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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TV specials now a \$50-million plum. p31
California sun shines again for Pat Weaver and STV. p46
Schroeder proposes six-point plan to strengthen NAB. p52
Mississippi stations warned, get short-term renewals. p66

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Courtesy of
Dial



Aren't you
glad you use
Kprc-TV!



(don't you wish nobody else did?)

**Back in 1950,
Jerrold built
America's first
commercial
CATV system**

**Today, more
than 1,800
systems later,
Jerrold
remains the
acknowledged
leader in
CATV**



As the CATV industry grows, subscribers become more sophisticated and more demanding. To meet this demand, Jerrold has consistently maintained the industry's largest staff of development engineers.

It is this engineering that led to such Jerrold firsts as the Channel Commander, which made 12-channel systems a reality. And this engineering is responsible for the industry's most advanced, most reliable solid-state CATV systems.

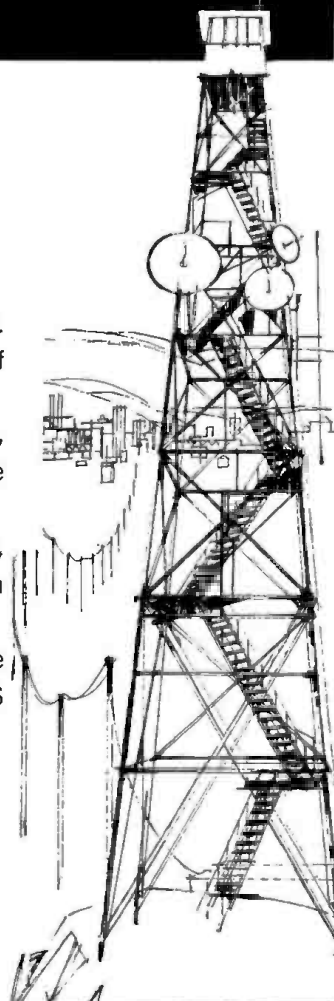
But Jerrold engineering is only part of the story. Modern production techniques, rigid quality control, and extensive field testing assure you that every Jerrold product you buy will function properly.

Jerrold solid-state equipment is being shipped at a record rate to small and large CATV systems throughout the country. It belongs in your system, too. GO FIRST-CLASS . . . GO JERROLD SOLID-STATE! Available for immediate delivery.

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FIRST...IN CATV
OVER 15 YEARS' EXPERIENCE



ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

St. Louis' most improved station!

Total viewing UP 14.4%
Prime time viewing UP 19%

Source:
ARB Homes
Mar. '65
Mar. '64

**THE
EXCITING
NEW**

KTVU Channel **2**

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

Howdy Neighbor...!



"The MERV GRIFFIN Show," highly acclaimed new "night-people" program, is now seen nightly on KRLD-TV, Monday through Friday, from 10:30 PM to Midnight.

The instant appeal of this new series fits perfectly into the picture of long-time dominance by KRLD-TV in the Dallas-Fort Worth Market. According to the latest NSI, Channel 4 is viewed by 36.5%* more homes per average quarter-hour, 9:00 AM to Midnight, Sunday through Saturday, than the second station in the market.

Whichever audience measurement you choose, the choice is KRLD-TV. See your **ADVERTISING TIME SALES REPRESENTATIVE** for availabilities in MERV GRIFFIN, too.

*NSI — March 25-April 21, 1965



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

No echo

Response to call for formation of "advisory group" on establishment of "national television policy" continues to disappoint man who raised it—Representative Oren Harris (D-Ark.). Mr. Harris, chairman of House Commerce Committee, says so far "only Zenith and the FCC have expressed a favorable opinion. Even the educational TV people haven't shown much enthusiasm. If the idea doesn't get more support than this, we'll have to continue looking at the major industry problems on a piece-by-piece basis."

Advisory group, if formed, would represent all segments of TV industry and the general public, as Mr. Harris sees it. Members would be appointed by President, congressional leadership, FCC and industry.

Warm up

Members of House Interstate and Foreign Commerce Committee have been getting indoctrination, pro and con, on volatile community antenna issue in advance of hearings to begin May 28. Although Subcommittee on Communications, headed by Representative Walter Rogers (D-Tex.) officially will handle proceedings, prospects are that 33-man full committee will be amply represented.

Vying for congressional interest are representatives of National Association of Broadcasters, Association of Maximum Service Telecasters and Television Accessory Manufacturers Institute, who oppose, from varying standpoints, Harris bill which is legislative vehicle before committee. National Community Television Association, representing CATV interests, is getting in its pre-hearing licks. At least one public relations organization, Newmyer Associates, retained by AMST, also is actively pursuing its anti-Harris bill (and pro-FCC regulation) assignment.

Strained relations

There's notion in administration quarters that broadcasters are doing themselves disservice by quibbling about clearances for President Johnson's public statements from White House. It's pointed out that President never requests network time but simply announces through his news secretary that he will have statement available for broadcast. Because of immediacy of broadcast media, it's said that broadcasters shoot down their own

prime virtue when they argue about need for advance notice.

In defense of White House methods, it's contended that networks can pick up President live or by video tape for delayed use. President Johnson, aides feel, should be free to make public pronouncements at will on matters he regards of importance. It's up to networks and other media as to how they propose to cover these events.

Quick bursts

Short-time, short-notice timebuying, which moved from radio into TV year or so ago, has become so prevalent that many TV station managers are finding it difficult to anticipate income for period ahead, as used to be customary practice. Instead of 13-week campaigns, placed well in advance, stations are now getting orders for four-week flights of spots, placed only two weeks before date they are to start on air.

Out of fund

Theodore C. Streibert, first director of U. S. Information Agency and widely known former broadcaster, reportedly is resigning as president of Radio Free Europe Fund, effective June 30. Radio Free Europe Committee, for which fund raises money, is scheduled to assume greater operational responsibility for fund, though latter is expected to retain separate corporate identity. Mr. Streibert was with WOR New York and Mutual for many years before USIA service (1953-56), later was with Time-Life before going to fund, where he has been president since 1962.

More wire problems

FCC may have made big decision on community antenna television—to regulate all systems unless barred by Congress—but tough subsidiary question of whether to permit cross ownership of CATV and TV, particularly in same community, remains. And commission will tackle that at special meeting June 4. Commission has received flock of suggestions in response to its inquiry on subject, and must now move on to next step—probably rule-making. Also to be decided is what interim policy should be while rule-making is pending. Should TV licensee applications for microwaves to

serve CATV's be granted? Frozen? And what about number of TV license renewals already deferred because of ownership of local CATV?

Number of other CATV questions may also be considered at June 4 meeting. Should limit be placed on number of channels of service CATV can provide. Also, does TV carried beyond service area by CATV acquire squatter's rights? Commission is considering case in which TV station is protesting efforts of CATV to dislodge it in favor of out-of-state stations. CATV is outside Grade B's of all outlets involved.

Rallying around

CBS-TV affiliates committee, formed to reinforce network in opposition to proposed FCC 50-50 ownership limitation on prime-time programming, agreed on preliminary plans to resist FCC proposal at strategy meeting in Washington last Monday (May 17). Six-man committee assigned to its counsel, Ernest Jennes of Washington, task of getting answers to basic questions involved in opposing rule that would limit each network to ownership of only half of its prime-time programming. Committee tentatively decided that it could not become involved in network syndication issue. FCC has proposed to prohibit networks from engaging in any domestic syndication or in foreign syndication of any programs not wholly produced by network organization.

Committee, designated at CBS-TV affiliates convention in Los Angeles (BROADCASTING, May 10), is headed by Frank P. Fogarty, Meredith Stations, and includes John S. Hayes, Post-Newsweek Stations; Thomas Murphy, Capital Cities; Carl Lee, Fetzer Stations; C. Howard Lane, KOIN-TV Portland, Ore., and Kenneth R. Giddens, WKRG-TV Mobile, Ala.

Ruffled over rates

Comsat officials do not take kindly to network protests against indicated rate of \$6,700 for use of Early Bird to or from Europe (exclusive of ground station line charges). Notion seems to be that networks are in poor position to plead poverty or to seek what these officials construe as subsidy.

Comsat board met Friday to consider tariffs to be filed with FCC, perhaps this week.

Moving Goods!



Joey, master of ceremonies for WSOC-TV's award-winning children's show, "Clown Carnival"

Over 1,000 distributors and wholesalers in Charlotte have made this action city the second largest distributing center in the Southeast. Sales now topping \$2 billion a year! Extra business, extra profits, biggest 75-mile trading area in the Southeast! You can move

goods in this Carolina market with WSOC-TV. Proven sales action.

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



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

WEEK IN BRIEF

Networks looking for big business of specials to get even bigger next season. Revenues may go up \$10 million to \$50-million range. NBC-TV will have about 80 specials, ABC-TV and CBS-TV, 30 to 35 each. See . . .

SPECIALS: \$50-MILLION PLUM . . . 31

Three Jackson, Miss., stations get short-term renewals conditioned on their following fairness doctrine. FCC says WLBT-TV, WJDX-AM-FM ignored Negro audience program needs. See . . .

SHORT RENEWALS IN MISS. . . 66

California superior court pulls Subscription Television Inc. from death throes with decision that anti-pay-TV referendum was illegal. Ruling puts life in STV stock. Foes may seek reversal of ruling. See . . .

PAY TV REVIVED . . . 46

NAB unveils 1965 edition of radio program clinics and broadcasters like them. Music control, promotion, contests and talk programing are major areas of interest to audience in Atlanta opener. See . . .

NEW RADIO . . . 69

Henry tells stock exchange representatives that forcing investment companies out of station ownership under 1% rule might be beneficial since it would make stockholders more responsible to their companies. See . . .

MUTUAL FUNDS HUDDLE . . . 84

Willard Schroeder tells NAB board that association is too heavy in some areas, too light in others. Suggests beefing-up government relations, public relations and legal departments. See . . .

