the film distribution executive noted. He pointed out that only six or seven years

ago there were some 30 new program series produced each season for domestic syndication. But, "as production costs continued to rise, local stations could not pay increased prices for product because they could not get increased prices from local and regional advertisers. It became impossible to recoup production costs in syndication. Today, there are only two or three series produced a year for domestic syndication and these are usually in the documentary field."

If things are bad for the foreign sale of American-made films, they are much worse for global distribution of videotaped programs. The producers' contract with the American Federation of Television and Radio Artists and the American Federation of Musicians is "totally unrealistic as far as foreign sales are concerned," Mr. Digges stated. The AFTRA formula calls for full payment for all England whenever a sale is made to any area in that country, and aside from the BBC "a sale to a full network is a rarity." The only taped show currently sold in England is *The Danny Kaye Show*, he said.

Talent payments are somewhat less for Australasia, but even there they are enough to make sales difficult and to put taped programs at a disadvantage with locally produced shows and in Africa such a sale is virtually impossible. For a program like *Young People's Concerts*, "talent payments alone will be approximately \$2,000 per program. This does not include the cost of prints, music, editing, shipping, taxes, etc. In all of Africa, total sales would probably amount to \$500 per show. Hence, under the current AFTRA contract, *Young People's Concerts* will never be seen in Africa."

Commenting on Mr. Digges's speech, John L. Dales, national executive secretary of SAG said: "Mr. Digges, who apparently is concerned only with the syndication market for television films, would do well to consult with his own colleagues in CBS before criticizing the . . . contract . . . for [it] contract was negotiated with top network representatives and a fair, balanced deal was made covering both domestic and foreign reruns. He continued that "Mr. Digges's cries of anguish . . . should be weighed against the extraordinary profits piled up year after year by the networks. Television network revenues increased

from \$754 million in 1962 to \$820 million in 1963—and TV network profits increased from \$111.4 million in 1962 to \$136.2 million in 1963, a profit increase of over 22% in one year. One would think that any official of any company making such profit would think twice before criticizing the very modest amounts that actors get for re-use of their performances in television films."

Screen Gems expands abroad

Screen Gems Inc. is stepping up activity in worldwide production and distribution of TV series with 10 projects scheduled in Germany, the Fiji Islands, Latin America and France.

Lloyd Burns, vice president in charge of international operations, also announced last week that Dan Enright has been named director of international production for SG. Mr. Enright has been associated with the company's international production during the past two years on a per-project basis and has been involved in the production of live and taped programming in Canada. Mr. Enright, formerly a partner in Barry-Enright Productions, New York, is a partner in WGMA Hollywood, Fla.

SG's approach to international production-distribution is to create series for sale in worldwide markets outside of the U. S. but to distribute them in the U. S. when and if the projects seem feasible. In Germany, Screen Gems has three pilot films in preparation, a situation comedy, a documentary and an adventure series, titled *Intercontinent Express*. In Latin America and France, there are three pilot productions being developed in each area. In the Fiji Islands SG is co-producing with Pacific Films of Melbourne, Australia, the pilot film of *The Cruise of the Sea Spray*, an action-adventure series.

SG in the past has been active in international production primarily in Canada and is represented in that country with four series totaling 8½ hours.

Asian group plans meeting in Australia

The Asian Broadcasting Union will hold its first general assembly in Sydney, Australia, Nov. 13-23. Representatives from 20 Asian and Western Pacific

countries will discuss cooperation with other broadcasting unions, staff and program exchanges, publication of a journal, formation of study groups and exchanges of technical information.

A series of conferences started in 1957 by Japan's national broadcasting organization, NHK, led to the formation of ABU. Formal membership is limited to states lying between longitudes 30 degrees E. and 170 degrees W.

Asian countries participating in the Sydney meeting are Brunei, China, Hong Kong, India, Iran, Japan, Korea, Laos, Malaysia, Nepal, Pakistan, Philippines, Thailand, Turkey, United Arab Republic, Vietnam, Fiji, New Zealand, Tonga and Western Samoa. Representatives will also be present from Canada, France, Germany, Great Britain, the United States, the European Broadcasting Union, the United Nations and UNESCO.

International film sales . . .

The Mighty Hercules (Trans-Lux TV): Nigerian Television Service, Nigeria and Compagnie Libanaise de Television, Lebanon.

Felix the Cat (Trans-Lux): New Zealand Broadcasting Corp.

Mr. Novak (MGM-TV): CKPR-TV Port Arthur, Ont.; CFCR-TV Kamloops,

B. C.; CJCB-TV Sydney, N. S.

Cain's 100 (MGM-TV): CKCO-TV Kitchener, Ont.

Man from U.N.C.L.E. (MGM-TV): CHSJ-TV St. John, N. B.

Pre-48's (MGM-TV): CFTO-TV Toronto; CKRN-TV Rouyn, Que.; CJON-TV St. John's Nfld.; CKVR-TV Barrie, Ont.

CBS Reports (CBS Films). Radiotel-evisao Portuguesa, Lisbon.

Bonanza (NBC International): Montecarlo TV, Uruguay; Sveriges Radio, Sweden; Telesistema, Mexico; Trinidad TV; Gibraltar TV, and Kenya TV.

Dr. Kildare (NBC International): Peruana de Radiodifusion, Peru; Television de Colima, Mexico; TV Singapore; Jugoslovenska Radiodifuzia, Yugoslavia, and ARAMCO, Saudi Arabia.

World Series 1964 (NBC International): ARAMCO, Saudi Arabia.

Dick Powell Series (NBC International): Montecarlo TV, Uruguay; Television de Colima, Mexico; Denmark Radio; WBNB-TV St. Thomas, V. I.; Film Polski, Poland; TV Singapore; Telepool G.M.B.H., Austria; Jugoslovenska Radiofuzia, Yugoslavia; Peruana de Radiodifusion, Peru; East Nigerian Broadcasting Corp; Liberian TV.

FANFARE

BPA plans its ninth seminar

"Ratings and Research" will lead off and "Problem Solving" will close out the ninth annual seminar of the Broadcasters Promotion Association in Chicago, Nov. 16-18.

Other general topics on the three-day agenda are: "Budget Stretchers," "Graphics," and "Working Ideas." There will be separate radio and TV sessions on ratings, problems and budget stretching.

The Monday morning seminars will hear from professionals in the ratings business. Melvin A. Goldberg, vice president, John Blair Co., New York and former research vice president of the National Association of Broadcasters, will address a joint session on "What's Happening to the Rating Situation."

The radio session on use of ratings material will hear Albert E. Sindlinger, president, Sindlinger & Co., Norwood, Pa., and Dr. Sydney Roslow, president, The Pulse Inc., New York. At the TV session, speakers will be Bill Wyatt,

vice president, sales, Nielsen Station Index, A. C. Nielsen Co., Chicago, and Gene Thompson, promotion manager, American Research Bureau, New York.

Reciprocal agreements, syndicated promotion materials, audience promotion and sales promotion will be dealt with in Monday afternoon sessions.

Tuesday meetings will cover graphics, making an ad and award entries. Wednesday's sessions will be on ideas that worked in print publicity and merchandising, and problem solving.

The keynote speaker for the Monday luncheon has not been announced. Caley Augustine, WRC(TV) Pittsburgh is chairman of the seminar and Gene Godt, KYW-TV Cleveland is program chairman.

Drumbeats . . .

Strike up the band ■ WHAM Rochester, N. Y. is underwriting and donating all proceeds from a benefit concert-dance on Wednesday (Nov. 11) to the New Campus Fund of Rochester Institute of Technology. Ray McKinley and the Glenn Miller Band will perform.

Flying high ■ CBS Radio showed its 1965 sales presentation, "The Soaring

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Sixties," a 22-minute slide and film show, to advertisers and agency people in New York last week. The presentation, with Emily Banks as "Miss CBS Radio" and Garry Moore as narrator, emphasized the network's recent audience gains . . . a four-and-one-half hour jump in listening hours per week per radio home from the winter of 1962-63 to last winter. CBS Radio expects to show the slide-film to 2,500 advertising men this year.

Work recognized ■ WBTB(TV) Charlotte, N. C., received the Governor's Trophy for Highway Safety at the North Carolina Association of Broadcasters convention for its work in this area during 1963-64. The trophy, established in 1960, is given annually to the state's TV station which does the best job of promoting highway safety.

News award ■ KAUZ-TV Wichita Falls, Tex., has been awarded the "Best on the Scene News Coverage" award by the Texas Association of Broadcasters for its coverage before, after and during the tornado which struck Wichita Falls on

April 3. The judging for the award was done by the radio and TV department of the University of Texas.

Coming in loud ■ The entry of a third child in the home of Julius and Lorraine Barnathan produced a different type birth announcement. Mr. Barnathan is

WDAD-TV (JULIE)
KMOM-TV (LORRAINE)
KJOY-TV (JOYCE)
WDAN-TV (DANIEL)
WISH TO ANNOUNCE A NEW AFFILIATE
KSIS - TV
JACQUELINE FRANCES BARNATHAN
POWER: 6LB-10-0Z.
ANTENNA HEIGHT: 18 INCHES
CONSTRUCTION PERMIT GRANTED: OCTOBER 12, 1964
AUTHORITY: FCC (FINE CHILDREN COMMISSION)

vice president and general manager of ABC-TV and a vice president of its parent company, American Broadcasting-Paramount Theaters.

More grants ■ WBAL-TV Baltimore has presented three students with scholarships to continue their studies at the

Peabody Conservatory of Music, that city. The scholarships were established by the station in 1963.

Anything's fair ■ WTAR-TV Norfolk, Va., a CBS-TV affiliate, used the *World Series* on NBC-TV as a gambit to draw agency and advertising executives at its station promotion conference. Each day the station served a buffet lunch in the theater auditorium at the studio and let the executives watch the games.

Winning calls ■ Channel 17 Philadelphia, formerly WPCA-TV, will be known as WPHL-TV when the station goes on the air next summer (BROADCASTING, Aug. 31). A contest to choose calls for the station was conducted by the permittee, Philadelphia Television Broadcasting Co., among members of the Philadelphia Television and Radio Advertising Club. Of the 121 entrants, most chose WPHL-TV. Three \$100 prizes were presented to members whose entries had the earliest postmark. PHL is the international designation for Philadelphia.

FINANCIAL REPORTS

Teleprompter earnings set record pace

Teleprompter Corp. earnings continued at a record pace through the first nine months of 1964, the New York communications company reported last week. Third-quarter profits were \$47,709, equal to six cents a share, compared to \$7,841, or one cent a share, in the third quarter of 1963.

Irving B. Kahn, chairman and president of Teleprompter, said the corporation appears headed for its most successful year. The corporation acquired community antenna TV systems in Horseheads, N. Y., and Tuscaloosa, Ala., during the third quarter, bringing its total

of owned-and-operated CATV's to 16. Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$0.31	\$—
Gross income	3,375,929	3,919,070 ^a
Net income ^b	228,198	(65,529) ^c
a—Includes operation through Aug. 31 of Cherry Hills Division.		
b—No tax provision required due to availability of operating loss carry-forward.		
c—Loss; not including special credit of \$142,594 from sale of properties.		

Avco OK's stock-swap deal

Avco Corp., large manufacturer that owns Crosley Broadcasting Corp., has approved a \$60 million stock-swap plan to gain control of Delta Acceptance Corp., Toronto, finance company.

The deal will go through if holders of 80% of Delta stock agree to trade for

Avco shares by an initial exchange deadline of Dec. 11. The U. S. Treasury has ruled 80% is the level at which the transaction would be tax free.

Crowell-Collier up 58 cents a share

Crowell-Collier Publishing Co., a New York-based publishing firm with broadcast interests, has reported improved revenues and income for the nine months ended Sept. 30 over the comparable period last year. Pre-share stock earnings jumped 58 cents in the same period.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$1.63	\$1.05
Sales and revenues	85,111,000	79,814,000
Income before taxes	10,995,000	7,432,000
Net income	5,603,000	3,564,000
Shares outstanding	3,431,050	3,390,125

Financial notes . . .

■ The board of directors of Paramount Pictures Corp., New York, voted a quarterly dividend of 50 cents per share on common stock payable Dec. 14, to stockholders of record Nov. 27.

■ Storer Broadcasting Co.'s board of directors has declared the firm's 44th consecutive quarterly dividend, payable Dec. 9 to stockholders of record Nov. 20. The dividend will be 50 cents per share on common stock and 25 cents per share on class B common stock.



FATES & FORTUNES

BROADCAST ADVERTISING

Robert Geller, media supervisor at Prichard Wood, New York, joins Foote, Cone & Belding, that city, as supervisor in media department on Clairol and Health Insurance Institute accounts. **Lionel C. Barrow Jr.**, formerly with Kenyon & Eckhardt, joins FC&B as copy research supervisor.

Fred C. Bartholomew, member of TV-radio department at Benton & Bowles, New York, on General Foods, and **Maximilian B. Bryer**, supervisor of B&B's west coast commercial production, elected VP's of agency. Mr. Bartholomew was motion picture actor for 14 years and joined B&B in New York in 1954 as TV director. Mr. Bryer joined B&B in 1952 after working as TV director for CBS-TV. Also elected VP's: **Merrill T. Grant**, associate media director on Procter & Gamble, Beech-Nut, Anderson-Clayton and Sterling Drug accounts; **Sheldon N. Platt**, television production supervisor, and **Eric J. Younger**, account executive on United States Rubber Co. and Chemical Bank New York Trust Co. accounts.

Paul M. Reardon, assistant VP and manager of network relations at Ted Bates & Co., New York, named media director. He joined agency in 1948. **John T. Hughes**, media supervisor, elected assistant VP. Mr. Hughes joined Bates as time buyer in 1960. He was formerly in similar post at Kenyon & Eckhardt, New York.



Mr. Gladney

Norman Gladney, former Elgin National Watch Co., New York, executive, becomes executive VP and partner of Kane & Light Advertising Inc., New York. Mr. Gladney served as assistant to board chairman and as director of advertising, sales promotion and public relations at Elgin.

Roger M. Johnson, who resigned as senior VP at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, Oct. 13, joins Hixson & Jorgensen, that city, as VP for marketing and advertising research.

John McKay, national sales representative at KNXT(TV) Los Angeles, appointed account executive for CBS-TV, which owns KNXT. He is succeeded at KNXT by **Robin Adrian**, supervisor of community services.

Milton J. Margolis, VP, appointed director of market development and merchandising at Kenyon & Eckhardt, New York. **Paul Roth** named media director at K&E.

Roswell W. Metzger named executive VP and member of executive committee and board of directors at Kudner Agency, New York, effective Dec. 1. He had been executive VP and member of



Mr. Coppinger



Mr. Dallmann



Mr. Lauer



Mr. Schutte

Metro Radio names four

Robert V. Coppinger, New York sales manager; **William Dallmann**, manager of Philadelphia office; **William Lauer**, manager of Detroit office, and **Richard Schutte**, manager of San Francisco office, named VP's of Metro Radio Sales.

board of directors of Erwin Wasey, Ruthrauff & Ryan, Chicago.

Nicholas Alexis, with Benton & Bowles, New York, joins creative department of Street & Finney, that city, on Colgate-Palmolive account.

Robert E. Rice and **Richard Deitsch** named general sales manager and local sales manager, respectively, for WSEE (TV) Erie, Pa.

John E. Franks, media director at John C. Dowd, Boston, joins Harrington, Righter & Parsons, New York, as account executive.

Michael G. McDonald, senior account executive on Canada Dry account, named supervisor for that account at J. M. Mathes, New York.

Dan L. White, media buyer, promoted to account executive at N. W. Ayer & Son, Los Angeles.

Lou Menna and **Alan Rockmore**, art supervisors, elected VP's of Sullivan, Stauffer, Colwell & Bayles, New York.

Sid Cohen, western division sales manager, Allied Artist TV, Hollywood, joins sales staff of KPAT-AM-FM San Francisco. **Michael Fransen**, account executive KPEN(FM) San Francisco, named account executive at KPAT.

Allan E. Freeman, formerly with McCann-Marschalk, named project director, and **Gerard D. Polo**, previously with W. R. Simmons & Associates, appointed research analyst in research department of Gardner Advertising, New York.