BLUEPRINT FOR VIRILITY . . . 56

Speculation has turned into fact in area of color TV sets. General Electric shows 11-inch portable with rectangular tube for \$249.95. RCA shows off 12-inch solid-state portable in new line. See . . .

11-INCH COLOR SET . . . 87

Knorr Broadcasting gets CATV franchise in Jackson, Mich., but Time-Life moves in on phone company poles. Knorr pulls stations out of NAB, charging Time-Life's Schroeder has conflict of interest as NAB chairman. See . . .

BROADCASTERS AT ODDS . . . 58

Goldenson sees 1965 as year surpassing records set by AB-PT in '64. Tells stockholders domestic satellite plan is sound and would be money saver. Firm name changed to American Broadcasting Co.'s. See . . .

ALL WAS SMILES . . . 85

Fourth network made up of UHF's may be in operation by fall. Vic Piano says more than 12 stations have shown interest in project. Basic group is five U's represented by Piano firm. See . . .

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Broadcasting

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These young people, many of them young marrieds with children, are *influenced* by radio. They are open-minded in their buying habits...are still establishing their favorite brands and favorite stores. *Influence the influencibles*. They'll listen to your sales story on a Storz station.



KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Conn. pay-TV test gets another 3 years

FCC has granted extension of Hartford, Conn., pay-television test being conducted by RKO General Inc. on its owned station, WHCT(TV).

Extension is for three years or until commission terminates outstanding pay-TV rulemaking, whichever is sooner.

Action was taken Friday (May 21) by commission's subscription television committee, composed of Commissioners Lee Loevinger, Kenneth A. Cox and Robert E. Lee.

Hartford area theater owners had opposed extension of original three-year test period, which expires June 28 (BROADCASTING, May 17).

But FCC committee said information to be obtained from further experimentation with programing and expansion by number of subscribers (present audience is 5,000 homes), as proposed by RKO, would be helpful in commission reaching decision on pay-TV questions.

Committee noted that pay-TV test was hampered in first two years by refusal of two moving picture producers to provide new films.

Radiomen are urged to get into CATV

Community antenna television was seen as both "threat" and "bonanza" for radio stations in two-hour discussion period winding up National Association of Broadcasters' radio program clinic in New York Friday (see page 69).

Sherril Taylor, NAB vice president for radio, called CATV "a threat to a lot of stations," perhaps small-market stations especially. But extent of its effects are not known and NAB plans study "to find out the facts," he said.

In response to query, five of some 70 radiomen at wind-up session said they were aware of some CATV effects on their radio markets. Seven said they were in CATV themselves. "If you're not," Mr. Taylor advised, "you ought to be. It's certainly a bonanza."

Implications of FCC's "Civil Rights" decision in Jackson, Miss. case (see page 66) were also examined. John Hurlbut, wvmc Mount Carmel, Ill., touched off discussion by saying that, although he didn't think decision would limit program operations, he wondered whether

it wasn't "segregationist" decision, calling for "separate but equal" programing for Negroes. Some participants seemed to think it would have limiting effect, but most did not. Elmo Ellis, WSB Atlanta, stressed that stations must consider their entire audiences, regardless of race, and said in his own programing he tried to be "color-blind."

Talk programing, promotions, audience-building generally, and need to attract and train better radio station personnel were among other subjects raised at final New York session. Some 110 broadcasters aside from NAB staff and speakers attended part or all of two-day meeting, second of six NAB radio program clinics being held over three-week period.

WNJU-TV hopes to triple revenues in first year

New York area's first commercial UHF-TV station, which began on-air operations on May 16 with almost \$500,000 in advertising contracts, is aiming for \$1.5 million business mark for its first year, Edwin Cooperstein, president of WNJU-TV Newark-Linden, N. J., reported Friday (May 21).

National advertisers which have signed for campaigns on WNJU-TV (ch. 47) include Philip Morris Inc.; P. Ballantine & Sons; Pan American World Airways; Armstrong Tire & Rubber Co.; American Home Products (Preparation H); MGM Records and Cudahy Packing Co. Sizable group of local advertisers also has placed contracts with station, according to Mr. Cooperstein.

NGC net up 57%

National General Corp., Los Angeles, owner-operator of theaters, CATV systems, closed-circuit theater television and allied activities, reported sharp rise in income and earnings for first half of fiscal 1965. Gross income was up 44% for 26-week period ended March 30. Net operating income was up 49% and net income per share up 57% from like period of 1964.

Half year ended:

	March 30, 1965	March 24, 1964
Earnings per share	\$0.47	\$0.30
Gross income	32,456,419	31,067,425
Net operating income	1,619,347	1,088,437
Shares outstanding	3,435,773	3,529,523

Big 10 game spots must come 'naturally'

Action of Big 10 conference athletic directors in banning TV commercials that would interfere with flow of game was interpreted by conference spokesman last Friday (May 21) as way network could get all spots in even if producer miscalculates.

Athletic directors voted unanimously to allow spots only when clock would be legally stopped by referee and not at behest of advertisers or network. Kay Schultz, director of conference service bureau, said there would be no problem in asking referee to extend ordinary breaks to accommodate 60-second spots.

NBC has agreement with National Collegiate Athletic Association to carry college football games this year as part of two-year, \$13-million contract. NBC-TV fall schedule has Big 10 teams in seven games Mr. Schultz noted. NCAA TV committee sets up basic agreement but network must negotiate with each school to show its games and there is separate contract for each game.

He added that differences in game contracts are usually limited to production techniques: Number of cameras, placement and commercial inserts. New rule going into effect in fall will stop clock after all kicks and this, Mr. Schultz said, should provide extra inserts for commercials.

NBC-TV and NCAA committee will meet June 29-30 in White Sulphur Springs, W. Va., to discuss plans for telecasts in 1965. There has been no indication that any other conference is ready to take position of Big 10.

More Hope for code

Bob Hope, who cut sound track for film promoting TV code, is now doing series of radio code spots for National Association of Broadcasters. Series of 10 and 20-second spots are now in production and disk is expected to be sent to code stations in early summer. Before year is out code authority expects to have another series cut by different personality, as yet unnamed.

WEEK'S HEADLINERS

Ward L. Quaal, executive VP and general manager of WGN Inc., Chicago, elected president (see page 92).



Mr. Chabris



Mr. Spielvogel

Carl Spielvogel, VP in charge of corporate personnel, The Interpublic Group of Companies Inc., New York, appointed senior VP with responsibility for newly created office of planning and development. He is succeeded as VP in charge of corporate personnel by **Peter Chabris**, recently VP for organizational development, Xerox Corp., Rochester, N. Y.

Henry B. Owen, executive VP of King Broadcasting Co., elected vice chairman of board; **Otto P. Brandt**, VP broadcasting division, named executive VP, and **Ancil H. Payne**, VP business division, named VP and general manager of Portland operations. King operates KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane, Wash., as well as *Seattle* magazine. Company also made other changes: **Eric Bremmer**, assistant to VP, named personnel director; **Lee Schulman**, director of programing for

KING-TV since 1948, promoted to general manager of station, and **John Fearey**, operations manager for KING-TV, named director of programing, succeeding Mr. Schulman.

Ward D. Ingram, VP of Cox Cablevision Corp. and former president of KTVU(TV) Oakland - San Francisco, has announced resignation May 31 from Cox organization to pursue and expand his personal community antenna television and other broadcast interests. He plans to open office in San Francisco. Mr. Ingram was co-founder (with **William D. Pabst**) of KTVU, in 1958. He served as president of organization until November 1963, when station was purchased by Cox interests. He later shifted his position from KTVU to Cox Cablevision. Mr. Ingram owns CATV systems in Pleasanton (Alameda county); Corte Madera, Larkspur, Marinwood, Santa Ventia and Terra Linda (Marin county), all California, under names Tele-Vue Systems of Pleasanton Inc., and Tele-Vue Systems of Marin Inc., respectively.

Prior to founding KTVU, he was executive VP and general manager of The Don Lee Broadcasting System. Before that he was with John Blair and Co., station representative, New York and Chicago.



Mr. Ingram

plan to tape fight and replay at later hour. Sportsvision Inc., promoter of fight, is understood to be charging each country \$25,000 if fight goes less than three rounds and \$30,000 if it goes more than that.

TV in U. S. is limited to closed-circuit theater variety. Mutual will carry bout on radio.

Negro leader critical of station renewals

Mississippi Negro leader expressed sharp disappointment Friday (May 21) at FCC decision to renew licenses of eight Mississippi stations that had been accused of anti-Negro bias in their programing (see page 66).

Charles Evers, field director of National Association for the Advancement of Colored People in Mississippi, called decision "a slap in the face" to Negroes who had filed complaints against stations.

Mr. Evers said, "The least we could have got was a hearing" on stations' license-renewal applications.

Instead, he said stations have been licensed "to continue pattern of discriminatory programing."

Commission, in issuing WLBT-TV Jackson and its sister stations, WJDX-AM-FM short-term renewals, directed them to cease such programing and to consult with community leaders, including Negroes, on programing needs of area.

Mr. Evers was skeptical about any of eight stations following those directives. "As long as they get a license, they'll continue to defy the FCC," he said.

Mr. Evers said he would consult with local attorney and with NAACP defense counsel in New York on whether to seek court action requiring FCC to order hearing.

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

UPI says it seeks own news satellite

United Press International announced Friday (May 21) that it will seek to establish satellite communications system, either alone or in partnership with others, provided it gets necessary permission from governments concerned.

Mims Thompson, UPI president, said such system would be both economically and technically feasible, following consultation with Hughes Aircraft Co., makers of Early Bird and Syncoms.

Mr. Thompson praised Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc., for "step forward informing the FCC of his network's intention of applying for domestic TV satellite" (see page 87).

He said that UPI will follow govern-

ment action on ABC's application with "greatest interest," noting that UPI's interests are not confined to domestic traffic.

Comsat officials acknowledged that interest in satellites for domestic use has grown since ABC's initial proposal two weeks ago (BROADCASTING, May 17). Evincing interest recently have been Canada, Mexico and Brazil, and, Comsat source says, it's obviously efficient method of handling all communications activity where population centers are far apart.

British boxing fans on swing shift or those who are insomniacs will get chance to see, on free TV, heavyweight championship fight between Cassius Clay and Sonny Liston tomorrow night (May 25).

Fight will be beamed to Europe via Early Bird satellite and will be telecast live on BBC-TV at 3 a.m. France, Italy, Sweden, Denmark and West Germany

'O.J.' ads set for CBS

Florida Citrus Commission, Lakeland, Fla., is running summer advertising campaign on CBS Radio's weekday *Dimension* and *CBS Radio Network News* as part of national "O. J. (orange juice) on the Rocks" campaign. Campaign, consisting of 273 commercials broadcast 21 times per week on 13 week split-week schedule ends Sept. 17. Agency is Campbell-Ewald, Detroit.

'Wendy and Me' to syndication

ABC Films has put *Wendy and Me*, current ABC-TV nighttime series (Mon., 9-9:30), into syndication for fall programing start. Series from Warner Bros. and Natwil Productions, with 34 half-hour segments, has already been bought by KNXT-TV Los Angeles.

JULY 16, 1964



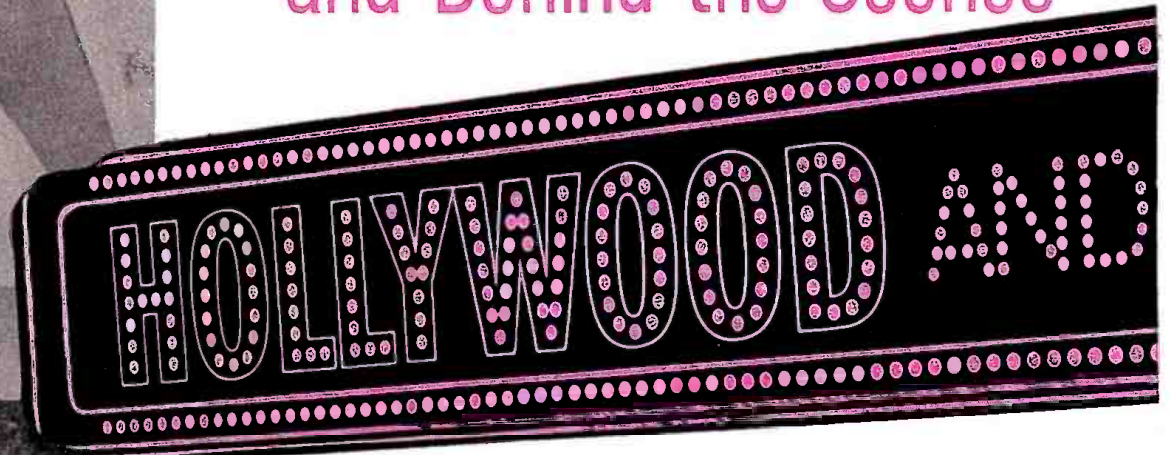
"With inherent personal danger, the station's reporters were objective, unemotional and courageous..."

With these words, Sigma Delta Chi, the professional journalism society, honored WNEW News and its outstanding coverage of New York's Harlem riots by awarding the station the Distinguished Service Award for radio reporting.

Objectivity, courage and resourcefulness are a tradition with our news team. This tradition of excellence has earned every major award in broadcast journalism for WNEW News.



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Great Motion Pictures
of All Time...
and Behind the Scenes



The Romance, Drama, Glamor and Fun
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3 1/2 HOURS
telecast on NBC NETWORK...
now available for your station

There's a world of entertainment in The World of Entertainment!

Audiences enjoy seeing moviemakers making movies . . . the careers of the stars . . . movie cycles . . . in exciting episodes such as THE SWASHBUCKLERS—THE OSCARS—IN SEARCH OF KIM NOVAK—SIRENS, SYMBOLS AND GLAMOR GIRLS—TEENAGE IDOLS—THE MAN NAMED BOGART—HOW TO SUCCEED AS A GANGSTER and many more.



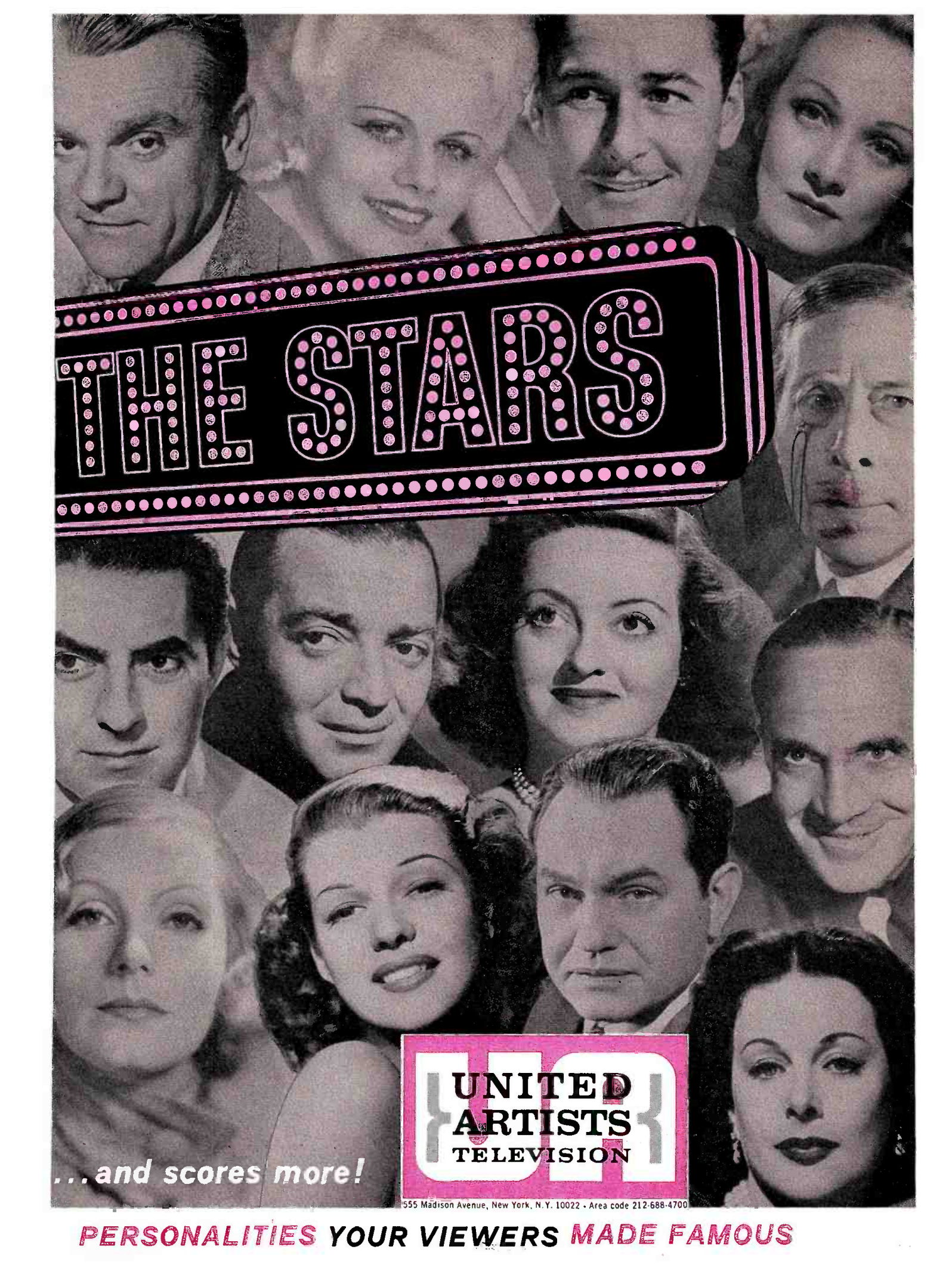
narration by JOSEPH COTTEN

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BEFORE OR AFTER YOUR FEATURES**
(or next to Hollywood Palace)

SOLD! in NEW YORK WOR-TV
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DATEBOOK

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

■Indicates first or revised listing.

MAY

May 24—20th Annual Southern California Broadcasters Association "Whingding" with Jim Thompson, account executive of KHJ Los Angeles and Chuck Mitchell, account executive at KRKD Los Angeles, as co-chairmen. Lakeside Country Club, Los Angeles.

May 24—TV awards dinner and broadcast on WBKB(TV) Chicago of Chicago chapter, National Academy of Television Arts and Sciences. Martinique Restaurant-Drury Lane Theater.

May 25—Seventeenth annual Alfred P. Sloan Radio-TV Awards for Highway Safety banquet. Waldorf-Astoria, New York.

May 25-27 — Annual convention, Armed Forces Communications & Electronics Association. Guest speakers: Dr. Thomas P. Cheatham Jr., Department of Defense; Brigadier General David Sarnoff, RCA; Lieutenant General Alfred D. Starbird, WSA, Defense Communications Agency. Sheraton-Park hotel, Washington.

■May 26—Broadcast Pioneers, Los Angeles Chapter, annual meeting and election of officers. Pat Buttram, entertainer, will be master of ceremonies. Hollywood Roosevelt, Hollywood.

May 26—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due June 10.

May 26—Oregon Advertising Club luncheon meeting. Marion Stephenson, vice president, administration, NBC Radio, is guest speaker. Portland.

May 26-28 — Fifth National Conference on the Peaceful Uses of Space. Sponsored by the National Aeronautics & Space Administration. Speakers will include following NASA officials: Dr. Hugh L. Dryden, deputy administrator; Dr. George E. Mueller, associate administrator, Office of Manned Space Flight; Dr. Homer E. Newell, associate administrator, Office of Space Science & Applications; Dr. Raymond L. Bisplinghoff, associate administrator, Office of Advanced Research & Technology. St. Louis.

■May 27—92nd Annual Forum of the National Conference on Social Welfare. Roy Danish, Television Information Office director; Dr. Ruth Hartley, Psychologist Consultation Services; Edward Stanley, NBC director of public affairs; Franklin Cohen, Child Study Association of America; Lawrence Laurent, TV columnist, The Washington Post, will make up a panel on "Children and Television," moderated by Joseph H. Reid, executive director, Child Welfare League of America. Atlantic City.