Edward L. Renno, formerly catalog advertising manager for Montgomery Ward & Co., Chicago, appointed manager of Glenn Advertising's expanded Chicago offices in Wrigley Building.

Michael J. Corken, with Edward Petry & Co., joins WBKB(TV) Chicago as account executive.

Wilfred Deppe, formerly with Tatham-Laird and Leo Burnett Co., Chicago, joins Campbell-Mithun, that city, as manager of account service department.

Robert D. Barnard, advertising-sales promotion manager of Consoweld Corp., Wisconsin Rapids, Wis., joins Cooper, Strock & Scannell, Milwaukee, as account executive.

George C. Allen, sales manager of KRHM(FM) Los Angeles, appointed ra-

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In 1931: Ed Boyes gives hand cue from WWJ control room to sportscaster E. L. (Ty) Tyson.

Boyes leaves WWJ

Ranks of active radio pioneers was further reduced Oct. 30 when **Edwin G. Boyes** retired from WWJ Detroit. In radio more than 42 years, he joined WWJ on Aug. 20, 1922.

Mr. Boyes was one of first to experiment with artificially produced sound effects and subsequent efforts in this area are credited with introducing radio drama in Midwest during 20's.

With his wife, Anne, he was instrumental in founding Detroit Audubon Society. Mr. Boyes plans to join two private expeditions to Central and South America to record bird calls, an outgrowth of his association with Cornell University Laboratory of Ornithology.

dio account executive at Edward Petry & Co., Los Angeles.

Jack Baker, account executive at WCAU-TV Philadelphia, joins local sales staff of WIP-AM-FM that city.

John W. Nelson and **James E. Long** join WJR Detroit as account executives. Mr. Nelson was with WWJ, that city, Mr. Long was with WCAR Detroit.

Jerome A. Friedland, research analyst at D. P. Brother & Co., Detroit, named associate director of marketing and research.



Mr. Doble

John E. Doble joins Foote, Cone & Belding, New York, as account supervisor on General Foods. For past three years he has been VP and management supervisor of Pepsi-Cola account at BBDO, New York.

John S. Schubert and **Wayne A. Wiggins**, brand supervisors at Leo Burnett

Co., Chicago, promoted to account supervisors.

Roger Crotty, with Leo Burnett Co., Chicago, joins Wade Advertising, there, as research supervisor. **Tom Brogan**, with John W. Shaw Advertising, joins Wade as art director.

Ray Mineo joins George P. Hollingbery Co., New York, as account executive. He previously was account executive with MGM Telestudios.

James Fish, manager of Los Angeles office of C. J. LaRoche & Co., appointed account supervisor at Guild, Bascom & Bonfigli, Los Angeles, following closing of LaRoche office there.

Charles Mottl, account executive with MacManus, John & Adams, Los Angeles, has re-opened own agency, Charles Mottl & Co., at 12011 San Vincente Blvd., Los Angeles 90049.

Walter C. Fisher, VP & general sales manager, Zenith Sales Corp., Chicago, promoted to executive VP and director of sales. **Philip J. Wood** named VP in charge of marketing and **J. D. Dougherty** becomes VP and sales manager. Mr. Wood has been VP-distribution. Mr. Dougherty formerly was VP and director of sales, Norge division, Borg-Warner Corp.

Joan M. Lycknell, producer for Alberto-Culver, Chicago, and **Sid R. Heckt**, executive producer, VPI of California, appointed general manager and sales manager, respectively, of VPI of Illinois, Evanston.



Mr. Webber



Mr. Vanderwarker

Fred Webber and **Jim Vanderwarker** join Knox Reeves Advertising, Minneapolis, as account executives. Mr. Webber had been with BBDO and Mr. Vanderwarker was with Ray Jenkins Advertising.

Stan Vagin, merchandising director and assistant to president of Bauer-Tripp-Foley Advertising, Philadelphia, named national account executive with WIP-AM-FM, that city.

Ed Bizzell, on staff of WNCT(TV) Greenville, N. C., joins WFMV-TV Greensboro, N. C., as account executive. **Mickey Scholz**, from KRON San Francisco, joins sales staff of WFMV-TV as sales service coordinator, replacing **Ted Harrison**, named account executive.

Delbert C. Henry elected treasurer of Papert, Koenig, Lois, New York. He joined PKL in April from J. Walter

Thompson Co.

Harold H. Horton, director of advertising of consumer products division of The Singer Co., New York, retires after 39 years with company.

Charles S. Grill, national advertising manager, appointed director of advertising of Philco Corp.'s consumer products division. **William Balderston Jr.** resigns as product and sales planning director, electronics, of the consumer products division, effective Nov. 15, with no future plans announced.

James M. Nelson, formerly with Young & Rubicam and Sears, Roebuck & Co., joins Leonard M. Sieve & Associates, Cincinnati agency, as chairman of plans board.



Mr. Tawzer

Donald Tawzer, account executive, named sales manager at KOIL Omaha. He succeeds **Charles M. Ditch**, who becomes executive VP and co-owner of Charles Crabtree Advertising, that city.

Howard G. Grosky, public relations director of Herbert Baker Advertising, Chicago, joins Reach, McClinton, Chicago, as creative supervisor.

Peter L. Klinge, buyer at McCann-Erickson, New York, joins research-promotion staff on The Katz Agency, New York.

Richard Merritt, with MacManus, John & Adams, Los Angeles, joins McCann-Erickson, that city, as group copy director.

John Cook named sales executive for Stone Representatives, New York.

James C. Kissman, account executive at Edward Petry & Co., Los Angeles, and **James F. Mackin**, senior account executive and account supervisor at Erwin Wasey, Ruthrauff & Ryan, that city, join Peters, Griffin, Woodward, Los Angeles, as account executives for radio division.

Cleo Wright Warriner, with WFBR and WBAL, both Baltimore, named director of advertising and sales promotion for WCBM Baltimore.

Jack B. Creamer, senior copywriter and manager of radio-TV department at Al Paul Lefton Co., Philadelphia, joins promotion staff of *Philadelphia Inquirer*.

Gerald R. Gilles named account executive at KYW-TV Cleveland. He had been with Lang, Fisher & Stashower, Cleveland, on Carling Brewing Co. account.

Robert H. Ellis, manager of marketing department, named director of marketing at BBDO, New York, succeeding

Paul Freyd, who leaves BBDO to re-establish his consulting business. Mr. Freyd will continue as BBDO marketing consultant.

James M. Fitzgerald, account executive, appointed VP of Fuller & Smith & Ross, Chicago.

Charles Amato, in merchandising and sales department at WINS New York, and **Douglas Trenner**, director of sales service, appointed account executives at WOR-TV New York.

George Allen, sales manager, KRHM (FM) Los Angeles, joins Edward Petry & Co., that city, as salesman in radio department.

Patrick Nolan, account executive at Kudner Agency, New York, on Good-year Tire & Rubber Co. industrial products and chemical divisions, elected VP.

Stevens P. Jackson, executive VP at Metlis & Lebow, New York, named VP and director of radio and TV for Harry W. Graff agency, New York.

Joan Heller appointed to newly created position of manager of marketing services for Yardley of London Inc., New York. She was recently account executive at Kudner Agency, New York, and before that VP at Johnstone Inc., same city.

Richard A. Green, sales representative at WERB Garden City, Mich., joins sales staff of WWJ-AM-FM Detroit.

Thomas S. Case, VP and group creative supervisor at McCann-Marschall, New York, joins Lang, Fisher & Stashower, Cleveland, as VP and creative director.

THE MEDIA

Peter C. Newell, formerly on sales staff of KABL Oakland-San Francisco, named station manager of WPRO-AM-FM

Providence, R. I.

Robert J. Foley Sr., general sales manager, named general manager of WNUW New Albany, Ind.



Mr. Beaston

Floyde Beaston, account executive for RKO General National Sales, Chicago, named VP and general manager of RKO General's WGMS-AM-FM Bethesda, Md.-Washington.

Robert D. Cooper, formerly assistant general manager and program director of KEX Portland, Ore., appointed assistant general manager of KOL-AM-FM Seattle.

Alderman Duncan appointed executive secretary of South Carolina Broadcasters Association, new position established by SCBA. He is president and treasurer of Southern Publishers Inc., Columbia, S. C., and editor of *Contracting in the Carolinas*.

James E. Uglum, program manager of WTCN Minneapolis, named general manager of KEVE-AM-FM Golden Valley-Minneapolis.

Max M. Kampelman, of law firm Strasser, Spiegelberg, Fried, Frank and Kampelman, Washington, re-elected chairman of board of trustees of Greater Washington Educational Television Association, licensee of WETA-TV Washington.

PROGRAMING

Thomas J. Knott, public affairs director, appointed assistant program manager for WBZ-TV Boston, replacing **Edward L. Doyle**, named program manager of WHO-TV Des Moines. **Owen D. Lee** succeeds Mr. Knott as public affairs

Walker promoted in NAB appointments



Mr. Walker

William L. Walker, assistant treasurer of National Association of Broadcasters, named director of broadcast management for association, effective Dec. 1. He succeeds **James H.**

Hulbert, who earlier this year was named assistant to president.

David L. Doughty, member of broadcast management staff, named labor counsel in department, reporting to Mr. Walker.

Mr. Walker was purchasing agent

and paymaster for Baltimore construction company before joining NAB in 1948. In 1950 he was named auditor and in 1956, assistant treasurer.

Other NAB appointments:

Gordon C. Coffman and **Kenneth W. Gross** named to legal department, reporting to NAB General Counsel **Douglas A. Anello**. Mr. Coffman succeeds **Robert V. Cahill**, who resigned to join FCC. Mr. Coffman was attorney with Interstate Commerce Commission before joining NAB. Mr. Gross formerly was with Washington law firm of Fisher, Wayland, Duvall & Southmayd.

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director and Jack Carruthers named film producer.

Richard J. Lamoreaux, assistant program and production manager of WWJ-TV Detroit, named program and production manager of WWJ-AM-FM. **John L. Rogers**, producer-director, succeeds Mr. Rogers at WWJ-TV.



Mr. Lamoreaux

Linda Derman has dissolved her company, Television Contestant Service, Los Angeles, and joins staff of Phelps-Reeves-Martin Productions, Los Angeles.

Jim Lowe, disk jockey for WNBC-AM-FM New York, joins WNEW-AM-FM, that city, as announcer.

Charlie Bush, program director at WJZ Decatur, Ill., named night disk jockey at KSTP Minneapolis.

Richard C. Mayer, veteran film editor and producer, has formed Bardena Associates in association with **Robert Bagy**, San Francisco financier. Firm will purchase and develop film properties for TV and theatrical release. Bardena Associates is in Columbus Tower Building, San Francisco.

David Tapper and **Jim Seigar**, writer-producers, and **Stu Hill**, film editor, join documentary staff of WBBM-TV Chicago. Mr. Tapper was with WNEW-TV New York, Mr. Seigar with KYW-TV Cleveland and KDKA-TV Pittsburgh and Mr. Hill with W-S Productions.

Edward L. Morris, development director, WTTW(TV) Chicago, promoted to new position of director of programming and development for educational station. **Duane M. Weiss**, engineering director, becomes director of engineering and operations. **Chalmers H. Marquis Jr.**, program director, has resigned.

Terry Wood, disk jockey at WJJD-AM-FM Chicago, moves to WAKR-AM-FM Akron, Ohio, in same position.

NEWS

Jerry Landay, special national correspondent for Westinghouse Broadcasting Co. in Washington, moves to London as assistant to Rod MacLeish, chief of Westinghouse European news service.

Richard Merson, chief news commentator at WNCN(FM) New York, named writer-reporter-producer for Dimension unit of CBS Radio News, New York.

Edwin M. Klitch, formerly with KNIK-FM Anchorage, named news director at WFMD-AM-FM Frederick, Md.

John Wicklein, news and public affairs manager of WNDT(TV) Newark,

N. J.-New York, named news producer of WABC-TV New York.

Alberto T. Primo, assistant news director of KDKA-TV Pittsburgh, named news director of KYW-TV Cleveland, both are Westinghouse Broadcasting stations. He succeeds **Richard Trembath**, now public affairs director at KYW-TV.

Matt Quinn promoted to assistant news director of WKBN-AM-FM-TV Youngstown, Ohio.

EQUIPMENT & ENGINEERING

Thomas E. Davis, marketing manager of Ampex Corp., Redwood City, Calif., elected VP-marketing.

Lawrence A. Wilkinson moves from WTTG(TV) Washington to WCBM Baltimore, as chief engineer. Both are Metro-media stations.

Richard W. Couch, manager, Sylvania Electronic System's Minuteman program, named VP and general manager of eastern operation of Sylvania Electronic Systems, New York. **George C. Connor**, senior VP of Sylvania and general manager of home & commercial electronics division, named to head newly organized entertainment products division. **Eugene J. Vigernon**, VP and general manager of central operation of Sylvania, appointed VP and general manager of second newly formed division, commercial electronics.

William Setliffe joins WENG Englewood, Fla., as chief engineer and sales representative. WENG expects to begin broadcasting on Nov. 15.

FANFARE

Guy Farnsworth appointed supervisor of promotion, advertising and publicity departments for KFRE-AM-FM-TV Fresno, Calif. He joined KFRE two years ago as acting radio manager.

Nathan A. Turkheimer, account supervisor, named director of public relations and publicity department of J. M. Mathes, New York.

Jack Steinberg, assistant director of public relations department at Cunning-

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ham & Walsh, New York, appointed director. He succeeds Edward T. Chase, now executive editor of New American Library of World Literature, New York.

Don Widener, former newspaper reporter-editor, named administrator of publicity and press relations for KNBC (TV) Los Angeles.

Alice Potter, air personality and continuity director of KSOO-TV Sioux Falls, S. D., joins KPAT-AM-FM Berkeley, Calif., as director of public relations and copy chief.

INTERNATIONAL

Dan Enright named director of international production for Screen Gems, with supervision of all foreign production. He has been associated with Screen Gems, primarily in Canada, via his Aladan Productions (see story this issue). **Lorne Freed**, producer-director of CFTO-TV Toronto, joins Screen Gems (Canada) as director of production.

ALLIED FIELDS

Linton M. Collins, Washington attorney appointed judge of U. S. Court of Claims, resigned Sept. 30 from partnership in law firm of Collins, Robb, Porter & Kistler. Firm's name now is Robb, Porter, Kistler & Parkinson.

Jack Knell, former VP of Radio and Television News Directors Association, former president of Carolinas News Directors Association, appointed VP of Leland Powers School of Radio, Television and Theater, Boston.



New season, new home

American Newspaper Women's Club of Washington formally inaugurated its new season in its own building in Embassy row, in Northwest Washington, with Rudy Vallee, pioneer radio star as guest-of-honor. In the receiving line (l to r): Ted Koop, vice president of CBS Washington and national president of Sigma Delta Chi; Anne Blair, club president and Washington correspondent for Triangle stations, and Mr. Vallee.

DEATHS

William Schlank, president, Community TV Systems Inc., New Haven,

Conn., died of heart attack Oct. 24. Mr. Schlank was president of Connecticut CATV Association and was seeking CATV in Daytona Beach, Fla. His New Haven firm is applicant before Connecticut Public Utilities Commission proceeding for service in state.

William Mullett, 49, senior VP of Kal, Ehrlich & Merrick, Washington advertising agency, died Oct. 31 after heart attack at his home in Bethesda, Md. Mr. Mullett joined agency as junior account executive in 1938. Among survivors are his widow, Audrey, and five children.

Charles Nelson Whitten, of engineering staff of KLAC-AM-FM Los Angeles, died Nov. 1 following stomach surgery at Good Samaritan hospital, Los Angeles. He had been with KLAC since 1957. Among survivors are his widow, Jane, and three children.

John A. Borges Jr., 48, chief of radio division, Armed Forces Radio and Television Service, Los Angeles, died Oct. 28 after prolonged illness. Among survivors are his widow, Pauline Frances, and son, John.