May 27-28 — Hearings on Representative Oren Harris's (D-Ark.) bill to regulate community antenna television by House Communications Subcommittee, Walter Rogers (D-Tex.), chairman. FCC will be heard May 27, and spokesmen for the National Community Television Association the following day. Room 2123, Rayburn Building, Washington.

May 30-June 1 — Ninth annual Television Program Conference. Hilton Inn, El Paso, Tex.

JUNE

■June 1—Federal Communications Bar Association meeting. FCC Commissioner James J. Wadsworth will be the luncheon speaker. Willard hotel, Washington.

■June 1—Annual Pioneer's dinner of the New York Chapter of Broadcast Pioneers,

honoring Vincent Lopez. Main business is election of new officers. Nominees are president, Don Mercer, NBC; vice presidents, Ruth Jones, J. Walter Thompson, and Carl Ward, CBS; secretary, Geraldine H. McKenna, Westinghouse Broadcasting Co., and treasurer, Bob Higgins, Broadcast Music Inc. Royal Ballrooms A and B, Americana hotel, New York.

■June 2-3—35th Institute for Education by Radio-Television including Ohio State University Awards Banquet. Featured speakers are Richard D. Heffner, Rutgers University professor of communications and public policy, and Robert E. Kintner, president of NBC. Neil House, Columbus, Ohio.

June 3-5 — Annual conference of Industry Film Producers. Technical sessions on production of industrial films and equipment display, with "Cindy" awards for best films presented at banquet June 5. Hotel Ambassador, Los Angeles.

June 4-6—Annual meeting and election of officers of Wyoming Association of Broadcasters. Teton hotel, Riverton.

June 5-6—Associated Press Louisiana-Mississippi Broadcasters annual meeting. New Orleans.

June 6-10 — Annual convention of the Mutual Affiliates Advisory Committee. San Juan, P. R.

June 7-9—Western Association of Broadcasters annual meeting. Banff Springs hotel, Banff, Alberta.

June 7-11—Columbia School of Journalism is sponsoring a conference on "Urban Problems" for broadcast news directors. Professor William Wood is coordinating the conference. Columbia School of Journalism, New York.

June 8 — Annual meeting, Federal Communications Bar Association. Mayflower hotel, Washington.

June 8-10 — Summer meeting of South Carolina Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Adventure Inn, Hilton Head Island.

June 10—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was May 11.

■June 10-11 — Spring meeting of Indiana Broadcasters Association. Speakers include Robert H. L'Heureux, general counsel, National Community Television Association. Indiana University, Bloomington.

■June 10-12—Annual convention and election of officers of Colorado Broadcasters Association. Speakers include FCC Commissioner Lee Loevinger. Palmer House motel, Colorado Springs.

June 10-12 — Colorado Associated Press Broadcasters annual meeting (in association with Colorado Broadcasters Association summer convention). Palmer House motel, Colorado Springs.

■June 12-15—Annual Georgia Association of Broadcasters summer convention in con-

NAB PROGRAM CLINIC SCHEDULE

Dates and places for the National Association of Broadcasters spring radio program clinics:

May 24-25—Sheraton Charles, New Orleans.

May 27-28—Edgewater Beach, Chicago.

June 7-8—Denver Hilton, Denver.

June 10-11—Continental, Los Angeles.



If you write a personal letter to the Mayor of Houston, better mark it "personal!"

Mayor Louie Welch reads his mail on KHOU-TV's Morning Show.

So do other city and county officials who regularly use the Morning Show to talk to the people of Houston.

From 7 AM to 8 AM each weekday morning on KHOU-TV, Houstonians enjoy a potpourri of lively guests discussing every lively subject from outer-

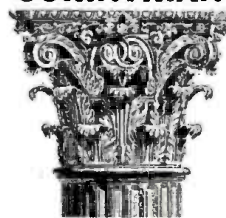
space to way-out fashions, high comedy to low-budget cooking, psychoanalysis to news analysis. With hosts Bob Hill and Al Bell adding their "stamp" of wit and wisdom.

Typical of community-oriented programming on all Corinthian stations, KHOU-TV's Morning Show builds lasting loyalties with audiences, and advertisers, too.

Represented by H-R

① SACRAMENTO, KXTV ② HOUSTON, KHOU-TV ③ INDIANAPOLIS, WISH-TV ④ FORT WAYNE, WANE AM-TV ⑤ TULSA, KOTV

CORINTHIAN



RESPONSIBILITY IN
BROADCASTING

Radio, one of the good things about America, **activates**

WABC activates New York

Almost 3,000 new savings accounts in ten days—that's what WABC produced for a Bronx bank. The activator? Herb Oscar Anderson with just one commercial a day for ten days. Since no other media was used for this promotion, the happy people at this bank know how well WABC activates New Yorkers.

WXYZ activates Detroit

Seven WXYZ editorials urging more active community support for a better mental health program stimulated over 500 letters from Detroit listeners backing the station's campaign. This public response activated pledges of support for more mental health appropriations from the governor and members of the Michigan legislature. Because WXYZ activated the community Sigma Delta Chi commended the campaign as a "distinguished example of an effective series of editorials."

KQV activates Pittsburgh

"Sales were tremendous" claimed a Pittsburgh tire company as the result of a promotional campaign produced and broadcast by KQV. In fact, the response he had from fifteen newscasts on KQV wiped out his entire supply of wheels and he "had to order another carload." Advertisers now know what to expect because they've seen how KQV activates Pittsburgh.

WLS activates Chicago

Minutes after WLS News aired an appeal for a rare type blood urgently needed by four patients in a suburban hospital, the station's switchboard was swamped with volunteers. The hospital reported it received over 500 calls and more than enough blood was donated to avert the emergency. Hospital officials called the response which WLS activated as "completely overwhelming."

KGO activates San Francisco

Ira Blue's late night conversational show on KGO vividly demonstrated its unique pulling power for one San Francisco advertiser. After offering the advertiser's booklet "How to get your husband to paint," KGO received 890 requests. That was more than any other station in San Francisco received advertising day or night. Just imagine how KGO activates its audience during the day!

KABC activates Los Angeles

When KABC broadcast the plight of three motherless Chinese children whose father desperately sought a Chinese foster home, fifty families from all parts of Southern California called with offers of help. Five of these were Chinese families one of which became home for these children. When a radio station can move people to love and compassion... that's really activating!

ABC Radio Stations

six of the best
things about Radio

THINKING CATV? THEN THINK AMECO!

In the spring of 1965, more and more thoughts are turning to CATV... And when one thinks of CATV... one automatically thinks of the *recognized leader, Ameco*. ★ CATV can make pleasant thinking once you have entered the field. So why not stir up the gray matter and start thinking along this line? ★ If an Ameco representative can answer any of the questions all this thinking creates... just drop us a line, or give us a collect call.



ameco

P. O. BOX 11326
2949 WEST OSBORN RD
PHOENIX, ARIZONA
TELEPHONE (AC 602) 252-6041



junction with annual GAB engineering conference. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; and Frederick W. Ford, president, National Community Television Association; Senator Herman Talmadge (D-Ga.); Paul Rand Dixon, chairman, Federal Trade Commission; Charles Sweeney, director, FTC, and Henry Geller, FCC general counsel. Holiday Inn, Callaway Gardens.

June 13-18—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.

June 14—Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunski, executive vice president in charge of NBC Radio. Shangri-La hotel, Tulsa.

June 14—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. The former deadline was April 28.

June 14-16—World Congress on Marketing. Event will celebrate 50th anniversary of American Marketing Association and will be attended by 2,000 delegates from North America, Europe and Asia. Hilton hotel, New York.

June 14-19—12th Annual International Advertising Film Festival. Cannes, France.

June 15-17 — Annual spring meeting of North Carolina Association of Broadcasters. The Carolinian, Nags Head.

June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—43rd annual convention of Public Utilities Advertising Association will consider "Image Building for Utilities." The Deauville, Atlantic City.

June 17—First annual meeting of Alaska Broadcasters Association. FCC Commissioner Kenneth A. Cox is keynote speaker. Ketchikan.

June 17-18—Meeting of television code review board of National Association of Broadcasters. Washington Hilton, Washington.

June 17-19 — Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters; Paul Comstock, vice president for government relations, NAB. Henlopen hotel, Rehoboth Beach, Del.

June 18-19—Texas Associated Press annual meeting. Community Inn, Kilgore.

June 18-23—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.

June 21 — Deadline for comments on the FCC's proposed rulemaking to limit the three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

June 22-26—Summer meeting of the combined boards of the National Association of Broadcasters. The Inn, Buck Hill Falls, Pa.

June 25—FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems.

June 25-26 — Annual summer meeting of Wisconsin Broadcasters Association. Deer Park Lodge, Manitowish Water.

■ June 26-29 — Advertising Federation of America's 61st annual convention. Speakers include Mary Gardiner Jones, commissioner of Federal Trade Commission, and Henry

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

- Oct. 14-15—Brown hotel, Louisville, Ky.
- Oct. 18-19—Marriott motor hotel, Atlanta.
- Oct. 21-22—Lord Baltimore hotel, Baltimore.
- Oct. 25-26—Statler Hilton, Boston.
- Nov. 11-12 — Sheraton-Chicago, Chicago.
- Nov. 15-16—Brown Palace, Denver.
- Nov. 18-19—Davenport hotel, Spokane, Wash.
- Nov. 22-23—Westward Ho hotel, Phoenix.

Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

June 27-29 — 30th Annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president and copy director, Campbell-Ewald, Detroit. Jack Tar-Harrison hotel, Clearwater.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

June 30 — Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: one for radio and the other for TV.

JULY

July 1 — New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

July 12—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was May 26.

July 18-19 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Boise.

July 18-23—Annual convention of the National Community Television Association. Denver Hilton hotel, Denver.

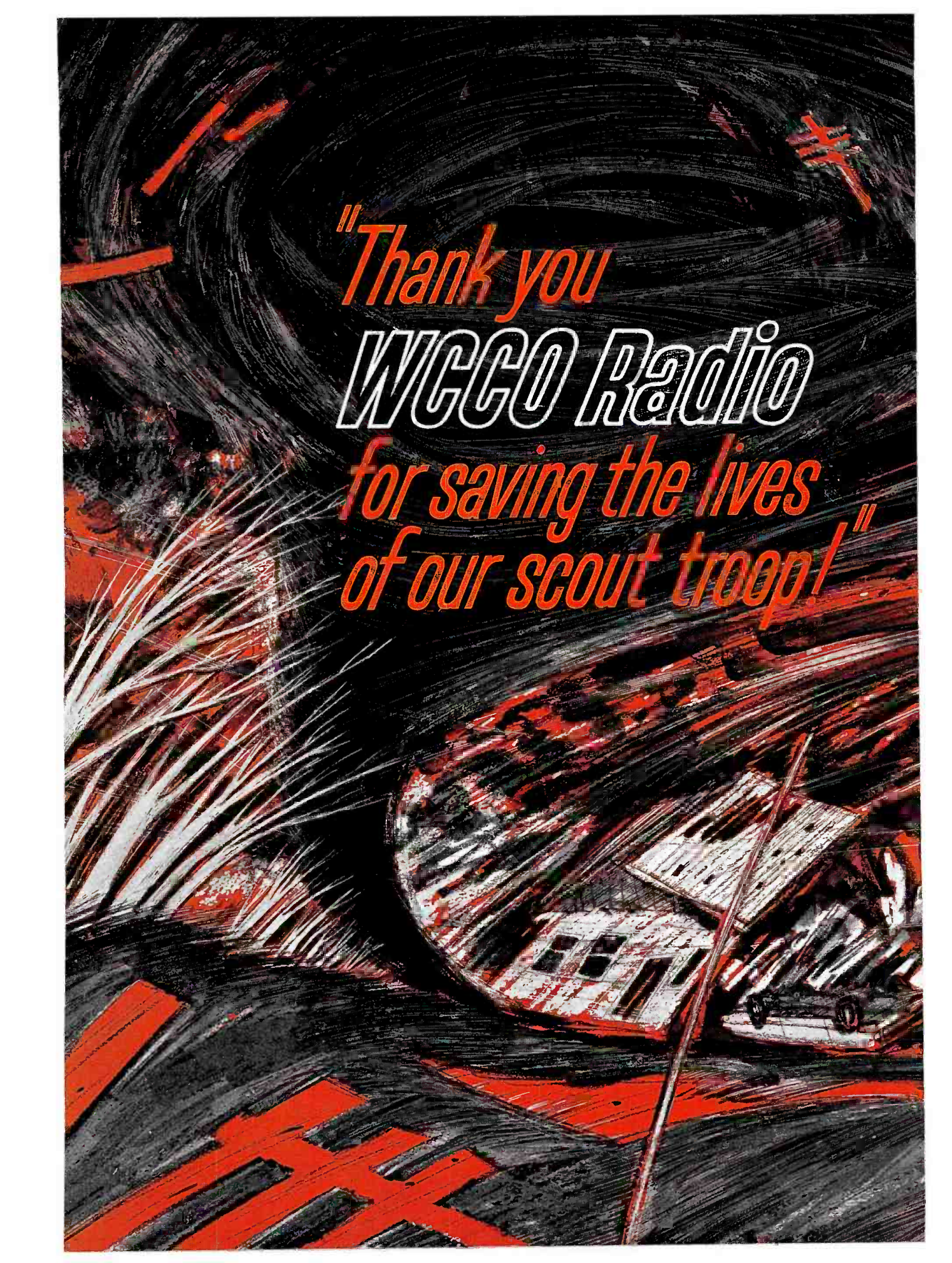
July 19-20 — Annual summer meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.

July 21—Deadline for reply comments on the FCC's proposed rulemaking to limit the three major TV networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in the same period, whichever is greater. The proposal would also prohibit the three TV networks from domestic syndication and foreign sales of independently produced programs.

July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, Chicago.

July 26—FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regu-

■ Indicates first or revised listing.



*"Thank you
WCCO Radio
for saving the lives
of our scout troop!"*

6:32 P.M., MAY 6, 1965 . . . WCCO RADIO SOUNDED . . .
the Emergency Broadcasting System "red alert" on the first
official word of a tornado sighting near the Twin Cities.
For four consecutive hours, the area was battered by nine
separate tornado funnels—making 23 strikes. The toll:
14 persons dead . . . 450 injured . . . property damage of \$51 million.



WCCO Radio was officially credited by the Minnesota Civil Defense Director for saving "hundreds" of lives. The six-hour, non-stop broadcast was highlighted by eye-witness accounts of tornado movements . . . emergency alerts . . . survival instructions . . . damage reports . . . and other life-saving information. The effectiveness of the job performed by WCCO Radio is told most eloquently in the words of grateful officials and listeners.

RESOLUTION NO. 65-47
STATE OF MINNESOTA
COUNTY OF RAMSEY
VILLAGE OF NEW BRIGHTON

RESOLUTION COMMENDING AND EXPRESSING A VILLAGE THANKS TO WCCO RADIO AND ITS PERSONNEL FOR EXCEPTIONAL PUBLIC SERVICE

WHEREAS on Thursday evening, May 6, 1965 and Friday morning, May 7, 1965 a severe disaster in the form of tornadoes, wind, hail and rain struck the metropolitan areas of Minneapolis and St. Paul and parts of the States of Minnesota and Wisconsin and

WHEREAS the people of these areas were in grave danger and

WHEREAS notification of the storm's movement and the methods people could use to protect themselves had to be made continually on an emergency basis and

WHEREAS WCCO Radio undertook this responsibility and

WHEREAS WCCO Radio abandoned all of its routine commitments and programming to keep the public informed and

WHEREAS this public service by WCCO is an outstanding example of the important function that private industry can and does perform for the public good in time of need and

WHEREAS the employees of WCCO performed admirably over this long and tragic period; forsaking their own families and

WHEREAS the services provided by WCCO Radio and its employees resulted in saving untold numbers from death or injury

NOW THEREFORE BE IT RESOLVED that the Village Council of the Village of New Brighton commends WCCO Radio and expresses its heartfelt thanks and appreciation to WCCO Radio and all of its employees; those known so well and particularly those unknown who make the others well known.

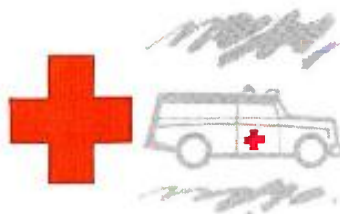
Adopted this 11th day of May, 1965.

Evelyn Ingram
Village Clerk

Donald A. Anderson
Mayor
Robert Schaefer
Village Manager

WCCO RADIO...

Among hundreds of messages — all expressing appreciation and praise — was one from A. L. Schnobrich, boy scout-master whose troop was meeting in one of the hardest hit areas. It said: "Thank you, WCCO Radio, for saving the lives of our scout troop." Mr. Schnobrich later explained that all 40 youngsters escaped "without a scratch" because of the alert and instructions heard on WCCO Radio.



... a thank you ... from a lot of people who are alive — a lot of parents who can look at their children this night over the supper table and realize that one or more, or maybe all of them might have been dead or in the hospital if it had not been for the timely and persistent warnings and alerts that WCCO Radio gave all of us. No one

can come close to a figure on how many lives were saved — it would be the purest speculation — but I know from my personal contacts with many of the people who rode through the tornadoes in their basement, and saw their houses either destroyed or badly damaged over their heads — that a large number of people's lives were saved, and they will be eternally grateful for this magnificent piece of public service that your men and radio station performed.

Glenn Whisler, Executive Director
Hennepin County Red Cross
Minneapolis

From official report by
ROY V. AUNE, MINNESOTA
STATE CIVIL DEFENSE
DIRECTOR,
TO: GOVERNOR KARL F.
ROLYVAG AND NATIONAL CIVIL
DEFENSE DIRECTOR,
WASHINGTON, D. C.:

The broadcast media must be credited with performing a tremendous public service in disseminating emergency information to the public. Doubtless, through their efforts, further loss of life was prevented.

Here it would be only proper to cite the contribution WCCO Radio and its staff made during this critical period. Their station solicited and received eye-witness reports from citizens. Through careful questioning on the air, they sorted the reports on spotted storm clouds so that people in the paths were promptly warned. This sighting and tracking of tornadoes by this station proved tremendously reassuring to the listening public. Surely without the tracking reports that were broadcast, hundreds might have been killed.

In our preliminary studies, we already have determined that scores of families heard the Civil Defense sirens, heeded the radio warnings, took cover in the southwest corner of their basements and lived to continue listening on their battery radios for official instructions and rescue information.

Your constant efforts to provide the area residents with vital information are guides which other reporting media might well follow. This letter is in deep appreciation of the presence of an asset such as your station in this community.

Donald V. Tarnowski
806 55th Avenue North
Minneapolis

You brought to a chaotic scene sensible thinking and exercised your privilege and authority in the finest tradition of broadcasting. The community owes you a great debt.

Walter G. Robinson, President
Minneapolis Society of Fine Arts

... it was truly an outstanding piece of public service, and I guess this is another one of the reasons why WCCO continues to dominate the listenership surveys.

Arthur H. Lund
Campbell Mithun, Inc.
Minneapolis

... credit must be given where credit is due and that is to the warnings given by WCCO Radio — the giant of the middle west. Had it not been for WCCO Radio and its warnings, we are certain the death total would have been 100 times what it was.

Had it not been for WCCO Radio, Mercy Hospital would not have had the staff on hand when the patients began rolling in. Had it not been ... well for a number of things.

And so we say to WCCO Radio, "Well done thou good and faithful servant. You saw a job to be done and you did it. You cancelled your revenue bringing programs to give a continued alert to a fearful and apprehensive public, and the services given were far beyond the normal call of duty. Some others helped but it was WCCO Radio — right here in our back yard — who ran with the ball and scored."