Peter B. James, 53, former sales manager of WRC-TV Washington, died Nov. 3 after long illness at Georgetown University hospital, Washington. Mr. James joined *Television* magazine in 1945, later became general manager of Weed Television, New York, and was sales manager for WRC-TV from 1957-62, and then became consultant to station. Among survivors are his widow, Mary, sister and three brothers.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 29 through Nov. 4, 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 case, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authoriz. ation. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Stamford, Conn.—Stamford Broadcasting Co. UHF channel 55 (716-722 mc); ERP 156.3 kw vis., 39.45 kw aur. Ant. height above average terrain 335 feet, above ground 389

feet. P.O. address c/o Robert F. Adams, 41 East 42nd Street, New York. Estimated construction cost \$497,000; first year operating cost \$240,000; revenue \$250,000. Studio location as yet not determined, trans. location Stamford. Geographic coordinates 41° 08' 46" north latitude, 73° 32' 08" west longitude.

Type trans. RCA TTU-10A, type ant. RCA TFU-2TDH. Legal counsel FLY, Shuebruk, Blume & Gaguine, New York; consulting engineer Paul Godley Co., Montclair, N. Y. Principal: D. H. Overmyer (100%). Mr. Overmyer is applicant for new UHF-TV in Toledo, Ohio, and is seeking assignment of

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
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licenses for WATL-TV Atlanta, and WNOP-TV Newport, Ky. Mr. Overmyer also proposes to seek assignment of license for KBAY-TV San Francisco, and WENS-TV Pittsburgh (applications not yet filed). Ann. Oct. 21.

Washington—Theodore Granik. UHF channel 50 (686-692 mc); ERP 535 kw vis., 287 kw aur. Ant. height above average terrain 475.52 feet, above ground 487.30 feet. P.O. address 750 Park Avenue, New York. Estimated construction cost \$336,500; first year operating cost \$400,000; revenue \$450,000. Studio and trans. locations both Washington. Geographic coordinates 38° 55' 29" north latitude, 77° 03' 22" west longitude. Type trans. GE TT-57A, type ant. GE TY-25E. Legal counsel Samuel Miller, Washington; consulting engineer Morton Morrison, Patchogue, N. Y. Principal: Theodore Granik. Mr. Granik is applicant for new TV in Patchogue, N. Y. Ann. Nov. 4.

New AM stations

APPLICATIONS

Sullivan, Mo.—Meramec Valley Broadcasting Co. 1560 kc, 250 w, D. P.O. address 46 North Clark, Sullivan. Estimated construction cost \$20,495; first year operating cost \$42,000; revenue \$42,800. Principals: Glynn J. Rice (51%) and Charles D. Strauser (49%). Mr. Rice owns real estate firm and has 50% interest in farm. Mr. Strauser owns farm and has 50% interest in roller mill. Ann. Oct. 21.

Charlotte, N. C.—Theodore W. Austin. 1400 kc, 250 w, 1 kw-D, unil. P.O. address 910 Lansdowne Road, Charlotte. Estimated construction cost \$18,014; first year operating cost \$36,000; revenue \$42,000. Mr. Austin is program manager of WSOC-TV Charlotte, licensed by Carolina Broadcasting Co. Ann. Oct. 29.

Martinsburg, Pa.—Beacon Broadcasting Concern. 1110 kc, 5 kw, D. P.O. address R.D. 2, Martinsburg. Estimated construction cost \$24,650; first year operating cost \$24,000; revenue \$30,000. Principal: Kenneth W. Ferry (100%). Mr. Ferry is permittee of WJSM(FM) Martinsburg. Ann. Nov. 2.

Existing AM stations

ACTIONS BY FCC

■ By letters, commission granted waivers of Sec. 1.569 of clear channel rules and accepted for filing applications of (1) Sawnee Broadcasting Co. to change operation of WSNE Cumming, Ga., from 1410 kc, 1 kw, DA, D, to 1130 kc, 1 kw, D, and (2) Mansfield Broadcasting Co. to change operation of WCLW Mansfield, Ohio, from 1570 kc, 1 kw, DA, D, to 1440 kc, 500 w, DA, D. Study determined that proposals would not materially prejudice future consideration of class I-A channels. Action Nov. 4.

■ By letters, commission denied waiver of AM broadcast rules and returned as unacceptable following applications, without prejudice to submission of another application accompanied by a showing that proposal would comply with new criteria. In view of complexity of allegations and studies involved, it retained one copy of each application for commission records:

K-91 Inc. (KIXI), Seattle, to increase daytime power from 1 kw to 5 kw, and change from DA-1 to DA-2, continued operation on 910 kc, 1 kw-N; (Commissioner Hyde not participating).

Telecolor Corp. (WXTL), West Springfield, Mass., to change from DA-D to non-DA, on

1490 kc, 250 w-N, 1 kw-LS; (Commissioner Lee dissented).

Radio St. Clair Inc. (WDOG), Marine City, Mich., to change trans. site and station location to Warren, Mich.

BFR Broadcasting Corp. (WLWL), Minneapolis, to change from DA-1 to DA-2. Action Nov. 4.

New FM stations

ACTIONS BY FCC

Apple Valley, Calif.—BHA Enterprises Inc. Granted CP for new FM on 102.3 mc, channel 272, 2.42 kw. Ant. height above average terrain 54.7 feet. P.O. address Box 676, La Crescenta, Calif. Estimated construction cost \$15,526; first year operating cost \$12,000; revenue \$14,000. Principals: M. D. Buchen (26%), Gerald F. Hicks (25%), Gerald Laska, Herbert C. Mayfield, Lee B. Hutchinson, Charles A. Clifton, Joyce Evans (each 8%), Cyril B. Peterson and W. D. Peterson (each 4%) and Isabel E. Buchen (1%). BHA is licensee of KAVR Apple Valley. Action Oct. 28.

Crestview, Fla.—Everett M. McCrary. Granted CP for new FM on 104.9 mc, channel 285, ERP 3 kw, unil. Ant. height above average terrain 276 feet. P.O. address Box 267, Crestview. Estimated construction cost \$8,735; first year operating cost \$10,500; revenue \$12,000. Principal: Everett M. McCrary (100%). Mr. McCrary owns WJSB Crestview. Action Oct. 28.

Okeechobee, Fla.—Okeechobee Broadcasters Inc. Granted CP for new FM on 103.1 mc, channel 276A, 2.6 kw. Ant. height above average terrain 147 feet. P.O. address Box 1247, Okeechobee. Estimated construction cost \$5,274; first year operating cost \$6,000; revenue \$7,500. Principals: Charles C. Castle (47%), William A. Stokes (47%), Frank Denmead (4%), Muriel Lee Castle (1%) and Callie Mae Stokes (1%). Okeechobee is licensee of WOKC Okeechobee. Action Nov. 4.

Centralla, Ill.—Four County Broadcasters Inc. Granted CP for new FM on 95.3 mc, channel 273A, ERP 1.47 kw, unil. Ant. height above average terrain 214 feet. P.O. address James E. Palen, Box 428, Centralla. Estimated construction cost \$10,134; first year operating cost \$7,000; revenue \$10,000. Principals: Edward N. (55.5%), Eileen C. (34.75%) and James E. Palen (9.75%). Principals have interest in WOKZ Alton and WCNT Centralla, both Illinois. Action Nov. 4.

Las Vegas—Las Vegas Electronics Inc. Granted CP for new FM on 92.3 mc, channel 222, 29.14 kw. Ant. height above average terrain minus 39 feet. P.O. address Castaway hotel, Las Vegas. Estimated construction cost \$12,500; first year operating cost \$24,000; revenue \$30,000. Principals: George M. Mardikian (30%), B. Floyd Farr (30%), George D. Snell (30%), Mario John Pappas (5%) and Emanuel John Pappas (5%). Action Nov. 4.

Easley, S. C.—Pickens County Broadcasting Inc. Granted CP for new FM on 103.9 mc, channel 280A, 2.3 kw. Ant. height above average terrain 335 feet. P.O. address c/o Cleatus O. Brazzell, Box 667, Easley. Estimated construction cost \$13,100; first year operating cost \$8,000; revenue \$8,000. Principals: Frances M. (72%) and Cleatus O. Brazzell (3%) with Henry O. (20%) and Betty R. McDonald Jr. (5%). Pickens County is licensee of WELP Easley. Action Oct. 30.

San Angelo, Tex.—Concho Valley Broadcasters. Granted CP for new FM on 97.5 mc, channel 248, 35.15 kw. Ant. height above

average terrain 110 feet. P.O. address c/o Thomas H. Earnest, Box 1296, San Angelo. Estimated construction cost \$8,000; first year operating cost \$9,000; revenue \$12,000. Principal: Thomas H. Earnest. Mr. Earnest was announcer-engineer at KFPM-FM Port Arthur, Tex. Action Oct. 28.

Salt Lake City—Radio Station KWHO. Granted CP for new FM on 93.3 mc, channel 227, 36.5 kw. Ant. height above average terrain minus 93 feet. P.O. address c/o Reese C. Henderson, 510-512 East Second South, Salt Lake City. Estimated construction cost \$18,093; first year operating cost \$8,807; revenue \$12,700. Principal: Reese C. Henderson (100%). Mr. Henderson owns KWHO Salt Lake City. Action Oct. 28.

*Marinette, Wis.—State of Wisconsin-Radio Council. Granted CP for new FM on 91.5 mc, channel 218, 2 kw. Ant. height above average terrain 240.7 feet. P.O. address c/o Harold A. Engel, Radio Hall, University of Wisconsin, Madison 6, Wis. Estimated construction cost \$2,900; first year operating cost \$2,950. Principals: board of directors. Action Nov. 4.

APPLICATIONS

Ukiah, Calif.—J & W Broadcasters. 93.5 mc, channel 228, 141 w. Ant. height above average terrain 1,107 feet. P.O. address Box 91, Calipella, Calif. Estimated construction cost \$22,850; first year operating cost \$19,200; revenue \$22,500. Principals: Woodrow W. White and John Oliveira (each 50%). Mr. Oliveira is manager of KUKI Ukiah. Ann. Oct. 23.

Griffin, Ga.—Telerad Inc. 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain 254 feet. P.O. address Box 971, Griffin. Estimated construction cost \$11,550; first year operating cost \$4,000; revenue \$4,000. Principals: Fred L. Watkins and Jacquelyn P. Williams (each 50%). Telerad is licensee of WHIE Griffin. Ann. Oct. 30.

State College, Pa.—Edore Corp. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 78 feet. P. O. address 2237 Oliver Building, Pittsburgh. Estimated construction cost \$17,784; first year operating cost \$10,000; revenue \$12,000. Principals: Lily D. Pamphilon, Howard S. Frazier Inc., Glenn L. Musser (each 33.16%) and Harry J. J. Bellwoar Jr. (0.52%). Applicant is licensee of WRSC State College. Ann. Oct. 30.

Ownership changes

ACTIONS BY FCC

WELR Roanoke, Ala.—Granted assignment of license from Mrs. I. W. Wright and John W. Buttram Jr., joint executors of estate of J. W. Buttram d/b as Roanoke Broadcasting Co. to Earl E. Manning Jr. Consideration \$49,000. Mr. Manning has 10% interest in Chipola Corp., licensee of WTOT-AM-FM Marianna, Fla. Action Nov. 3.

KDEY Boulder, Colo.—Granted transfer of control of licensee corporation, Bonanza Broadcasting Corp., from Kenneth G. and Misha S. Prather (80% jointly) to Metro Properties Inc., owned by Barry A. Tucker (50%), Martin J. O'Fallon (16.7%), John Yeros (16.7%), Ray M. Frey (3.3%) and Granville Horstmann (3.3%). Consideration \$19,295. Mr. O'Fallon is attorney; Mr. Tucker was executive vice president of KGMG Denver; Mr. Yeros is Denver restaurant owner, and Mr. Frey is part owner of printing firm. Action Oct. 30.

WVGT Mt. Dora, Fla.—Granted assignment of license from Robert A. Lewis to Frasure Hull Inc., owned by P. Frasure Hull (64.06%), Emily Broadwell Hull (7%), Abraham J. Goldsmith (7%), and others. Consideration \$35,000. Frasure Hull Inc. is permittee of WFAC(FM) Mt. Dora. Action Oct. 30.

WRIK Griffin, Ga.—Granted assignment of license from Mrs. Gladys McCommon to Mid-West Georgia Broadcasting Corp., owned by H. Randolph Holder, John T. Lloyd Sr. and James Barrow (each 33 1/3%). Consideration \$50,000. Messrs. Holder and Lloyd Sr. are owners of Clarke Broadcasting Corp., licensee of WGAU-AM-FM Athens, and WLAQ Rome, both Georgia. Mr. Barrow is attorney. Action Oct. 28.

WHON Centerville, Ind.—Granted assignment of license from Richmond Broadcasting Co., owned by F. E. Lackey (45%), Pierce E. Lackey (45%) and William E. Wilson (10%) to Wayne County Broadcasting Corp., owned by Pierce E. Lackey (33.75%), F. E. Lackey (33.75%), William E. Wilson (7.5%) and Thomas Graham (25%). Consideration \$25,000. Action Oct. 30.

KBIZ Ottumwa, Iowa.—Granted assignment of license from Wapello County Broadcasting Co., owned by G. Laverne Flambo, Robert A. Dettman, Dale Cowle, W. John Grandy, Odin S. Ramsland and Harry S. Hyett (each 16.67%) to Post Iowa Corp., owned by Post Corp., which is owned by V. I. Minahan (18.42%), John B. Torinus

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(12.23%), Roger C. Minahan (6.54%), David L. Nelson (1.7%) and others. Consideration \$210,000. Post Corp. is publisher of Appleton Post-Crescent, Appleton, Wis. Post Corp. has interest in following through subsidiary corporations: WEAU-TV Eau Claire, Wis.; WAXX Chippewa Falls, Wis., and KTVO-TV Kirksville, Mo. Action Nov. 4.

WNEB Worcester, Mass.—Granted transfer of control of licensee corporation, WNEB Inc., from George W. Steffy (75% before, none after), deceased, to Joan V. Steffy (none before, 75% after) as executrix of estate of George W. Steffy. No financial consideration. Action Oct. 30.

WJEF Grand Rapids, Mich.—Granted assignment of license from Amalgamated Properties Inc., owned by Fetzer Broadcasting Co., to Fetzer Broadcasting Co., owned by John E. Fetzer (96.48%), Carl E. Lee (0.39%), Winnifred Lee (0.11%) and others. Consideration \$43,500. Action Nov. 3.

WLAV-AM-FM Grand Rapids, Mich.—Granted assignment of license from Stevens-Wisner Broadcasting Inc., owned by Shepard Broadcasting Corp. which is owned by John J. Shepard (30%), Charles A. Sprague (35%) and Daniel J. Duffy (35%) to Shepard Broadcasting Corp. No financial consideration; transaction of stock transfer. Action Oct. 29.

KPWD(FM) Plentywood, Mont.—Granted assignment of license and SCA from E. E. Clair and R. Keith Krebsbach (each 25%), and Morris S. and Mary Lou Nelson (each 12.5%) d/b as Plentywood Broadcasting Co. to E. E. and E. Clair Krebsbach (each 33 $\frac{1}{3}$ %), and Morris S. and Mary Lou Nelson (each 16 $\frac{2}{3}$ %) d/b as Plentywood Broadcasting Co. No financial consideration. Action Oct. 29.

WDHA-FM Dover, N. J.—Granted transfer of control of licensee corporation, Drexel Hill Associates Inc., from Peter L. Arnov (96% before, 46% after) to Passaic Daily News (none before, 50% after). Passaic Daily is owned by Richard Drukker family. Consideration \$75,590. Action Oct. 30.

WBZB Selma, N. C.—Granted assignment of license from Charles F. Barry Jr. (55%), Marshall Thompson (35%) and William A. Creech (10%) d/b as Carolina Broadcasting Associates to WBZB Broadcasting Service Inc., owned by Charles F. Barry Jr. (55%), Marshall Thompson (15%), William A. Creech (10%) and Buford D. Epperson (20%). Mr. Epperson will pay Mr. Thompson \$4,000 for 20% of stock. Mr. Epperson will become manager of WBZB. Action Nov. 3.