It was through WCCO that a call went out for medical men at Mercy Hospital and 54 responded. It was through WCCO that many separated families were brought together again. It was through WCCO that many were able to evade the storm as it swept into Anoka county from Hennepin county ...

Editorial
Anoka County Union

Dear "Tornado" piece:
Thank you so much for putting on tornado warnings. It saved many lives. Some people went up stairs and got killed. I separated all that you did for people. Sincerely,
Patty Kirkland

GOOD NEIGHBOR TO THE NORTHWEST

Your broadcasts helped save many lives and prevented this disaster from being more serious than it could have been.

Al Golias, Sgt.
Minnesota Highway Patrol
Fort Snelling

As a thoroughly frightened resident of the Navarre-Minnetonka area, I want to thank WCCO Radio and your entire staff for the warnings that sent us to shelter. As an ex-newspaper and radio guy and practitioner of communications, my Stetson is off to your gang for what I am sure is a new high in public service radio.

Herb Willis
Willis and Borg Advertising
Minneapolis

SHERIFF'S OFFICE HENNEPIN COUNTY MINNEAPOLIS, MINN. 55415

ED RYAN, SHERIFF
JACK WHITNEY, UNDERSHERIFF
EUGENE C. ARNOLD, INSPECTOR

May

Mr. Larry Haeg
General Manager
WCCO-Radio
625 Second Avenue South
Minneapolis, Minnesota 55432

Dear Larry:

On behalf of the Hennepin Sheriff's Office I want to congratulate you and your staff for the excellent and complete coverage you gave the area during the tornadoes which struck Thursday evening, May 6th.

Many, many citizens of this community have told us that your station's warnings no doubt saved lives. It was a masterful job.

With kindest personal regards,

Yours sincerely,

Ed Ryan
SHERIFF

ER:shs

May 1, 1965
We wish to thank you for the tornado warning given on your station. It gave us the minute necessary to get down into the basement — the most important minute in our lives!

Mr. and Mrs. Ed Battenberg
Cottagewood, Deephaven



On behalf of the Hennepin County Sheriff's Office I want to congratulate you and your staff for the excellent and complete coverage you gave the area during the tornadoes which struck Thursday evening, May 6th. Many, many citizens of this community have told us that your station's warnings no doubt saved lives. It was a masterful job.

Ed Ryan, Sheriff
Hennepin County
Minneapolis

The prompt reply that your radio station made after receiving the alert is to be commended by all. Many lives, we are sure, were saved because in such a short time the proper personnel heard the alert and arrived at Mercy Hospital, many even before patients arrived.

Robert Van Hauer, Administrator
Mercy Hospital
Anoka, Minn.

We heard civil defense sirens, then hurried to tune in WCCO Radio and sure enough the storm was coming. We took a battery set downstairs and prepared for the worst. WCCO kept us well informed. We are thankful for all lives saved by WCCO warnings.

Mr. and Mrs. Charles Snyder
Kathy, Douglas, Daniel
Roseville, Minn.

When the siren sounded, I was in a local drug store. I guessed what was happening, but to make sure, I requested the store employees to turn on WCCO Radio. In this way, the entire store had full information and warning.

Church of the Sacred Heart
Rev. Quintin F. Kennedy
Robbinsdale, Minn.



I didn't realize how priceless a radio is — I do know now.

Margie Summers
1210 Juno
St. Paul

The most profound thanks of the entire area to your station and staff for the great and inestimable good and service performed in the warning broadcasting which saved countless lives.

Edwin P. Chapman, Judge
Minneapolis Municipal Court

We believe your coverage of the storm saved many fatalities in our area.

North St. Paul Business and
Professional Men's Assn.

Their alert reporting prevented both loss of life and property in our neighborhood as well as many other neighborhoods that I know of. As usual WCCO Radio lived up to its slogan "Good Neighbor to the Northwest."

Hillard Brown, Account Executive
Fischbein Advertising, Inc.
Minneapolis

We wish to thank you for the tornado warning given on your station. It gave us the minute necessary to get down into the basement — the most important minute in our lives!

Mr. and Mrs. Ed Buttenhoff
Cottagewood. Deephaven, Minn.

I am a widow with a little girl of 11 and when I heard the siren my first thought was of WCCO Radio. I listened to you with my child and felt safe! For 5 hours we listened and kept saying, "Thank God for the wonderful folks at WCCO."

Mrs. Dorothy Lindberg
3007 N.E. Fillmore
Minneapolis

I've found once again, for information first, WCCO is the best spot on the radio! Thank you for being a servant of your listeners, rather than just a business.

Mrs. Walter Ulrich
Winthrop, Minn.

If WCCO Radio never performs another public service, you have justified your existence for the next thousand years. Tremendous job!

W. A. Stewart
Kolorpress, Inc.
Minneapolis

Throughout our 40 years of broadcasting, WCCO Radio has been guided by one overriding philosophy: "Good Neighbor to the Northwest." We are genuinely grateful and humble that at this moment of deep peril in our area, the community turned instantly and almost automatically to WCCO Radio. This included the general public as well as civil defense officials, relief agencies, law enforcement authorities, hospitals and so many others. It was their reliance and assistance which, in truth, enabled WCCO Radio to do the job we did.

WCCO RADIO
MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000 Watt 1-A Clear Channel Station

REPRESENTED BY **CBS** RADIO SPOT SALES



lating non-microwave community antenna TV systems.

AUGUST

Aug. 3 — New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

Aug. 6-7 — Summer convention of New Mexico Broadcasters Association. Roswell.

SEPTEMBER

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

■Sept. 15-18—Annual summer meeting of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

OPEN MIKE®

Good news on all news

EDITOR: Thanks for the wonderful coverage for the all-news format in Chicago [BROADCASTING, April 19]. It was a top notch job and extremely accurate. There are a couple of things that you had to omit because of space difficulty but, nonetheless, it represented all along a highly accurate interview, and I deeply appreciate . . . the fine story.—*Gordon McLendon, president, The McLendon Stations, Dallas.*

(The April 19 issue included a report on the all-news format plans of WINS New York and a story on the experiences of the McLendon WNUS-AM-FM Chicago with this type of programming.)

Congressional correction

EDITOR: The 1965 BROADCASTING YEAR-BOOK lists WIKE [Newport, Vt.] as being affiliated with CBS Radio, however, on page 74 of the May 17 issue in the block designating congressmen in broadcasting you have erroneously listed us as an NBC affiliate. It's a minor point perhaps but we would like you to know we are very pleased and proud to be affiliated with CBS Radio.

We wouldn't have it any other way.—*Lawrence Knight, general manager, WIKE Newport, Vt.*

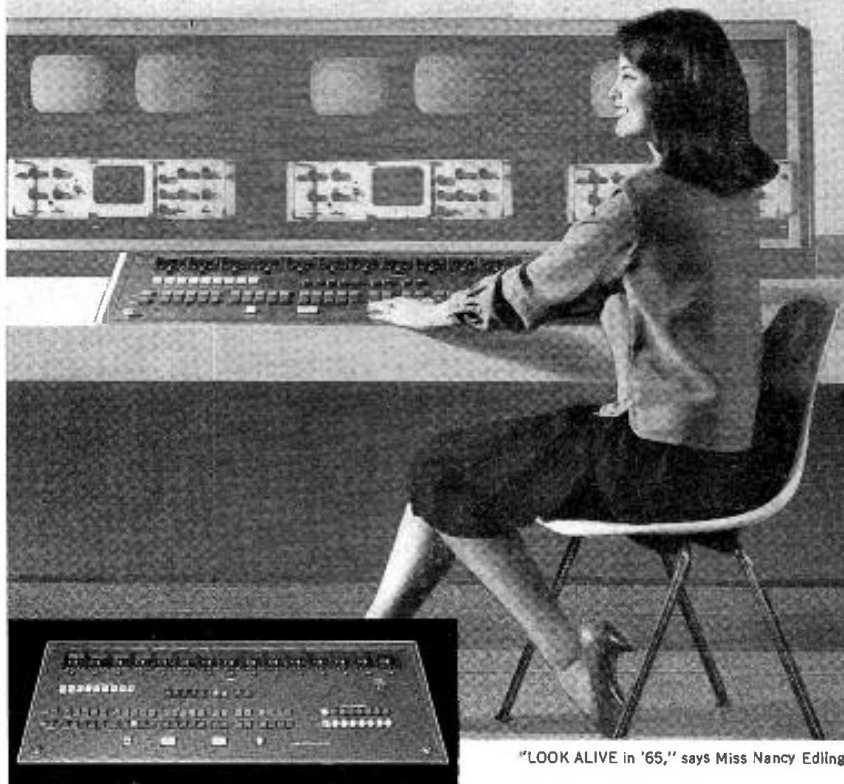
Tribute to Murrow

EDITOR: Ed Murrow's death has left a void. He was both a friend and a force. We have lost our friend, but the force he exerted must be maintained. How we do this is a challenge.

That he was a trustee of this new institution said to us that we were kindred souls. He honored us by his interest; he counselled us wisely. In a tradition that has already begun when we speak

Look Alive!

with superior video switching systems



"LOOK ALIVE in '65," says Miss Nancy Edling.

LOOK ALIVE

with a reliable and completely flexible Visual Video Switching system, featuring ■ solid-state crosspoints and amplifiers for stability and long-term, maintenance-free operation ■ lap switching timed for eye-appealing transitions ■ synchronous and non-synchronous signals requiring only one crosspoint for VTR, network or remote inputs ■ automatic lap-fade-super controls which can be pushbutton-operated or controlled from external automation equipment ■ preset video switching systems with thumbwheel selection of 15 or more events into a preview bus.

LOOK ALIVE IN '65

By joining quality-conscious broadcasters in the swing to Visual Video Switching systems.