WGIC Xenia, Ohio.—Granted assignment of license from Greene County Radio, owned by R. Roy Stoneburner (40%), Paul W. Stoneburner (10%) and Vernon H. Baker (50%) to Green Information Center Inc., owned by same individuals with same percentages. No financial consideration. Paul W. Stoneburner is permittee of new AM in Salem, N. C. Vernon H. Baker has 60% interest in Accomack-Norhampton Broadcasting Co., licensee of WESR Tasley, Va., has 45% interest in Tidewater Broadcasting Co., applicant for new AM in Smithfield, Va. Action Oct. 29.

KACI The Dalles, Ore.—Granted assignment of license from William E. Neumann to Radio KACI Inc., owned by William E. (99%) and Edith F. Neumann (1%). No financial consideration. Action Oct. 30.

WACB Kittanning, Pa.—Granted transfer of control of licensee corporation, WACB Inc., from Joel W. Rosenblum (100% before, none after) to Ray H. Rosenblum (none before, 100% after). Consideration \$36,000. Mr. Ray H. Rosenblum is general sales manager for Allegheny-Kiski Broadcasting Co., licensee of WKPA and WYDD(FM) New Kensington, Pa., and has 49% interest in Butler Broadcasting Inc., licensee of WISR Butler, Pa. Action Nov. 2.

KGBC Galveston, Tex.—Granted assignment of license from Lenore C. Bradner to Harbor Broadcasting Inc., owned by Edgar B. Taylor, Aaron Robert Schwartz, Edward J. Walsh Jr. and Pete S. Miller (each 25%). Consideration \$210,750 and \$15,000 covenant not to compete for ten years within 50 miles of Galveston. Mr. Taylor has 95.6% interest in Alvin Broadcasting Co., licensee of KMCS-FM Alvin, Tex., now Cleat Lake City, Tex. Contingent on grant of above application. Action Oct. 28.

KGRI-AM-FM Henderson, Tex.—Granted relinquishment of negative control of licensee and FM permittee corporation, Henderson Broadcasting Corp., by James T. Reeves (49% before, none after), deceased, through transfer of stock to Third National Bank of Nashville (none before, 49% after), executor of estate of Mr. Reeves. No financial consideration. Action Oct. 21.

KERB Kermit, Tex.—Granted assignment of license from Radio Station KERB Inc., owned by Homer V. (99%) and Ruth Brinson (1%), and Durwood Haddock (1%), to

Kermit Broadcasting Co., owned by Gerald H. Sanders, Ted H. Taylor and Jim H. Speck (each 33 $\frac{1}{3}$ %). Consideration \$87,500. Mr. Sanders owns KZZN Littlefield, Tex.; Mr. Taylor has interest in Taylor Radio & Television Corp., Fort Worth, Tex.; Mr. Speck is employee of Collins Radio Co., Dallas. Action Oct. 30.

APPLICATIONS

WATV Birmingham, Ala.—Seeks assignment of license from American Electronix Inc., owned by E. C. Atherson (74%), Maury Farrell (25%) and Thad Holt (1%) to Satellite Broadcasting Co., owned by Guy L. Seymour (27.17%), Marvin Picard (32.62%), Martha S. Picard (27.17%), Samule O. C. Holt (5.43%), J. Beasley Williams (5.43%),

ETV Fund grant

Following grant for educational television has been announced by Department of Health, Education and Welfare:

■ Huntsville, Ala.—Alabama Educational Television Commission, \$298,527 to activate channel 25 in Huntsville; total project cost \$398,037.

Applications

Following applications for educational television have been announced by Department of Health, Education and Welfare:

■ Terre Haute, Ind.—Indiana State College, \$186,054 to activate channel 27 in Terre Haute; total project cost \$337,554.

■ San Juan and Mayaguez, both Puerto Rico—Commonwealth of Puerto Rico, \$298,831 to activate channel 3 at San Juan and channel 6 at Mayaguez; total project cost \$398,441.

■ San Francisco—Bay Area Educational Television Association, \$202,260 to expand channel 9 at San Francisco; total project cost \$269,680.

■ Lincoln, Neb.—Nebraska Educational Television Commission, increased earlier grant from \$156,643 to \$182,747 to provide more powerful trans. and greater coverage for channel 3 in Lexington, Neb.; total project cost \$365,494.

Dan P. Barber (1.09%) and John R. Jonston Jr. (1.09%). Consideration \$131,500. Messrs. Seymour, Picard, and Holt are employed at WATV(TV) Birmingham, as is Martha S. Seymour. Ann. Oct. 28.

WWWB-AM-FM Jasper, Ala.—Seeks assignment of license from Bankhead Broadcasting Inc., owned by Walter Will Bankhead (80.4%), Marion B. Grant, John H. Bankhead, W. A. Grant Jr., John T. Oliver, Martha Ann Bankhead, W. F. Cobb Jr., and Barbara B. Oliver (each 2.4%) with Emell C. Bankhead (0.4%) to Tri W Broadcasting Inc., owned by Bankhead Broadcasting Inc. No financial consideration. Ann. Oct. 28.

WWOG Boca Raton, Fla.—Seeks assignment of CP from Bibletown USA Inc., non-profit religious organization, Ira Lee Ehleman, president, to Homer and Carol A. Akers (each 50%). Consideration payment of legal fees and out-of-pocket expenses. Ann. Oct. 28.

WORT New Smyrna Beach, Fla.—Seeks assignment of license from Radio New Smyrna Inc., owned by John C. Dent, Edward I. Cutler, Robert Wasdon and Leon Hall (each 25%) to Carroll-Bate Inc., owned by Robert J. Carroll, Richard B. Bate, Kay E. Carroll and Helen Jane Bate (each 25%). Consideration \$50,000. Mr. Bate is news correspondent. Ann. Nov. 3.

KHBC-AM-TV Hilo, KGMB-AM-TV Honolulu, and KMAU-TV Wailuku, all Hawaii—Seek assignment of license from Honolulu Star-Bulletin Inc., owned by Chinn Ho, Alexander S. Atherton and Vincent J. Manno, as voting trustees to Pacific Broadcasting Inc., owned by Standard Corp. which is owned by A. L. Glasmann (25%), Wilda Gene Hatch (12.5%), and others. Consideration \$2.5 million. Standard Corp. has 51% interest in KUTV Inc., licensee of KUTV(TV) Salt Lake City. Wilda Gene Hatch has 50% interest in Salt Lake City Broadcasting, licensee of KALL Salt Lake City, and sole owner of Copper Broadcasting licensee of KOPR Butte and KGHL Billings, both Montana. Wilda Gene Hatch Children's Trust owns 25.7% of Gem State Broadcasting, licensee of KGEM Boise, Idaho. Ann. Oct. 28.

KMAU-TV Wailuku, Hawaii—Seeks assignment of license from Pacific Broadcasting Inc. to John S. Young Associates Inc., owned by John S. Young (98%), Joanne

Young (1%) and Patricia Wall (1%). Consideration \$1,500 per month as rent for period of ten years lease. Pacific Broadcasting will pay John S. Young Associates \$4,000 per month to rebroadcast programs of KGMB-TV over KMAU-TV for period of two years. Contingent on above application. Ann. Oct. 28.

WAFM(FM) Anderson, Ind.—Seeks assignment of license and SCA from Murok S. Seybert, receiver, to Radio WBOV Inc., owned by J. William O'Connor (91%) and Edward Ballantine (9%). Consideration \$90,000. Mr. O'Connor owns advertising consultants firm. Mr. Ballantine is orchestra leader on Breakfast Club radio show over ABC. Ann. Oct. 29.

WITH-AM-FM Baltimore—Seeks assignment of license from Maryland Broadcasting (100%) to Thomas G. Tinsley Jr. No financial consideration. Also see application below. Ann. Nov. 3.

WITH-AM-FM Baltimore—Seeks assignment of license from Thomas G. Tinsley to Reeves Broadcasting Corp., owned by Hazard E. Reeves (41.6%), J. Drayton Hastie (5.24%) and others. Consideration \$1 million. Reeves is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBKATV Bakersfield, Calif. Mr. Reeves owns ten shares of Capital Cities Broadcasting and five shares of Taft Broadcasting. Ann. Nov. 3.

KRNY Kearney, Neb.—Seeks assignment of license from Bi-States Co., owned by F. Wayne Brewster (61.1%), Willard F. Anderson (10%), C. E. Freas Jr. (13.9%), William S. Bivens (2.8%), Donald E. Brewster (11.1%) and William F. Anderson (1.1%) to Radio Kearney Inc., owned by Robert Whitehall (15%), J. R. Clodfelter (35%), John Payne (40%) and A. E. Payne (10%). Consideration \$60,000. Mr. Whitehall is station manager of KRNY. Ann. Oct. 30.

KDEF-AM-FM Albuquerque, N. M.—Seeks assignment of license from White Oaks Broadcasting Co., owned by Thomas J. Swafford (51%), Dr. Joel Friedman (19%), and Midland Capital Corp. (30%), Christoph Edgar Schabacker Jr., president, to John C. O'Brien, receiver. No financial consideration. Ann. Oct. 28.

KARS Belen, N. M.—Seeks assignment of license from Belen Broadcasting Co., owned by Carter M. Waid (100%) to Belen Broadcasting Inc., owned by Carter M. Waid (91%), Martha M. Waid (3.33%) and Mayo T. Boucher (0.66%) and John J. Tobola (5%). Consideration \$3,000. Ann. Nov. 3.

WSOQ North Syracuse, N. Y.—Seeks transfer of control of licensee corporation, WSOQ Inc., from William J. and Vivian Warren (51% jointly) to Frank Harms (25% before, 51% after) and Mary C. Powers (24% before, 49% after). Consideration \$15,500. Ann. Oct. 28.

WRVM-FM Rochester, N. Y.—Seeks assignment of CP from Johnston-Taylor Broadcasting Inc., owned by James M. Johnston (51%) and Francis G. Taylor (49%) to WBBF Inc., owned by Maurice R. Forman (88%) and Sydele Mann and Herbert P. Claster, executors of estate of Edward Menden (12%). Consideration \$5,000. WBBF Inc. is licensee of WBBF-AM-FM Rochester. Ann. Oct. 28.

WONE-AM-FM Dayton, Ohio—Seeks assignment of license from Ohio Broadcasting Co., owned by Brush-Moore Newspapers Inc. which is owned by T. S. Brush (23.85%), J. K. Vodery (2.78%), G. G. Strong (2.18%), W. H. Vodery (2.04%) and others to Group One Broadcasting Co., owned by Summit Radio Corp. stock of which is voted by Viola G. Berk under voting trust agreement. Consideration \$1,570,000. Summit Radio is licensee of WAKR-AM-FM-TV Akron, Ohio. Ann. Oct. 21.

WACO Waco, Tex.—Seeks transfer of control of licensee corporation, WACO Broadcasting Corp., from Wendel Mayes and R. E. Lee Glasgow (each 50% before) to R. E. Lee Glasgow (100% after). Consideration \$275,000. Ann. Oct. 28.

KNIN Wichita Falls, Tex.—Seeks acquisition of positive control of licensee corporation, Wichita Broadcasting Corp., by Bob H. Walker (40% before, 100% after) through purchase of stock from R. E. Lee Glasgow (60% before, none after). Consideration \$200,000 payment of debt of corporation, and \$95,000 to Mr. Glasgow. Ann. Nov. 3.

WGAT Gate City, Va.—Seeks transfer of control of licensee corporation, Rogers-McGuire Broadcasting Corp., from John K. Rogers (50% before, none after) and Charles J. and Mary Jane B. McGuire (50% jointly before, none after) through sale of stock to James H. Long and Baxter N. Shaffer Jr. (each 50% after). Consideration \$30,000. Ann. Nov. 3.

WRDB Reedsburg, Wis.—Seeks assignment of license from William C. Forrest to Sauk Broadcasting Corp., owned by Kenneth W.

Stuart, Willard R. Schuetze, Doran R. Zwygart and Edwin W. Schuetze (each 25%). Consideration \$145,000. Messrs. Stuart, Schuetze and Zwygart own Green County Broadcasting Co., licensee of WEKZ-AM-FM Monroe, Wis. Ann. Oct. 28.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) granting application of Woodland Broadcasting Co. for new daytime AM on 1510 kc, 1 kw; conditions include no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419; and (2) denying application of KWEN Broadcasting Co. for new AM with same facilities in Port Arthur, Tex. Action Oct. 30.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting applications of (1) Eaton County Broadcasting Co. to increase power of WCER Charlotte, Mich., on 1390 kc, DA, D, from 1 kw to 5 kw, and (2) Flat River Broadcasting Co. to change operation of WPLB Greenville, Mich., on 1380 kc from 500 w, DA, D, to 500 w-N, 1 kw-LS, DA-N; both conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Nov. 2.

OTHER ACTIONS

■ By letter, denied petition by Swannanoa Valley Broadcasting Co. for reconsideration and returned retendered application for new AM on 1350 kc, 500 w, D, in Black Mountain, N. C., without prejudice to submission of new application accompanied by showing acceptability under new rules. Action Nov. 4.

■ By memorandum opinion and order, commission returned as unacceptable for filing application of Austin A. Harrison for new TV on channel 25 in Boston. Besides being untimely filed, application was inconsistent with commission's rules. Action Nov. 4.

■ Commission addressed letter to Dean Burch, chairman of Republican National Committee, concerning Oct. 29 complaint about network rejection of request under fairness doctrine for equal time to respond to President's broadcast of Oct. 18. Commissioner Hyde dissented with statement; Commissioner Ford concurred in result; Commissioner Lee not participating. Action Oct. 31.

■ By order, commission granted petition by James and Darwin Parr for stay of Oct. 28 action which denied petition for reconsideration of July 15 grant of assignment of license of KPAS Banning, Calif., from Stevens Broadcasting Inc. to Fred P. D'Angelo, tr/as Banning Broadcasting Co., and permitted assignment to stand. Stay is until action by Court of Appeals on Parr petition for judicial stay. Action Oct. 30.

■ Commission addressed letter to Mrs. Eleanor Clark French concerning complaint as Democratic and Liberal Party nominee for Congress, requesting equal time to that afforded her opponent, Representative John Lindsay (R) over WOR-TV New York. Action Oct. 29.

■ By memorandum opinion and order, commission denied petitions by Grand Broadcasting Co., MKO Broadcasting Corp., and Peninsular Broadcasting Co. for reconsideration of April 22 decision which granted application of West Michigan Telecasters Inc. for new TV on channel 13 in Grand Rapids, Mich., and which denied petitioners' competing applications; also, denied Grand and Peninsular requests for further oral argument. Action Oct. 28.

■ Commission renewed licenses of Star Stations of Indiana Inc. for WIFE-AM-FM Indianapolis, for short term—to Aug. 1, 1965. Short-term renewals were prompted by licensee's use of results of fragmentary audience survey in manner which appears to have been irresponsible and inconsistent with commission's June 13, 1963 public notice cautioning licensees about improper use of broadcast ratings. Commission sent explanatory letter to Star Stations of Indiana, together with July 29 letter of inquiry to station. Action Oct. 28.

■ By memorandum opinion and order, commission denied petition by James and Darwin Parr for reconsideration of July 15 action granting assignment of license of KPAS (1490 kc, 250 w, unI.) Banning, Calif., from Stevens Broadcasting Inc. to Fred P. D'Angelo, tr/as Banning Broadcasting Co., and permitted assignment to stand, rendering moot Aug. 21 stay order and assignee's petition for reconsideration of stay order. Commission action will result in prompt restoration of broadcasting by only station licensed to Banning. Chairman Henry dis-

sented; Commissioner Ford abstained from voting. Action Oct. 28.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, both Alabama, in Doc. 15460-1, (1) denied appeal by Symphony from examiner's Sept. 9 adverse ruling which denied petition to dismiss Chapman application; and (2) on own motion, enlarged issues to determine whether grant of Chapman's application will comply with provisions of Sec. 73.607(b) of rules concerning availability of channels. Action Oct. 28.

■ Member Pincock and Slone, with Member Nelson dissenting and issuing statement, adopted decision denying application of W. A. Corbett, J. R. Marlowe and Roy Cox Jr. tr/as Al-Or Broadcasting Co. for new daytime AM on 1530 kc, 1 kw with 250 w-CH, in Mebane, N. C. Board concluded "Al-Or has not met its burden of showing that subject application was not filed either wholly or in part for delaying or blocking application of WIDU for new standard broadcast station on 1530 kc at Asheville, North Carolina." Feb. 4 initial decision looked toward action. Action Oct. 28.

■ By memorandum opinion and order in consolidated proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2, granted WBNR's motion to extent of enlarging issues to determine whether Nelson Broadcasting is financially qualified to construct and operate its proposed station. Member Nelson concurred. Action Oct. 30.

■ By memorandum opinion and order in consolidated proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc. for new FM's in Kingston and Hyde Park, N. Y., respectively, in Doc. 15535-6, (1) granted petitions by Ubiquitous and Nelson to extent of enlarging issues to determine whether they are financially qualified to construct, own, and operate proposed FM's; (2) dismissed as moot Nelson's petition insofar as it requests enlargement of issues against Big River Broadcasting Co. and dismissed as moot latter's motion to accept late filing of opposition; and (3) denied Ubiquitous motion to strike. Member Nelson concurred in part. Action Oct. 30.

■ Scheduled further oral argument for Nov. 6 in proceeding on applications of Sara Radio Inc. (associate of Community Radio of Saratoga Springs, New York, Inc.) and Channel 900 of Saratoga Springs, New York, Inc. (subsidiary of AM Broadcasters of Saratoga Springs, Inc.), for interim operation on 900 kc in Saratoga Springs, N. Y. Action Nov. 3.

ACTIONS ON MOTIONS

By commission

■ Commission granted request by National Association of FM Broadcasters to extent of extending time from Nov. 3 to Dec. 3 to file comments and from Nov. 23 to Dec. 23 for replies in matter of proposed rule on FM circular polarization. Action Oct. 30.

■ Commission granted request by Hudson Broadcasting Corp., former permittee on channel 33 in Harrisburg, Pa., to extend time to Nov. 6 to make additional submission concerning financial arrangements or understandings between it and South Central Educational Broadcasting Council (WITF-TV), Hershey, Pa. Action Oct. 30.

By Chief Hearing Examiner

James D. Cunningham

■ Upon consideration of requests by Broadcast Bureau made and discussed with all counsel on record of Oct. 30 hearing conference in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif., continued Nov. 16 hearing to Dec. 2 and changed place of hearing from Washington to Los Angeles. Action Oct. 30.

■ Designated Examiner Herbert Sharfman to serve as presiding officer in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM's in Cozad, Neb.; scheduled prehearing conference for Nov. 24 and hearing for Dec. 15. Action Oct. 30.

■ Designated Examiner David I. Kraushaar to serve as presiding officer in proceeding on applications of Charles L. Hamilton Sr. and Mildred B. Hamilton and Richard C. Brandt for new FM's in Newton, Iowa; scheduled prehearing conference for Nov. 25 and hearing for Dec. 16. Action Oct. 30.

■ Designated Examiner Thomas H. Dona-

hue to serve as presiding officer in proceeding on application of Radio 13 Inc. for renewal of license of WHZN Hazleton, Pa.; scheduled prehearing conference for Nov. 23 and hearing for Jan. 18, 1965. Action Oct. 30.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp. for new FM's in St. Albans and Charleston, W. Va., respectively, in Doc. 15593-4, granted WCHS-AM-TV request to continue certain procedural dates; prehearing conference extended from Dec. 7 to Feb. 4, 1965. Action Oct. 30.

By Hearing Examiner Isadore A. Honig

■ Scheduled certain procedural dates at Oct. 30 prehearing conference in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev.; further hearing was scheduled for Nov. 24. Action Oct. 30.

By Hearing Examiner Jay A. Kyle

■ Granted petition by respondent Albany Radio Corp. (KWIL), Albany, Ore., to extend time from Nov. 2 to Nov. 9 to file proposed findings and to Nov. 20 for replies in proceeding on AM application of KPQD Inc. (KPDQ), Portland, Ore. Action Oct. 29.

By Hearing Examiner Forest L. McClenning

■ In proceeding on FM applications of Paul Dean Ford (WPPR), Wabash Valley Broadcasting Corp. (WTHI) and Radio WBOW Inc., Terre Haute, Ind., in Doc. 15421-3, granted petition by Paul Dean Ford for leave to amend application to supplement financial showing. Action Oct. 29.

■ Granted request by WBNR Inc. to extend time from Nov. 2 to Nov. 4 to exchange exhibits in proceeding on application and that of Nelson Broadcasting Co. for new FM's in Newburgh, N. Y. Action Oct. 29.

Continued on page 83

The CREEPING SHADOW

The shadow on this man is the shadow of muscular dystrophy. While children are the chief victims of this progressively crippling disease, it can strike any one at any age. And, once the disease process begins, it continues relentlessly, slowly invading all the voluntary muscles, resulting in increasing helplessness and, eventually, in death.

The attack on muscular dystrophy is being waged in many lands, on many scientific fronts. You can help this massive research effort by your contribution to the

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1790 Broadway, New York 19, N. Y.

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.
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 - No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.
- 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

Daytimer in small Ohio city needs experienced station manager who can do a bit of everything and has experience to prove it, prefer man with first phone ticket but not essential. Box K-213, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual Opportunity. Multiple Group. Box K-289, BROADCASTING.

Immediate opening for manager-sales N.Y.S. Must be experienced and alert. Salary open, terrific opportunity. Send photo and resume. Box L-88, BROADCASTING.

Salesman-announcer to assume operation of branch studio. 20% commission plus compensation for air work. Upper Midwest. Send resume, snapshot, and tape. Box L-117, BROADCASTING.

Sales

Virginia station needs an experienced salesman who will work closely with station manager as his assistant. This is a permanent position filled with opportunity. Excellent income with many company benefits. Send resume, and if possible photograph to Box K-216, BROADCASTING.

Immediate opening at Pennsylvania station for someone with announcing background who wants to work where the money is—in sales. \$5,230.00 a year guaranteed to start plus commissions, expenses and excellent potential. We are seeking an announcer with some sales experience who recognizes that the sales field offers the best opportunity in broadcast. Send complete resume. Box K-247, BROADCASTING.

Detroit. Best radio buy in the nation's fifth largest market! Need top notch salesman to tell the story to agencies. Excellent working conditions—private office. If you can sell agencies write to Box L-2, BROADCASTING.

Staffing new fulltime AM in single station, 15,000 market. Opening for experienced salesman—target date December 1. Owner managed. WCVL, Crawfordsville, Indiana. 317-EM 2-5602.

\$7500 to \$8500, plus bonus, is waiting as a salary for a sales manager at the number one radio station between New York and Albany. Job can start immediately or as late as January 1, 1965. Applicant must have advertising or radio background. Will consider giving financial assistance toward moving. Send resume, picture, and references to Harry M. Thayer, President, WGHQ, UPO Box 427, Kingston, N. Y.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

Nut. Box L-14, BROADCASTING.

Newsman-announcer. Westchester country. Send tape, resume and salary requirements. Box L-39, BROADCASTING.

Professional with a flair. Someone who likes smalltown living in northern New York. Box L-81, BROADCASTING.

50,000 watt Southern California middle-of-the-road station has opening for experienced production man. Good working schedule—good pay, for right man. Need man now. Please write immediately with complete information. Box L-86, BROADCASTING.

Announcers—(Cont'd)

Southern California C&W station needs good production man who knows C&W music and artists. Excellent opportunity for an experienced man with drive. Send complete information first letter. Box L-93, BROADCASTING.

Top money for top morning personality with this CBS affiliate in Top 35 markets. Good future awaits right man with one of mid-America's better fulltime operations. Mail tape and resume to: Box L-100, BROADCASTING. All replies confidential.

Highly regarded radio station in medium size Alabama market looking for solid young man for straight staff announcing. If bright and imaginative, opportunity wide open for advancement. Middle of road music with heavy emphasis on news. Those with drinking or credit problems not considered. Salary starts at \$80. Send tape and resume to Box L-106, BROADCASTING.

Mid-Atlantic AM daytimer with fulltime FM need morning man with technical knowhow. Permanent position. Write Box L-121, BROADCASTING.

KBUD Athens, Texas has opening for mature, experienced dj.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Mature thinking, mature sounding announcer-newscaster for good music station. Excellent wages. Beginners or weak voices—do not apply. Airmail tape, application, references to Bill Harpel, KHAR, Anchorage, Alaska.

Immediate opening for all around announcer for middle of the road format. Send complete resume, photo and salary requirements to KPBM, Carlsbad, New Mexico.

Morning man with play-by-play experience for multiple station operation. Liberal fringe benefits with advancement limited only by ability in expanding organization. First class ticket a plus but not necessary. Salary open. Send data sheet and tape to WALM, Albion, Michigan.

Adult format AM station needs experienced announcer, copywriter. 80,000 watt FM now under construction. \$80 week to start. Must have knack for production and know good music. Send tape and resume to WCME, Brunswick, Maine.

We are looking for an experienced announcer. Mature voice and good delivery essential. Above average income plus many company benefits. Send tape, resume and if possible photograph to J. W. Poole, WFLS radio, 305 William St., Fredericksburg, Virginia.

Immediate opening for experienced announcer with 1st phone (no maintenance). Send resume, tape, photo, salary requirement to: WGBR, Goldsboro, N. Carolina.

Opening for staff announcer with first phone ticket. Good pay, medical benefits and payed vacation. WJBM, Jerseyville, Illinois.

Immediate opening for announcer. Send tape (which will be returned), snapshot, background, and salary requirements. Station WJWL, Box 111, Georgetown, Delaware.

Wanted—Staff announcer—for combination "rock" and versified format. Prefer young man seeking permanent job and advancement with growing chain. Send tape: Hudson Millar, WKUL, Cullman, Alabama.

Full-time and part-time combo man. 1st class ticket plus a production announcer for WPOP Hartford, Conn. First FM and night in county Hooper. Send resume and tape to Jim Gearhardt, P.D.

Announcers—(Cont'd)

Personalities and newsmen. 5 kw fulltime in 79th market expanding staff for middle road programming. Excellent opportunity and good salaries for right people. Send audition, resume, photo, salary expected to Jon Holiday, WWOK, Charlotte, N. Carolina.

Announcer experienced for general staff work and play-by-play. Well staffed and equipped small market operation in Pennsylvania. Good salary and fringe benefits. 215-384-2100.

"Self-Confidence — Success or Failure?" — Amazing manuscript! Positive thinking changes your life! \$1.00. Hal Fisher, Consultant, 678 Medford, Patchogue, New York 11772.

Technical

First class engineer . . . some announcing . . . recent school graduate acceptable . . . Eastern North Carolina location . . . good hunting and fishing area . . . salary negotiable. Box L-30, BROADCASTING.

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Experienced chief engineer wanted at once. Must know maintenance. Warm climate, West Texas. Good steady position. Good pay. All details 1st letter. Box L-89, BROADCASTING.

Southern Ohio station, 1,000 watts needs engineer. Wants mature, responsible individual. Age unimportant. For further information write Box L-94, BROADCASTING.

Work toward your own dignified background, music and electronic service business. When you prove on the job that you can sell, install and service FM and Audio we will offer a partnership in our well established inland franchise. Box L-103, BROADCASTING.

KARM AM & FM, Fresno, California needs 1st phone engineer who knows directional. (5,000 Bauer AM and GE 7,500 watt FM) 29 hour ann. / 11 hours technical. \$650 month. Must be available for live interview. Box 669, Fresno, California.

Chief needed to live in a small town and take charge of regional type operation. We have new plant and it's loaded with best in equipment most of which is new. Working conditions good with large office and shop and much test equipment. If you have good knowledge of solid state, a good education in electronics, have had previous chief experience, want above average pay, can install a new 10 kw FM, soon and can be a working, dirty handed, executive, then talk with me or the present chief engineer who is leaving because of personal family problems. Jerroll A. Shepherd, KWIX, Moberly, Missouri.

Leading radio station in Norfolk-Newport News market has position open for chief engineer. Applicants should have extensive experience in radio broadcasting—AM, FM and multiplexing. Salary above average, company benefits unusually good. Job is largely supervisory. Only highly qualified, well recommended persons need apply. Send complete letter including background, summary, references immediately to: Ambert Dail, Manager, WGH Radio, P.O. Box 98, Newport-News, Virginia.

Immediate opening for engineer-announcer. Light maintenance. Station WSYB, Rutland, Vermont.

Production—Programing, Others

Creative copywriter for South Texas radio station. Box K-262, BROADCASTING.

Newsman—Write and air news on major Eastern market radio-TV station. Journalism graduate preferred. At least two years experience. Box L-77, BROADCASTING.

Here's opportunity for assistant director wanting quick advancement to full directorship. Quality VHF station in Southeast looking for a man with at least two or three years experience; with ability to supervise studio personnel. Invite inquiries from Southeastern states. Box L-113, BROADCASTING.

News director for midwest network affiliate in county of 41,000. Will consider announcer who has done part time news. Gather, write and broadcast. Good opportunity for person who loves news. Box L-116, BROADCASTING.

Great opportunity for radio-TV newsman. Top Midwestern station needs young, dedicated reporter and on-air man. Radio experience necessary. Box L-130, BROADCASTING.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

WPTH (FM), Ft. Wayne, Indiana, is expanding and needs programing and production minded announcer. Man selected must be alert and ambitious. Prefer man with small market AM-FM background. Tape references and resume required.

Wanted: Experienced newsman capable of reporting, writing, and airing on radio and television. Emphasis will be on sports—but should be able to handle any newsroom assignment. Contact Gene Terry, WTAD, Quincy, Illinois.

Situations Wanted—Management

"Tight Shop" Administrator: sales, savvy; family man; excellent references; 12 years experience; available on reasonable notice. West preferred. Box L-40, BROADCASTING.

Sales

Salesmanager 500,000 market. Sales increase 28% over last year. 35-qualified all phases broadcasting. Seeking management or sales management with opportunity. Prefer Group operation. Available with 2 weeks notice. Box L-70, BROADCASTING.

Sales manager—Seeking manager or assistant manager opportunity. 11 years announcing, sports & sales. 30, college graduate, family & excellent character. Employed Southeast. Box L-85, BROADCASTING.

East coast stations—aggressive young sales manager now employed—ready for management in larger market—excellent references and background. Versatile all departments except engineering. Box L-96, BROADCASTING.

Announcers

Announcer-dj personable, authoritative newscaster not a floater or prima donna. Box K-228, BROADCASTING.

First phone announcer, experienced Chief engineer, pd working in major market, desirable responsible position in Northeast. Box L-38, BROADCASTING.

Announcer-dj. Experienced. Dj-newscaster. Bright sound, family man, willing to travel. Have third class license. Box L-80, BROADCASTING.

Attention Arizona & California—top Eastern night jock desires relocation by mid-January, tape sent on request. Box L-84, BROADCASTING.

Four years experience radio, stage shows and record company. Would like to locate small town station with chance for some TV. Dry climate only. Box L-92, BROADCASTING.

Announcers—(Cont'd)

Six years, radio and newspaper. Experienced production man with good air voice, 3rd class ticket. Currently copy chief in met market. Desire southwest for health . . . accent on production and announcing. Box L-97, BROADCASTING.

Good grief, Charlie Brown! Humorous middle-road personality scuttled by change to Country format. 10 years experience. Currently in 64th market. \$125 min. Available immediately. Box L-99, BROADCASTING.

Hey man! I'm the only . . . King of Soul! Fantastic! Crazy! Box L-101, BROADCASTING.

How's your Balleatras? Mine is broke! Top forty jock, married, 3rd class license, min. \$600. Box L-102, BROADCASTING.

There are about 4,000 AM stations, nearly 1200 FM stations, and 525 or so TV stations in this country. Somewhere there has to be a Broadcaster who is looking for a broadcaster. I am a professional with six years experience. I worked my way through college in a medium market. When I graduated, I went to an AM-FM-TV outlet in a major market. All assignments—straight announce on AM, serious music program on FM, and commercials and sports on TV—were handled well. I left the major market for a small one because I wanted more responsibility than staff announcing. So I know major, medium and small market broadcasting well. I have excellent recommendations from all three of my employers. I work well with people and can take as well as give orders. I am a dependable, day in-day out broadcaster, married and looking for a place to settle down. Currently making \$150 week . . . will relocate and work in any size market, on either or all AM-FM-TV. I don't want just an announcing job—I've got that now. If you can use a man with my qualifications and have a job with a future, let's talk it over. Box L-108, BROADCASTING.