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

LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

**We're gorgeous in color
(almost half of our
renewals switch to tint.)**



220 Popeye cartoons—in color



KING FEATURES SYNDICATE
235 E. 45th St., New York, MU 2-5600

**You get a tasty,
rich mixture in the
Golden Triangle**



**The WSJS Television Market
No. 1 in North Carolina**

**WSJS
TELEVISION**

**WINSTON-SALEM
GREENSBORO
HIGH POINT**

Represented by Peters, Griffin, Woodward

of the spirit of Ed Murrow's life, we will be guided in using the gift you have made in a way that would have made him say: "Good luck."—*Jonas Salk, The Salk Institute for Biological Studies, San Diego.*

Wrong call letter

EDITOR: A story on pages 70 and 71 in your May 3, 1965, issue contains a typographical error we thought you would like to know about. The story deals with a survey showing how 35 television stations acted on program promise versus performance in their reports to the FCC.

The latter part of this article refers to KATV [(TV) Little Rock, Ark.], when it, no doubt, means KATU(TV) Portland, Ore.—*Robert D. Doubleday, vice president and general manager, KATV(TV) Little Rock, Ark.*

(The error was made in the brief filed by attorneys for Florida Gulfcoast Broadcasters Inc. and was picked up from that document. The station which should have been listed was KATU).

Thanks for Easter Seal aid

EDITOR: The public response to your use of the Easter Seal ad in BROADCASTING has been enormous. It has been an important factor in making this year's appeal the most successful in our history and in making possible the anticipated expansion of our services.

We are deeply grateful to you for this generous gift to crippled children, and for the concern for their welfare of which it is evidence.—*Catharine Bauer, director of public relations, National Society for Crippled Children & Adults, Chicago.*

BOOK NOTE

"House of Glass," by J. Harvey Howells, Appleton Century, New York, 314 pp. \$5.95.

One of the best of the long line of novels with big business as its subject and New York City as its scene, is this product of a Scotsman with impressive advertising credentials.

Harvey Howells moved from the advertising department of Procter & Gamble to Standard Brands, and then to Lever Bros. where he was advertising manager. Since resigning in 1955 he has collected an imposing list of literary credits including a novel, *The Big Company Look*, and a number of TV programs including one network series, *Ichabod and Me*.

All of this experience he uses to advantage in this story of business intrigue with just enough seasoning of bachelor girls and downtown apartments to insure a high rating on sales lists.

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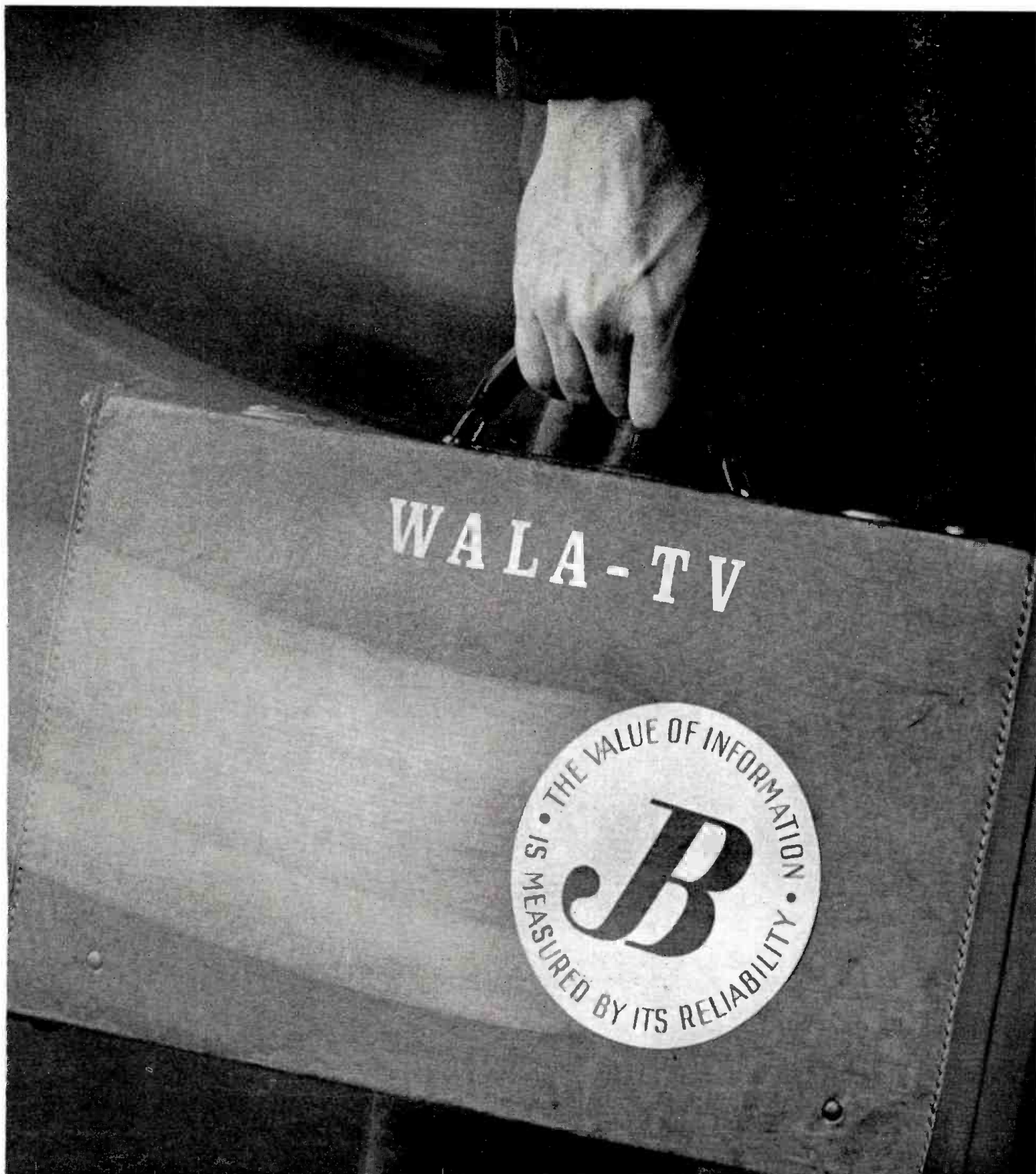
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BROADCASTING, May 24, 1965



Going places WALA-TV, Mobile, Alabama, joins America's most dynamic television stations. H. Ray McGuire, Executive Vice President and General Manager, announces the appointment of Blair Television as exclusive national representative, effective immediately!

Flying A goes out to the ball game

Tidewater Oil Co.'s eastern division sales organization is learning a new set of A B C's.

Axelrod and advertising head the list. As official Flying A "worry dog," Axelrod is a constant reminder to Flying A servicemen that extra worry about customers' cars is our business. This is the theme of our television commercials and also of our print advertisements.

Like A, the letter B also has a double meaning, broadcast and baseball.

And C, of course, is for the association of Flying A with the champions, the New York Yankees, who have symbolized the best in baseball for half a century.

Put them together to produce sales power for Flying A dealers and you have an effective media buy providing excitement, prestige, reach and frequency.

Actually, the Flying A alphabet could end there, but fortunately for those of us who seek to increase our brand share in the highly competitive gasoline market, it doesn't.

Television and radio sponsorship when associated with an outstanding baseball organization have much more to offer an advertiser. Uniquely, this broadcast franchise has opportunities for total involvement—customers and their families, dealers and distributors and the Flying A sales organization. These compose the rest of the alphabet, the D through Z's, the ways in which a basic broadcast buy can be expanded into an all-encompassing program of communications for greater effectiveness. Together they build interest and enthusiasm far beyond anything possible without them.

A 12-Month Schedule ■ Following its purchase of Yankee broadcasts in early January, Tidewater began to build this program of total sales involvement. The goal was to extend the impact of the baseball buy over the entire 12 months.

It started when former Yankee star Jerry Coleman, one of the team of broadcasters for the games, was signed to head the Flying A sports bureau. Through the winter months, Mr. Coleman spoke at major dealer meetings, baseball dinners and met with Grey Advertising executives. Joined by his fellow broadcasters, Phil Rizzuto, Joe Garagiola and Red Barber, they became fully familiar with every facet of the Flying A story.

By opening day, Flying A commer-

cials were completely integrated with personal sales messages in which baseball and advertising were "married." Film and live presentations projected enthusiasm and interest through effective lead-ins and lead-outs from the commercials.

Concurrent with spring training, Flying A launched a \$250,000 Big League Sweepstakes featuring a \$10,000 cash prize and trips to all the World Series games for the winner and five friends, with Mr. Coleman as host. As part of this promotion, there was also a Small Fry Sweepstakes with ball, bat and glove prizes for younger members of the family. The Flying A identification with baseball was beginning to take shape.

Promotions Increased ■ Once the Yankees came north, many other promotional activities related to baseball were developed for the stadium and hundreds of service stations throughout the Yankee area and the entire Northeast as well. These include:

- Prior to the regular baseball season opener, a special Flying A welcome home party held in Yankee Stadium for an invited list of sportswriters and broadcasters.

- Flying A caravan tours of service stations with Jerry Coleman visiting dealers and conducting autograph parties for youngsters.

- Flying A day at the stadium with hundreds of dealers attending to present a check for the benefit of the Mayor's Sandlot fund.

- Honorary Yankee bat boy contests with each winner receiving a trip to the stadium accompanied by a parent and his local Flying A dealer, a lunch, box seats, a Yankee uniform and other souvenirs of the occasion.

- Baseball clinics at which Mr. Coleman will demonstrate fielding and batting techniques and conduct chalk talks on "How the Yankees Do It."

- Ladies Day promotions to attract new customers to our service stations with tickets to Yankee ball games for the winners.

For Flying A dealers, there are, of course, the immediate rewards of increased traffic and more profit. But in addition, Flying A activities include dealer trips to Yankee games and the Hall of Fame game at Cooperstown, N. Y., special hospitality days at the stadium and other related activities to stimulate their interest in the total program.

After the regular season and World Series activity, there will be follow-up participation by the Flying A sports bureau director in post-season baseball events and meetings.