Experienced Top 40 dj first phone. Seeking employment and investment opportunity with medium or large market station. Box L-110, BROADCASTING.

Negro deejay. Third class license. Dependable. Personable. Tight board. Box L-112, BROADCASTING.

Announcer—chief engineer. 13 years. Philadelphia area. Any style, from WIBG to WFLN. Box L-115, BROADCASTING.

Format dj Top 40 only. Year experience, 3rd phone, can go for 1st. Box L-118, BROADCASTING.

Negro, dj, announcer, newscaster, third phone, endorsement, tight board, no floater, on prima donna. Personable, Box L-122, BROADCASTING.

DJ/announcer, newscaster, third phone, endorsement, bright personality, no floater, professional attitude, tight board. Box L-123, BROADCASTING.

Female voice—young lady with first phone . . . three years experience . . . \$100.00. Box L-129, BROADCASTING.

Good mature dj available, Top 40 only. East or South. \$80.00. Box L-135, BROADCASTING.

Available solid professional personality. Twenty years experience. Top rating dj and TV entertainer Cincinnati, Ohio, eight years. Good music or format. Myles Foland, 513-351-6949 or Box L-140, BROADCASTING.

Back from Army, 1st phone, 3 years college, 6 months experience, emphasis air work. Va. area. Know rock, pop, cw. 703-942-1832 after 6 or Box L-141, BROADCASTING.

First phone showman—10 years top markets. Relaxed style. Available immediately. \$150.00. Box L-142, BROADCASTING.

Currently P.D.: 10 years experience. Mature announcer, newscaster. Married, third class license. Looking for staff position, radio (or TV booth) NYC-NJ-Phila. area. Solid references. Box L-149, BROADCASTING.

Unemployed good guy—for your large market operation. Is warm and friendly, but swing with the hits. All time slots except early AM. 1st phone. 617-235-6483 or Box L-151, BROADCASTING.

Announcers—(Cont'd)

Personality dj, six years air, first phone, available today, 345 Nw. 205th Terr. Miami, Fla. 1-305-624-7042.

Female dj, 18, 1st phone, very little experience. Part-time either Top 40 or FM. Areas near Santa Barbara thru LA county, Calif. 5 p.m. Cathi Murry, 805-483-4065.

Experienced pop personality available. Jay Jackson, 243 Arnold Avenue, West Babylon, L. I., N. Y.

Announcer-dj with 5 years experience in all formats with 3rd phone. Wants position in South. Sales experience, veteran. Reply: P. O. B. 6, Dickson, Tenn. Phone 446-2120.

Five years experience with Top 40 and middle of road stations. Stable, dependable and looking for promising western states affiliation. Audition tape available. Dave Evans, 1417 North Bronson St., Hollywood, California 213-462-2761.

The happiest sounding dj ever. Tight board. Washington—Baltimore area. 202-529-1267.

Sportscaster-announcer seeking position in small Eastern market. Experienced, single, 26, talented sportscaster. Nick Carnett, 9 Holly St., Lawrence, Mass. 682-3125.

Top rated C&W personality dj who sells, does play-by-play. . . . All around experience desires change to Southern station who cares. Best references. Call Frank at 803-327-3735, Rock Hill, S. C.

Situations Wanted—Technical

Universities: Get a top flight recording engineer at minimal cost. 13 years experience as chief engineer, former major market announcer, seek opportunity to contribute talents in exchange for living wage, and opportunity to complete degree. Box J-234, BROADCASTING.

First phone engineer. Experienced all phases of maintenance and operation. Box K-273, BROADCASTING.

Engineer; experienced as Chief, design, construction and operations with directional antennas. Now in Washington area. Box L-31, BROADCASTING.

Experienced Chief engineer or transmitter engineer. AM-FM-DA. 16 yrs. Broadcast. \$125 minimum—No announcing. Presently employed in Ohio—Family. Box L-120, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box L-127, BROADCASTING.

Ambitious audio-operator-switcher desires more promising position. 5 years broadcasting, tech school and radio background. Prefer Southeast. Box L-128, BROADCASTING.

Experienced first class engineer, now working, N. Y. C., will relocate for position with future. Quality board production, writing and technical ability. Box L-133, BROADCASTING.

Production—Programing, Others

College grad; 5 years writing and on air experience. College and education radio and TV. Draft free. Would prefer offer within 100 miles N. Y. C. Box L-87, BROADCASTING.

Program director with excellent background of top ratings, great production. Box L-90, BROADCASTING.

Quality operation only. Now employed metropolitan market. Management will recommend. Available January. Box L-104, BROADCASTING.

Hard working young man . . . draft free . . . presently working. Have background in announcing . . . radio & TV news . . . production . . . control board . . . continuity . . . traffic. Box L-105, BROADCASTING.

Newsman now in million market at \$145 weekly, considering relocation to reputable station offering security. College graduate, prefers Midwest, will consider related fields. Accustomed to digging, writing, delivering accurate, competitive, responsible news. Box L-111, BROADCASTING.

Two top-flight production-programing men for medium or major Top forty. Proven success. We're ready to work for you. Write Box L-118, BROADCASTING.

Production—Programing, Others

Continued

Employed sports director. Prefer middle West or Far West. Outstanding play-by-play. Salary \$800.00. College grad. References. Some sales. Box L-126, BROADCASTING.

Gal Friday with extensive radio-advertising experience; copy, sales, traffic, air-work, promotion and office duties, desires to relocate in middle-Atlantic states. (Northeast). Excellent references and background. Box L-131, BROADCASTING.

Crippled copy genius, wounded by the Ajax Knight, desires position with promotion-minded station. Training, a record with major-chain markets, 6 years experience, qualifies me for copy, programing, air-work or promotion. I'm not cheap, but I work a lot. Box L-132, BROADCASTING.

Want to build or rebuild your news department? Second man in first class station in major market seeks top spot in major market. Sterling qualifications. Box L-134, BROADCASTING.

Fully qualified all sports play-by-play. Experience all phases of radio. Family, college, journalism grad. Seeking top notch sports job. Minimum \$750 monthly. Box L-143, BROADCASTING.

Newsman. Name your style. Presently working. Minimum salary requirement, \$10,000. Box L-145, BROADCASTING.

Man, 27, with four years production experience desires immediate placement. Contact: Clemens Kuhl, General Delivery, Denver, Colorado or call 623-4597.

19 years commercial broadcasting. Wish employment, radio, Midwest. Experienced all phases except engineering. Call Streater, Illinois 2-2473.

Top ten market state and national award winning radio news team available for big move. We want management who genuinely appreciates more than honest day's work and believes in the importance of news and aggressive, over-all news coverage. If you want four newsmen who perform the work of ten reporters; if you want actualities and mobile news coverage; if you want editorials and documentaries; if you want newsmen who are on the move 24-hours a day and experts in the art of developing news contacts, we are your team. We have great references, but more important, we have the experience and a proven record. We have the urgent, authoritative sound, not frantic! Prefer non-rock and roll operation. If you are all talk and empty promises, don't waste our time. Box L-147, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Mid-Atlantic AM-FM-TV station requires experienced, versatile man for middle of the road AM airshift and daily TV sports show. Strong production background helpful. You must send complete resume, tape and photo including salary requirements. Box L-136, BROADCASTING.

Technical

Expanding South Florida VHF has openings for both studio and transmitter engineers. Must have previous experience in TV. Broadcasting or good technical background. First phone and car necessary. Submit resume to Box K-218, BROADCASTING.

Immediate opening for first phone engineer-switcher. Send resume and salary desired. Box L-15, BROADCASTING.

Wanted first class engineer with television experience. Must be familiar with microwave and VTR. Excellent locale in Western U. S. Send resume, present earnings and salary desired. This position offers the right man a good opportunity to advance. Write Box L-17, BROADCASTING.

TV Studio Technicians—Expanding staff and need men with 1st phone, experienced in maintenance, video tape and studio operation. Send resume to WTTV, 3490 Bluff Road, Indianapolis, Indiana.

Production—Programing, Others

Southwestern VHF needs experienced copywriter. Box K-263, BROADCASTING.

Traffic manager major market TV station—needed immediately—a real "take charge" man to completely rearrange, supervise a progressive, busy traffic department. Must be experienced. We need a knowledgeable, ambitious leader. Salary open. Send complete resume and salary requirement to Box L-9, BROADCASTING.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

Station manager—with 25 years' broadcasting experience; 14 radio, 11 TV. Seeking immediate change for valid reasons. Finest references. Prefer small or medium market or Assistant Manager in major market. Age 42, reliable, conscientious, perspicacious. Complete resume available. Box L-98, BROADCASTING.

Announcers

Sports and news. 13 years experience. \$10,000 yearly minimum. Box L-59, BROADCASTING.

Part time staff announcer, college student. Five years experience. \$150 per week minimum. Box L-61, BROADCASTING.

Experienced radio announcer, 1st phone wants opportunity for TV. No maintenance, college grad, 32, diversified, related background. Seeking permanent position with reliable station in or near large city. Photo, tape available but prefer personal interview. Excellent references. Box L-64, BROADCASTING.

Newsman-news director, desires to relocate. Strong personality, major market experience, Box L-137, BROADCASTING.

Good mature voice. 10 years radio experience. Looking for booth or staff TV announcing job in NYC-N. J.-Phila., area. Box L-150, BROADCASTING.

Technical

Engineer radio & UHF desires to continue education in Indiana educational institution. One year pre-engineering. Box L-13, BROADCASTING.

Engineer desires supervisory or maintenance position in comm'l, ETV or CCTV. Eight years studio maintenance, two years transmitter, two years Ampex VTR. Box L-29, BROADCASTING.

Want opportunity to work maintenance on Videotape and/or Color equipment. 10 years electronics—presently C. E. in TV. \$115.00 per week. Box L-138, BROADCASTING.

Production—Programing, Others

Wanted: One progressive organization that can utilize 3 year's experience in film, floor, switching, directing. Reply to Box L-82, BROADCASTING.

Promotions man. Excellent journalistic background in broadcasting and publicity. Sales promotion experience. College grad. Young, hard-working and enthusiastic. Will relocate. Box L-109, BROADCASTING.

Broadcast Journalist . . . Radio-TV . . . No. 1 rated markets . . . reporter . . . writer . . . air personality . . . mature . . . authoritative. Box L-139, BROADCASTING.

WANTED TO BUY—Equipment

Wanted to Buy—Six bay channel 6 TV antenna in good condition. Please contact Roy Adamson, P.O. Box 270, Grand Junction, Colorado.

Low power, light-weight channel 11 antenna capable 500 watts power input, new or used. 3 or 6 bay, or what have you. Quote price and shipping weight. Box L-83, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Wanted: Used 10 kw RCA or Gates FM transmitter. Must be excellent condition. Phone Lafayette 3-6561, Baltimore, Maryland.

Good used Automation system. Box L-3, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Wil-low & Twenty-Fourth Streets, Oakland California. 832-3527.

Four bay Andrew multi-V FM antenna type No. 1304 tuned to 97.3 mc with approximately 400 feet 1 5/8 inch transmission line. Any reasonable offer will be considered. Box L-12, BROADCASTING.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single cabinet transmitter. Spare final, modulator, and rectifier tubes included. We want 5 kw Asking \$3,500 F.O.B., Denver. KPML—Denver, 80206.

RCA-TT5A 5 kw TV transmitter (used) high band, channel 11, watercooled. Complete and in excellent condition. 1st cash offer over \$10,000 F.O.B. N. Y., Telequip Corp., 224 Glen Cove Ave., Glen Cove, Long Island, N. Y.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-22, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Blz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

Merchant Jingles: \$66.00 up. Top quality, tailor-made. Free demo., details. JINGLE-MASTER, 6000 Sunset, Hollywood, Calif.

Original comedy material. Fresh. Hilariously funny. Listings, 10c. Don Frankel, P.O. Box 983, Chicago, 60690.

Santa Claus Promotion—ideal for great Christmas business—55 inches tall. Realistic Santa Claus—18 pounds. Make more christmas revenue—only \$25.00 each. S.O.S., 270 North Crest. Chattanooga, Tennessee.

Resume problems? Use "The Complete Resume Handbook." Instructions, samples, fill-in worksheets & covering letters. \$2.00—Resume Book, Box 265, West Orange, New Jersey.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, 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.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.00—private rooms \$10 per week, job placement free. Class begins Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Bob Johnson Radio License Training. First phone in six weeks. Tuition \$330. Write, 1201 Ninth Street, Manhattan Beach, Calif. FR 6-6128.

Help Wanted

Announcers

MORNING MAN

deep voice, outgoing personality, able to use humor. Needed about January first for station in Top 50 markets, Great Lakes area. Salary? You tell us. Send resume to Box L-1, BROADCASTING. We will request tape and arrange personal interview.

Announcers—(Cont'd)

DJ WANTED

Top station, a top New England Market, looking for top-notch personality or personality-news utility man. Send pop music show & news demo, resume, and salary range.
Box L-124, BROADCASTING

WAKE UP!!

If you have that tough, unbeatable morning brightness. . . . If you are a fast-moving, hard-driving, wake-up man with plenty of personality, warmth, humor. . . . Your future beckons NOW.* We are 50,000 watts, and the leader in this prime market.

Box L-79, BROADCASTING.

*1st class ticket required

Production—Programing, Others

PRODUCTION and COPY WRITER

Somewhere there is a copy writer and production man who feels that his creative ability deserves a better reward. WJRL would like to interview this man at once. We are losing our Production Chief who is going into business in another city and will leave us after a happy productive year. If you are ready for this position with a progressive operation in Illinois' second city, contact John R. Livingston, 815-968-5821, Rockford, Illinois.

KGO SAN FRANCISCO WANTS:

1. Morning man who can adapt his modern radio background to a top album format.
2. Newsmen. Who can voice, write and assist in direct news operation.

Send tape and resume to:

Jim Dunbar

KGO

277 Golden Gate Avenue
San Francisco, California

RADIO PROMOTION

Immediate opening for assistant Promotion Manager for one of Los Angeles 50,000 watt prestige radio stations. Want man who can take over six-man Promotion Department in about two years. Must be strong on audience promotion (contests, shows, air promotion, etc.) and must be familiar with publicity and Sales Promotion. Want a good writer with great ideas. Salary commensurate with the man. Send resume to:

Box L-148, BROADCASTING

Production—Programing—(Cont'd)

Continued

WANTED IMMEDIATELY

Program Director with Unlimited urge to get the job done. One who will accept the challenge of bringing ratings up and keeping them there. Format—Middle of Road Modern—Salary Open.
Box L-125, BROADCASTING

Situations Wanted

Production—Programing, Others

\$10/wk RADIO SCIENCE EDITOR

We can fill this position with one of the Nation's leading Newsmen. . . . A veteran of Network Radio, Television, and Motion Pictures. . . . Ready to work for you bringing added revenue to your News programing schedule. These 90 second Science reports, proven in the Nation's largest market, now available exclusively in your market. Our personalized daily vignettes from every facet of the Scientific world will increase audience and sales appeal alike. Convince yourself with one listen to our free demonstration tape that a deal like this comes once in an eon. Can you beat your competitor with the earliest postmark? Write Scien-Tapes,

Box L-91, BROADCASTING

SPORTS DIRECTOR

Prefer Radio-TV Combo. Major Market. Play-by-Play all sports. College Grad. EXPERIENCED.

Box L-114, BROADCASTING

TELEVISION—Help Wanted

Technical

Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

TELEVISION—Help Wanted

Technical—(Cont'd)

RADIO-TELEVISION TECHNICIAN (With First Phone)

Needed in an expanding closed circuit television system utilizing professional equipment only. Requires experience in all phases of television operation and maintenance of RCA Type Video Tape Recorders preferred but not essential.

Apply Employment Office, Room 4
Morrill Hall, University of Minnesota
Minneapolis, Minnesota

(46)

55414

Production—Programing, Others

NEWS DIRECTOR WANTED

AM-FM-TV medium market station in Mid-Atlantic area seeks top Newsman to head 5 man Department. Hard worker with strong on air voice and administrative ability required. Send tape, pix and complete resume including salary requirements to:

Box K-194, BROADCASTING

SPORTSCASTER—NEWSMAN WANTED:

For AM-TV station in Top 10 Eastern market to do weekend sports airwork, fill in for Sports Director on vacation, leg sports and some news stories weekdays. Send resume, picture and audio tape.

Box K-251, BROADCASTING

TV NEWSMAN KQVR

Sacramento, California

Wanted, experienced TV newsman capable of gathering, writing, and delivering on camera. Submit resume and 16 mm SOF audition, if available, to:

Personnel Department
McCLATCHY BROADCASTING COMPANY
21st & Q Streets
Sacramento, California

SPORTS!

Directors—Announcers—Engineers
& Artist

This sports minded independent will be on the air January 1965. We will need versatile and experienced people—with a strong sports background.

Write Program or Engineering Dept.
WKBD—P. O. Box 50
Detroit, Michigan 48231
Kaiser Broadcasting
An Equal Opportunity Employer

BUSINESS OPPORTUNITY

Territory Franchise

Reputable, established national firm has openings in many key areas. Big money opportunity to work with Radio and TV stations with quality sales promotion franchise. Requires modest investment, broadcasting sales background, willingness to travel and eagerness to work. Complete confidence.

Box L-95, BROADCASTING

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

Radio & TV only. No one will know you are looking unless a firm offer is made. File with complete confidence. Office, talent, airman, technical, management, production. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

POSITIONS OPEN

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**

4825 10th Ave. So.
Minneapolis, Minn. 55417

COME WHERE THE FUTURE IS!

Texas needs all types

BROADCAST PERSONNEL NOW!

For free listing and/or information, write Texas Association of Broadcasters, 1004 International Life Building, Austin 2, Texas.

MISCELLANEOUS

ADVERTISING DIRECTOR

Large Consumer Food Organization Location—Metropolitan New York. Salary—Commensurate with experience and present earnings. Must be familiar with all phases of agency management and all media. Particular emphasis on direction of account executives and creative staff. Experience in food field highly desirable. Agency experience essential. Send confidential resume to our Consultants;

JEROME H. NAGEL ASSOCIATES

105 Avenue P.

Brooklyn N. Y. 11204 or

Phone collect DEwey 1-8200

WANTED TO BUY—Stations

CATV

Broadcaster with capital to invest will buy interest in operational CATVs. East Texas, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, North Florida. Write giving details:

Box K-267, BROADCASTING

WANTED TO BUY

Stations (Cont'd)

CASH

For unusual situations affording growth opportunity in AM Radio or VHF/Television. Southeast—Southwest—Midwest. Deal direct with principals.

Box K-83, BROADCASTING

Future Look Bleak?

Loosing Money with FM?

Don't fret. If you have an FM station in a large market, priced right, I may take it off your hands.

John Dorsey—Box 401
Waldorf, Md. Phone 301-645-5865
after 5—301-645-5989

WANTED

Small Radio Station
prefer S. E.

State Price, Location, Terms

Box L-144, BROADCASTING

FOR SALE—Stations

WEST COAST AM. \$400,000. 29% down. Tremendous potential. Major Market. \$100,000 in real estate and equipment included. Need group know-how or owner manager-ship.

MIDWEST. Excellent frequency and power. Top market. Few stations. \$715,000. Doing approximately \$400,000.

FAR WEST. Doing approximately \$600,000 gross. Asking one million dollars on terms.

Lia Rue & Associates Inc.

Media Brokers

440 EAST 62ND STREET
NEW YORK CITY
TE 2-9362

METRO N. Y. C. FM STEREO

Fulltime operating in black. Priced for quick sale in very low six figures, negotiable terms. Unique oppt'y to enter nation's #1 market. Principals only.

Box L-146, BROADCASTING

FOR SALE

250 watt fulltime, single station

Southern Arizona Market

good potential for owner manager \$70,000 cash or \$75,000 with \$25,000 down—no brokers.

Box L-107, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Appraisals Management Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Continued from page 77

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Symphony Network Association Inc., and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, upon request of Symphony, reopened record and received into evidence supplemental material as supplement to exhibit 1, and scheduled hearing conference for Nov. 13. Action Oct. 30.

■ In proceeding on FM applications of WPFA Radio Inc., WTAX Inc. (WTAX) and Capital Broadcasting Co., Springfield, Ill., in Doc. 15595-7, granted WTAX Inc. petition for leave to amend application and remove it from hearing and returned amended application to processing line. Action Oct. 30.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AM's in Valparaiso, Ind., Kankakee and Pontiac, Ill., in Doc. 8218 et al., denied Valley Broadcasting petition for leave to amend application to change trans. site, and scheduled further prehearing conference for Nov. 5. Action Oct. 29.

By Hearing Examiner Sol Schildhouse

■ In proceedings on applications for new UHF-TV's in Houston, Boston, and Lorain, Ohio, cancelled hearing scheduled for Nov. 9 in Lorain case and rescheduled dates to Dec. 18 and Dec. 30, 1964 and Jan. 11, 1965 for exchange of written direct case, cross-examination and hearing on common issues relating to United Artists Broadcasting. Action Oct. 28.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich., on unopposed oral

request of Great Northern, rescheduled Oct. 30 hearing for Nov. 13. Action Oct. 28.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of College Radio and Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, Mass., respectively, in Doc. 15562-3, granted Pioneer request for postponement of certain procedural dates and hearing from Nov. 16 to Dec. 18. Action Oct. 29.

■ Granted motion by Conant Broadcasting Inc. (WHIL), Medford, Mass., for changes in certain procedural dates in proceeding on AM application; scheduled hearing for February 24, 1965. Action Oct. 27.

By Office of Opinions and Review

■ In proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Palmer Broadcasting Co. to change trans. sites and make other changes in respective TV's KTIV and KVTV Sioux City, and WHO-TV Des Moines, both Iowa, granted Broadcast Bureau petition to extend time to Nov. 16 to file responses to joint petition to terminate proceedings as to Sioux City applicants and for grant of KTIV and KVTV applications. Action Oct. 29.

■ In Miami TV channel 7 proceeding in Doc. 15185-6, granted motion by Sunbeam Television Corp. (WCKT) to extend time to Nov. 13 to file reply briefs. Action Oct. 28.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Nov. 3

WFKO(FM) Kokomo, Ind.—Granted CP to move studio and ant.-trans. location.

KHOF(FM) Los Angeles—Granted CP to install composite trans.

WHFS(FM) Bethesda, Md.—Granted CP to change studio and ant. trans. location; decrease ERP to 900 w; increase ant. height to 215 feet.

Actions of Nov. 2

WCSA Ripley, Miss.—Granted license for AM and specify main studio location same as trans.; remote control deleted.

KVOP Plainview, Tex.—Granted license covering increase in day power and installation new trans.

WWDC Washington—Granted license covering installation of alternate main trans.

KHAR Anchorage—Granted license covering change in ant.-trans. location; make changes in ground-system; and change studio location.

WBIR-TV Knoxville, Tenn.—Granted licenses covering changes; and installation of auxiliary trans. at main trans. site.

WBIQ(TV) Birmingham, Ala.—Granted license covering changes.

KLBB-TV Lubbock, Tex.—Granted license covering changes in TV.

Actions of Oct. 30

United TV Inc., Westernport, Md.—Granted CP's for new VHF-TV translators on channels 12, 10 and 8 to rebroadcast programs of WJAC-TV (ch. 8) Johnstown, WATE-TV (ch. 4) and KDKA-TV (ch. 2) both Pittsburgh, all Pennsylvania.

■ Granted renewal of licenses for following main and co-pending auxiliaries: KENA Mena, Ark.; KYMS(FM) and SCA Santa Ana, Calif.; *WXYZ-FM-TV Detroit; KPOC Pocatong, Ark., and KCIJ Shreveport, La.

*Without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

WERB Garden City, Mich.—Granted license for AM and specify main studio location same as trans.; conditions.

WSLT Ocean City-Somers Point, N. J.—Granted license for AM; condition.

KJSK-FM Columbus, Neb.—Granted license for FM.

KENE Toppenish, Wash.—Granted license covering increase in daytime power and installation new trans.

KVEN Ventura, Calif.—Granted license covering increase in daytime power; installation new trans.; installation DA-D; change

ant.-trans. and studio location; remote control deleted; condition.

WKJF(FM) Pittsburgh—Granted license for dual polarized ant. system.

WPIX New York—Granted licenses covering decrease in ERP; ant. height; installation new trans. as alternate main and installation new ant.; and decrease in ERP; increase in ant. height; and installation new ant. and trans.

WXTR Pawtucket, R. I.—Granted license covering installation alternate main trans.

WMGR Bainbridge, Ga.—Granted license for new auxiliary-day and main-night trans.

WSB Atlanta—Granted license covering use of auxiliary trans. as alternate main.

WLBL Auburndale, Wis.—Granted license covering installation of new trans.

KBEK Elk City, Okla.—Granted license covering change of ant.-trans. location; studio location; changes in ground system and installation new trans.; remote control operation.

KLIN Lincoln, Neb.—Granted license covering increase in day power; installation new trans.; change ant.-trans. location; make changes in ant.-system, and make changes in ground system.

WKTZ-FM Jacksonville, Fla.—Waived Sec. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Jacksonville, effective Nov. 1.

WJBL-FM Holland, Mich.—Granted SCA on sub-carrier frequency of 67 kc.

WBIB Centerville, Ala.—Granted mod. of CP to change ant.-trans. location; specify studio and remote control point; make changes in ant. system; change type trans. and make changes in ground system.

■ Granted request and cancelled CP's for following UHF-TV translators; call letters deleted: K70CX, K70CY, K79AX, KDAL, Inc., Lancaster, Hallock, and Lake Bronson, Burdette and Roseau, Minn.; K81AT, Maupin Television Corp., Maupin, Ore.

KXIV Phoenix—Granted CP to change ant.-trans. location and make changes in ant. system.

WFMQ(FM) Chicago—Granted CP to install new trans. and ant.; remote control permitted; condition.

WSIV Inc., Pekin, Ill.—Granted mod. of CP to decrease ERP to 780 w; ant. height to 84 feet; change type trans. and type ant.

WVHI(FM) Evansville, Ind.—Granted mod. of CP to increase ant. height to 320 feet and change ant. system.

KGSL-TV St. Louis—Granted mod. of CP to change name to Summit Television Corp.

■ Following were granted extensions of completion dates: KTVI(TV) St. Louis, to April 30, 1965; WMFE-TV Orlando, Fla., to Feb. 1, 1965; WMED-TV Calais, Me., to Feb. 10, 1965; WHHY-AM-FM Montgomery, Ala., to Dec. 1; WLTH Gary, Ind., to April 10, 1965.

Action of Oct. 29

Little Missouri Butte TV Association, Hullett, Carlisle, Oshoto and New Haven, Wyo.—Granted CP for new VHF TV translator on channel 7 to rebroadcast programs of KTWQ-TV (ch. 2) Casper, Wyo.

KLIC Monroe, La.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WZAK(FM) Cleveland—Granted license for FM and specify type trans.

KTVK(TV) Phoenix — Granted licenses covering installation of alternate main driver at main trans. and ant. location; and of auxiliary ant. system at main trans. and ant. location.

KABC-TV Los Angeles—Granted license covering changes in TV; conditions.

KYMS(FM) Santa Ana, Calif.—Granted mod. of license to change studio location and remote control point.

WBGM(FM) Tallahassee, Fla. — Waived Sec. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Tallahassee: WONS main studio and trans. site, one-half mile north Tallahassee.

■ Granted licenses for following VHF-TV translators: K04CX, Cascadia Community TV Inc., Cascadia, Ore.; K11GE, K13FW, Shoshone River Power Inc., Cooke City and Silver Gate, Mont.; and W10AD, Spartan Radiocasting Co., Montreal, Black Mountain, Ridgecrest and Swannanoa, all North Carolina.

K77BM Barstow, Calif.—Granted mod. of CP to make changes in ant. system of UHF-TV translator.

KRNS Burns, Ore.—Granted temporary authority to discontinue SH operation for period ending Feb. 1, 1965.

WCAO Baltimore — Granted request to cancel auxiliary trans. operation authorization.

■ Granted renewal of license and co-

FOR SALE

Stations (Cont'd)

F—M

Radio Station

FOR SALE

in Long Beach, Calif.
1 KW Power

For information communicate with:
E. Sonderling
220 E. Anaheim St.
Long Beach Calif. 213-775-2367

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

N. E.	small	daytime	\$100M	terms
East	monopoly	fulltime	600M	29%
Tenn.	small	daytime	100M	cash
Ill.	metro	daytime	170M	30M
N. E.	major	power	750M	cash

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

- MIDWEST. Major market. \$30,000 down.
- EAST COAST. Exclusive market. \$125,000. 29% down.
- SOUTHWEST. Major market. \$30,000 down.
- FAR WEST. Fulltime. \$150,000. Excellent terms.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 4

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,975	59	73	364
FM	1,179	61	210	270
TV	548*	36	88	177

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 4

	VHF	UHF	TV
Commercial	508*	165	673
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,945	1,168	539
CP's on air (new stations)	46	53	42
CP's not on air (new stations)	84	197	89
Total authorized stations	4,075	1,418	670
Applications for new stations (not in hearing)	169	203	74
Applications for major changes (in hearing)	67	52	60
Total applications for new stations	236	255	134
Applications for major changes (not in hearing)	198	40	34
Applications for major changes (in hearing)	37	5	10
Total applications for major changes	235	45	44
Licenses deleted	3	0	0
CP's deleted	1	0	0

* Does not include seven licensed stations off air.

* Includes three noncommercial stations operating on commercial channels.

pending auxiliary for following: KERB Kermit, Tex.; KLRA Little Rock, Ark.; KROF Abbeville, La.; WBCF Hastings, Mich.; WLST Escanaba, Mich.; WNER Live Oak, Fla.; WRMA Montgomery, Ala.; and WTAC Flint, Mich.

■ Granted following SCA on sub-carrier frequency of 67 kc: WEEF-FM Highland Park, Ill.; KFNB(FM) Oklahoma City; and WMAJ-FM State College, Pa.

■ Granted licenses covering changes in following VHF-TV translators: K07BS, Rogue River Translator Association, Rogue River, Ore.; and K08BI, Osage TV Association Inc., Osage, Wyo.

K08BC Springer and rural area, N. M.—Granted CP to make changes in ant. system.

Actions of Oct. 28

WDHA-FM Dover, N. J.—Granted licenses covering change in ant.-trans. location; installation new trans. and ant. (DA); changes in ant.-system; decrease ERP to 180 w; increase ant. height to 560 feet; remote control operation; and installation new auxiliary trans.

WREB Holyoke, Mass.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control operation.

WMTL Leitchfield, Ky.—Granted license covering changes in ant.-trans. and studio locations; remote control deleted.

WRUN-FM Utica, N. Y.—Waived Sec. 73.210(a)(2) of rules to permit main studio to be located at authorized remote control location.

WYZZ(FM) Wilkes-Barre, Pa.—Granted CP to make changes in trans. equipment; remote control permitted.

*WXPB(FM) Philadelphia — Granted CP to increase ERP to 3.9 kw; decrease ant. height to 115 feet; and install new ant.; remote control permitted.

WEBH(FM) Chicago—Granted CP to install new auxiliary trans. at main ant.-trans. location using ERP 17.5 kw; remote control permitted.

WMJR(FM) Fort Lauderdale, Fla.—Granted CP for auxiliary trans. at main ant.-trans. site using ERP 7.5 kw.

WRYT-FM Pittsburgh—Granted CP to install auxiliary trans. at main ant.-trans. location using ERP 11 kw; remote control permitted.

KBLH Helena, Mont.—Granted CP to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, with 250 w-N, and install new trans.; remote control permitted; conditions.

K08CT, K10DE Duchesne City and Straw-

berry River area, Utah—Granted mod. of CP's to change primary TV for K08CT to KUTV, channel 2 Salt Lake City; and to KCPX, channel 4, Salt Lake City for K10DE. WKLA Ludington, Mich.—Granted CP to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, and install new trans.; conditions.

K02AG, K09AK, K11AM Eagle Nest and rural area, N.M.—Granted licenses for VHF-TV translators.

WLBL Auburndale, Wis.—Granted renewal of license and co-pending auxiliary.

K06BV, K07DO, K10DH Seligman, Deer Lodge and Hyde Park, Ariz.—Granted CP's to replace expired permits for VHF-TV translators.

K02AU, K11BX Sutherlin, Ore.—Granted CP's to change type trans. and make changes in ant. system of VHF-TV translators.

K02DW, K06DU, K11GP Douglas, Ariz.—Granted request to cancel CP's for VHF-TV translators; call letters deleted.

WAMO-FM Pittsburgh—Granted mod. of SCA to add sub-carrier frequency of 29 kc. WCRS-FM Greenwood, S. C.—Granted mod. of CP to make changes in trans. equipment; conditions.

■ Following were granted extensions of completion dates: WTRF-FM Wheeling, W. Va., to April 28, 1965; WJMF-FM Philadelphia, to June 20, 1965; WFYC-FM Alma, Mich., to Jan. 12, 1965; KLOO Corvallis, Ore., to Jan. 11, 1965; WABR Winter Park, Fla., to Feb. 1, 1965; and KIT-959, North Carolina Broadcasting Inc., Greensboro, N. C., to April 11, 1965.

■ Granted licenses for following VHF-TV translators: K08EJ, K12EC, United TV Association, Fleming and Haxton, Colo.; and K07FM, Video Utility Corp., Roseburg, Winston-Dillard and Mekrose, Ore.

Rulemakings

FINALIZED

■ By memorandum opinion and order, commission dismissed petition for rulemaking by Community Broadcasters Association Inc. to amend various sections in part 73 of rules to permit expeditious processing of applications of class IV AM's for power increases above 250w. Since petition was filed, commission adopted rules and procedures which resulted in relief requested. Action Nov. 4.

■ By memorandum opinion and order, commission dismissed petition by Samuel Miller and Mark E. Fields for amendment of Sec. 73.274 of FM rules to delete special

showing of reliability and capability for trans. exceeding 10 w. When more high power trans. are authorized and additional experience accumulated, commission will again give consideration to proposal. Action Nov. 4.

■ By memorandum opinion and order, commission denied petition for rulemaking by Robert A. Jones, La Grange, Ill., to amend Sec. 73.39 of rules to require that all nondirectional AM's keep on hand spare ant. ammeter of same type and range as that of meter permanently installed in ant. circuit. Commissioner Ford dissented. Action Nov. 4.

PROPOSED

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of assignments (numerals are channel numbers): assign either 221A or 237A to Iowa Falls, Iowa; assign 288A to West Terre Haute, Ind.; assign 244A to Larned, Kan.; add 224A to Elmira, N. Y.; add 228A to Kingston, N. Y.; add 269A to Pittsfield, Mass.; assign 291 to Orleans, Mass.; substitute 221A for 296A at Hazlehurst, Miss.; and 298 for 252A at Magee, Miss.; substitute 264 for 224A at Alexandria, Minn.; and 224A for 264 at Wadena, Minn.; substitute 252A for 253 at Ocala, Fla.; and assign 252A to Titusville; Alternate proposals: (1) add 239 to Mexico, Mo., and substitute 281 for 236 at Hannibal; or (2) substitute 275 for 284 at Marshall and 284 for 272A at Moberly, or (3) delete 236 from Hannibal, substitute 275 for 284 at Marshall, add 239 to Mexico, and substitute 284 for 272A at Moberly; assign 295 to Danville, Va., delete 296A from Pulaski, Va., delete 296A from Durham, N. C., and substitute 297 for 295 at Elizabeth City, N. C.; substitute 283, 289 and 295 for 222, 226 and 230 at Reno. Action Nov. 4.

■ Commission invited comments to notice of proposed rulemaking looking toward deleting FM channel 236 from Wichita Falls, Tex., as petitioned for by Jim Gordon Inc. to remove short-spaced assignments which now prevent latter from requesting maximum facilities for KCLE-FM on channel 235 at Cleburne. Deletion would require KNT0(FM), now licensed on channel 236 in Wichita Falls, to shift to one of the unused channels in that city and, since commission believes it is likely equitable considerations should require private party requesting shift and benefiting to pay some or all of costs thereof to existing station, it invited comments as to whether KCLE-FM would reimburse KNT0 for costs of changing channels, and what costs would be. Commission deferred action on petitioner's request for order looking toward modification of KNT0's license, and did not propose assignment of channel 237A to Wichita Falls and substitution of 280A for 234 in Austin as suggested by petitioner, but will consider changes if any party urges and shows good reason therefor. Action Nov. 4.

■ By notice of proposed rulemaking, commission invited comments to conflicting proposals of (1) KWHN Broadcasting Inc. (KWHN), Fort Smith, Ark., to substitute channel 64 for channel 9 in Hot Springs and reassign latter channel to Fort Smith, and (2) Arkansas Educational Television Commission, proposed assignee of off-air KFOY-TV on channel 9 in Hot Springs, to reserve channel for noncommercial educational use. Deferred action on KWHN's request for modification of authorization of American Television Inc., present permittee, to specify operation of KFOY-TV on channel 64 instead of channel 9 in Hot Springs. In addition to views on relative merits of each proposal, commission is particularly interested in comments from KWHN indicating why latter believes reassignment of channel 9 to Fort Smith would not have serious adverse impact on development of UHF there, and from AETC concerning its part in Arkansas state-wide ETV plan. Commissioner Ford not participating; Commissioner Cox abstained from voting. Action Nov. 4.

PETITIONS FOR RULEMAKING FILED

■ WRHI Rock Hill, S. C.—York County Broadcasting Co. Requests institution of rulemaking proceedings to allocate channel 221 to Rock Hill. Received Oct. 23.

■ WLSB Copperhill, Tenn.—Copper Basin Broadcasting Co. Requests institution of rulemaking proceedings to make following changes in FM table of assignments: (both cities in Tennessee) Dayton: delete channel 280A; add channel 285A and Copperhill: add channel 280A. Received Oct. 26.

■ WSFC Somerset, Ky. — Southeastern Broadcasting Inc. Requests amendment of rules to allocate TV channel 7 to Somerset. Received Sept. 13.

WHEN Norm Walt gave up his managerial duties at WCBS-TV New York recently his associates presented him with—among other things—a carton of 10,000 Anacin tablets. They might better have given him the pills at the beginning of his tenure.

But this excess of anodyne could not have removed the pressures of his position. As Mr. Walt himself points out, "Your signal's right here for everyone at 485 (Madison Avenue headquarters of CBS) to look at." He had definite ideas about how the station ought to be run, and during his managership every department head but one was changed.

What is there to recommend this quietly determined young man? He doesn't list any civic activities in his resume save those associated with his work; he says "I'm not a joiner"; he doesn't have any hobbies, he isn't active athletically, he is self-effacing to outsiders.

All he has been for the last two years is the manager of what is probably the most lucrative television property in the world—while being stationed right under the noses of the corporate leaders of financially the most successful broadcasting complex in the country, the executives of CBS.

About a month ago WCBS-TV recorded the biggest billing week in its history.

If you want to learn what has made Norm Walt successful, you'll never find out by asking him. But people who have worked under him and around him come up with a number of explanations of his character and none of them suggests any fear of controversy.

One calls him a man of "naive integrity." Another says "one of the guys who stirs up the most trouble, but keeps things moving ahead," or "not especially articulate but extremely perceptive."

"A Nebraska Senator George Norris liberal, not for parties but for people," is the evaluation of one of the WCBS-TV staff.

Still another says "a nice guy, but I'm glad he's gone," explaining that what he means is Mr. Walt was no easy taskmaster.

One of Mr. Walt's innovations while managing WCBS-TV was the introduction of a yearly *Shakespeare in the Park* telecast which pre-empted an entire evening's prime-time programing for a live telecast of one of the Shakespeare plays presented each summer in New York's Central Park.

Faint Praise ■ "The worst idea you've had yet," said one of his programing people, but now the play appears to be a yearly institution on the station.

The first presentation was "The Merchant of Venice" and the play created a considerable stir. It ran into opposition from some Jewish groups who felt that the presentation of the character

Way to success: Ideas that produce viewers

Shylock in the play would reflect unfavorably on the Jewish community.

A corporate meeting was held to consider the propriety of the telecast. Mr. Walt is reported to have left the meeting after stating he had decided to carry the play and that if his decision were countermanded he would be ready to hand in his resignation.

Up to What? ■ And what is Mr. Walt's job now? It is clear that he has been chosen for higher CBS responsibilities though his duties have not yet been specifically spelled out.

He's been showered with congratulatory letters from old business acquaintances whose general contents he sums up as "congratulations—I think—are

you going to be playing third base?" (a reference to the CBS purchase of the New York Yankees).

CBS has defined Mr. Walt's new responsibility as the "handling of special assignments and new projects in non-broadcasting areas in which the corporation may be interested." However it is said that there are already more specific plans for him.

His path to New York was not really a path at all but a jump from Lincoln, Neb., to the big city. He moved from his first job in Lincoln, representing Newspaper Enterprise Association, a feature service of Scripps-Howard, to KOLN-TV in the same town.

"We did everything wrong at that station," he recalls. "Our highest-priced prime-time spot went for \$37."

The station was eventually sold to John Fetzer, who has since "done everything right," according to Mr. Walt.

But Mr. Walt credits his service at KOLN-TV as a most valuable part of his training.

All the same, he felt he wasn't going anywhere there; he left Nebraska for a job with Harrington, Righter & Parsons in New York and from there it was on to the CBS organization.

His philosophy of station management reflects something of his character. "Any one of the managers of the five CBS-owned television stations could have done the job in New York for the last two years," he insists. They all would have done things differently and it would be moot as to who had done the best job, says Mr. Walt. "There just isn't any science to it," he says.

He does not admit to spending long hours at his work, but reports from personnel at WCBS-TV indicate that he frequently worked far into the night as the station's manager.

Confronted with a list of 10 achievements attributed to him as WCBS-TV manager, Mr. Walt quietly but emphatically denied credit for all but two of them and said: "Look, maybe we better forget about this article about me."

Whoever gets credit, there were numerous changes at the station while Mr. Walt was there. Among them: the creation of WCBS-TV's first sales department (for local business was previously handled by CBS Television Stations National Sales), formation of an independent news department, an expansion of the station's public affairs department, the introduction of around-the-clock programing, the Shakespeare presentations, and the scheduling of the weekly *Eye on New York* program in prime time.

Mr. Walt is proud that "WCBS-TV is no longer simply a mirror for CBS-TV programing," but he gives the praise to the personnel he left there, explaining his own role as that of a catalyst.

WEEK'S PROFILE



Norman Edward Walt Jr.—VP, CBS, special assignments and new projects; b. June 11, 1928, Lincoln, Neb.; U. of Missouri School of Journalism, BJ, 1950; U. S. Navy 1950-52; Newspaper Enterprise Association, assistant advertising mgr, 1952; KOLN-TV Lincoln, account executive, 1952-53; Harrington, Righter & Parsons, New York, account executive, 1953-55; CBS Television Spot Sales, account executive, 1955-57; WCBS-TV gen. sales mgr, 1957-62; VP, CBS Television Stations Division and gen mgr, WCBS-TV, 1962-64; VP, CBS, special assignments, 1964; unmarried; member—New York State Broadcasters Association, International Radio & Television Society, Mayor's Committee for New York Shakespeare Festival, Mayor's Committee for Industrial Leaders for Youth, board of National Conference of Christians & Jews, New York Athletic Club, Milbrook Club, Greenwich, Conn.

EDITORIALS

All over, but . . .

THE most extensive and expensive political campaign in all history is over. But not the shouting.

Because of the reliance placed upon television and radio by both parties—at card rates due to the failure to suspend Section 315—the halls of Congress are bound to resound with talk about electronic campaigning, the evils of electronic projections of results, and the reports of watchdog committees and of committees that watched the watchdogs.

To offset the propaganda of right-wing groups that bought time to support the vanquished Goldwater forces, the National Council for Civic Responsibility was formed and will continue to demand or buy equal time under the distorted “fairness doctrine” of the FCC. Broadcasters find themselves harassed from both sides and confounded by queries from the FCC.

It has become an incongruous, unnecessary, irresponsible and illegal mess.

There are self-evident steps needed to bring some semblance of order out of this contrived chaos.

There should be shorter campaigns—five or six weeks instead of eight or nine. And there should be shorter conventions, covered for that which is newsworthy.

By cutting down on campaigns and conventions, the public would not be inconvenienced through almost total disruption of prime-hour programing. The notion should be dispelled that broadcasters clean up on politics. Preemptions, program cancellations and picking up of talent costs merely offset other prime time income.

There should be less haranging from congressmen. Let them let off steam, as they do against newspapers and magazines and pressure groups, but stop this nonsense of running to the FCC for punitive measures constituting unabashed censorship.

This can be achieved by one simple legislative enactment: outright repeal of Section 315. Senator Vance Hartke (D-Ind.), who happily has been re-elected, has been the foremost proponent in Congress for repeal. Since the campaign began, responsible newspapers have recognized the need for repeal; several members of the FCC now are for it.

Broadcasters should rally behind repeal at the opening bell of the next Congress. They should get their senators to join in with Senator Hartke as co-sponsors. There should be bipartisan support. The repealer should go through early in the session—not when another election is coming up.

Biting the hand

ARCH an eyebrow about any form of education and you invite attack as being antieducation. Criticize commercials on the air and you win the immediate acclaim of that 3% of the population constituting the intelligentsia.

But what happens when you venture into the area of educational television stations that are noncommercial by statute but commercial in practice through acceptance of “sponsorship” from commercial interests?

For the past two years we have reported on the trend toward commercialization of educational stations in outright defiance of government regulations. Last week two new instances were reported: In San Francisco, newspaper displays heralded presentation over KQED-TV (ch. 9 ETV) of *The Spread of the Eagle* “proudly” presented by S&W Fine Foods. In Chicago, a full-page advertisement in the *New World*, diocesan newspaper and ads in the dailies, announced the return of Bishop Fulton J. Sheen to Chicago television (WTTW-TV, ch. 11 ETV) in a 13-week series

“made possible through the courtesy of Magikist Carpet and Rug Cleaners.”

First there were only the national advertisers, like Standard Oil of New Jersey, which supplied and underwrote some of the educational programing for credit mentions. Now the practice has invaded the local level, extracting revenue that would normally accrue to commercial stations.

Many television broadcasters have contributed money, equipment and programs to educational stations. It is a poor acknowledgement of their assistance when the beneficiaries of their gifts enter the advertising business.

FCC Chairman E. William Henry last month suggested that broadcasters help raise money for educational television—supporting the proposal made a year earlier by Dr. Frank Stanton, CBS Inc. president. The International Radio and Television Society, which was challenged by Mr. Henry to undertake the assignment, has established a study committee to explore ways to raise money for ETV, probably through annual on-the-air campaigns.

We think this has merit. But first the committee should search out the truth behind commercial sponsorship on non-commercial educational stations which received their grants without competition from commercial applicants with the clear understanding that they would never sell advertising.

A breather

THE vote to outlaw pay television in California is bound to put a damper on wired pay-TV developments everywhere, even though they may face no legal obstacles in other states. Investors will now think twice before risking their money in a type of enterprise that has been so overwhelmingly rejected by popular vote. And anti-pay-TV interests now have a handy weapon to use in public relations campaigns aimed at persuading the public, as the theater owners obviously did in California, that the arrival of pay systems means the disappearance of free TV.

Broadcasters who have worked up a head of fear over pay TV may now relax for a while. Wired ventures will be arrested because of the unhappy fate of the wired Subscription Television Inc., against which the California proposition was principally directed. Air ventures cannot be undertaken without a full-dress rulemaking by the FCC.

STV may still get a crack at this new business, if it can overturn the voters' decision through court appeals. But that will take a while, a long while.



Drawn for BROADCASTING by Sid Hix

“All right, Eloise, you’re the one who insisted on getting married on election day.”

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"News on the Hour" airs 17 times a day—7 a.m. to 11 p.m.—Monday through Friday. Next chance you get, get with the best.

It's a sound investment.



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