With no counterpart in any other major league city, the program of total involvement of media, promotion and merchandising through the Yankee broadcast sponsorship is a major proof of the intention of Flying A to implement its growth plan with action ingredients. It's our way of telling dealers and distributors that baseball, success and Flying A go together.



Joseph M. Jerome joined Tidewater Oil Co. in Boston in 1954 as a salesman and since that time has been retail sales manager and marketing manager in New England; assistant and district marketing manager in New York, and eastern division manager, which he was named in 1962. In 1964 Mr. Jerome was promoted to eastern division general sales manager in New York. Mr. Jerome is a native of Newport News, Va., and is a graduate of New York University's School of Commerce, New York, from which he received a BS in business administration.

Take your viewers to Istanbul...

and Hong Kong . . . and Helsinki . . . and Tokyo . . . and Bangkok . . . and Copenhagen . . . and Honolulu . . . and Madrid. In fact, let your viewers enjoy the World "Of Lands and Seas".

"Of Lands and Seas" is a new concept in syndicated programming and features the world's finest illustrated lecturers and travelers. Each exciting sixty-minute program is hosted by the world famous adventurer-photographer Colonel John D.

Craig and is produced on tape for local COLOR programming. "Of Lands and Seas" is specifically designed to fill your local and local COLOR programming needs. Similar programming has been running in several major markets for a number of years. Each of these programs has consistently been on top with approximately the same number of adult viewers as the other stations combined. Now, for the first time, you can bring the World

to your viewers daily and in full COLOR.

Discover for yourself why "Of Lands and Seas" is fast becoming the most talked about of the new syndicated products! Discover for yourself the fascination and excitement that fills each colorful program! Discover for yourself why WLW-T, Cincinnati, and WLW-I, Indianapolis have already purchased "Of Lands and Seas" for an early fall start!

Discover . . . "Of Lands and Seas".



LANDS AND SEAS

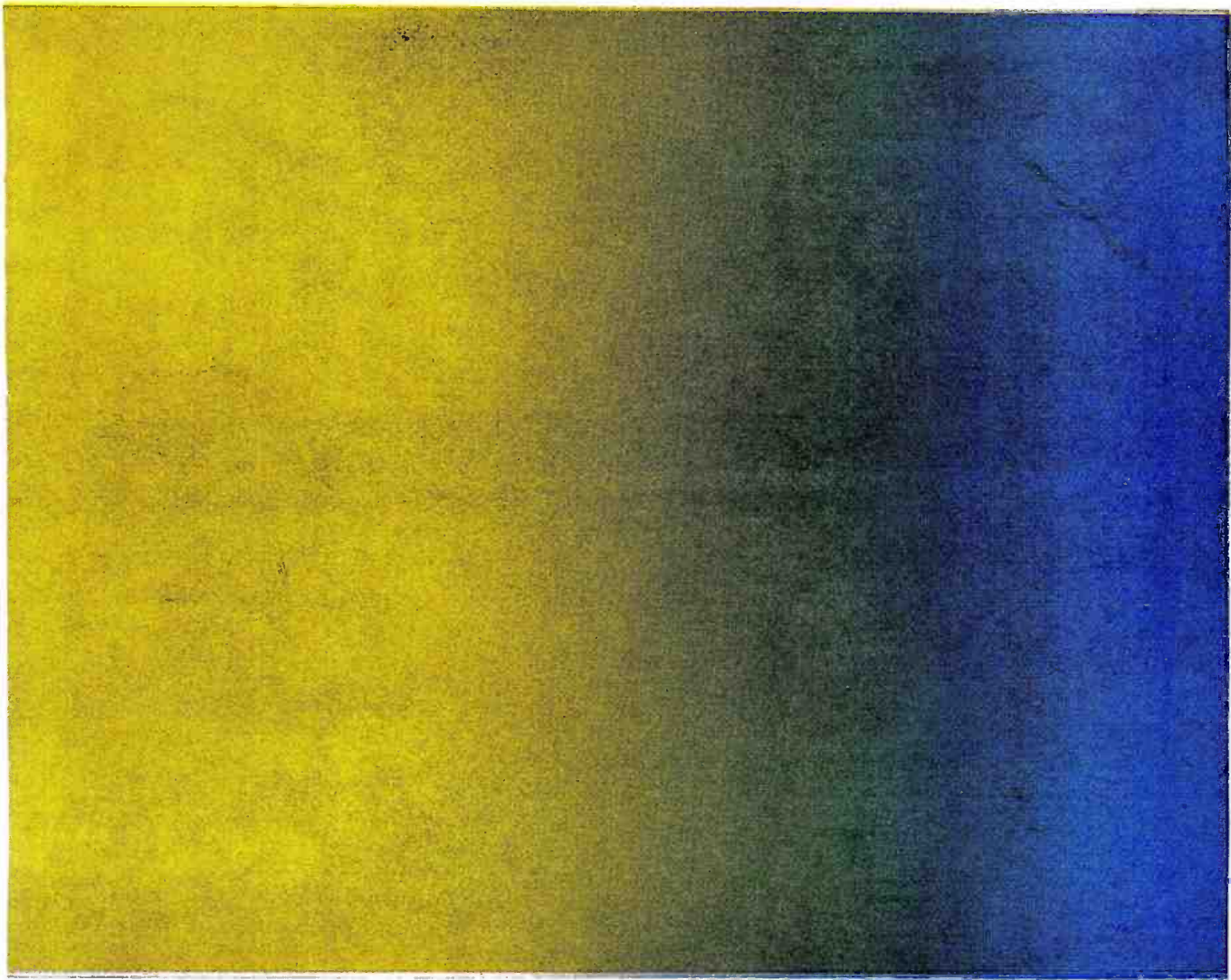
Hillcreek Lane • Gates Mills, Ohio Phone 216-449-2680

WLW Stations on the GO—

Join the Leader...

THINK COLOR..

The year of the rainbow is upon us! The color boom is here! Great! We couldn't be happier. The rest of the industry is discovering what we've been saying for years: "Color television is the most effective, the most dramatic means of reaching and influencing the mass audience that has yet been developed." □ No matter what your color problem, we have the experience to help you to solve it. Our color firsts include: First NBC color affiliate, first independent to originate live local color, first color indoor remotes and first outdoor color nighttime remotes. We produced, programed, promoted color—measured and researched it. We have lived color since '57.



THINK CROSLEY

We invite you to come along! Lean on our color experience. We offer you the nation's third largest color market—Crosley country—twice national average in set penetration*—over 200,000** color homes in Cincinnati, Dayton, Columbus, Indianapolis... plus our complete facilities and experience as your color "lab". □ Get with Color... with Crosley—on the GO!

*A. C. Nielsen, February 1, 1965 / **Television Age, March 1, 1965 / Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.

CROSLEY BROADCASTING CORPORATION, a subsidiary of *Avco*

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati
BROADCASTING, May 24, 1965

*Is a
love affair
in St. Louis
any different?*



Manet / Boating / New York Metropolitan Museum

St. Louis' emotional attachment to KSD-TV is unique . . . for it has matured and strengthened since that day 18 years ago, when Channel 5 became the first television station in St. Louis. Latest ratings* . . . plus an independent survey** of America's 8th Market TV listening habits . . . prove KSD-TV is still first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television / represented nationally by Blair-TV



*Nielsen Station Index and A.R.B. Television Market report—Feb.-Mar. '65—ratings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

**Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.

Specials: now a \$50-million plum

Networks expect \$10-million increase in revenue from these programs next season; NBC-TV will again lead in number, CBS-TV and ABC-TV offer formidable lists

The three television networks, locked in with their regular prime-time schedules for 1965-66, are concentrating now on the approximately \$50-million-a-year business of producing and selling their evening entertainment and news specials.

Though plans for 1965-66 specials are by no means definite, network officials last week were optimistic that specials would account for \$10 million more revenues this year than last, when they edged close to the \$40 million mark.

The bullish prospect is an outgrowth largely of several new advertisers earmarking hefty budgets for groups of specials next season, rather than a significant jump in the number of such presentations. But officials appeared certain that there would be at least a modest increase in the volume of such shows for 1965-66.

On the basis of currently available information, NBC-TV can be expected

to present at least 80 one-time and occasionally scheduled entertainment and news specials, while ABC-TV's and CBS-TV's output will be in the vicinity of 30 to 35 each, starting in the fall.

It's in the Name ■ Though NBC-TV for several years has been in the forefront of the specials area, a partial reason for its pre-eminence is semantics. This network does not carry a regularly scheduled documentary series such as *CBS Reports* on CBS-TV and *Scope* on ABC-TV, and its frequent cultural-public affairs productions therefore qualify as specials. Even so, however, NBC-TV still would be regarded as the network with the most specials. (NBC-TV incidentally does not include the Gulf "instant specials" in its computations, according to a spokesman, because such telecasts depend on "fast-breaking, hard news" and their scheduling cannot be forecast with any accuracy.)

Special programs, network authorities agreed last week, enact a significant

role in television for the contributions they can make to the advertiser, the network and the public.

It was stressed that some advertisers, such as Xerox, 3M and du Pont, for example, are interested in reaching a more specialized audience (businessmen, better educated and more affluent groups) and can use specials as an effective promotional-merchandising vehicle.

For the networks, specials increase the diversity in their schedules. In the case of entertainment presentations, they add a touch of glamour and excitement, since the personalities starred are often not ordinarily carried on TV. Public affairs-news offerings are prestige-getters, both among the viewing public and with the FCC.

Ratings Low ■ Networks acknowledge that only in rare instances can specials triumph in the ratings race (see below). But they emphasize that specials frequently lure the ordinarily "light"

Specials rank well when compared with regular programs

The largest audience-getter among the TV networks' sponsored entertainment specials this past season was *Cinderella*, telecast Feb. 12 on CBS-TV, which rated 42.3 in the Nielsens, representing an estimated 22,250,000 TV households in the country.

A specially prepared list of the top 10 entertainment specials over the season, starting with the Sept. 12, 1964, telecast of the *Miss America Pageant* on CBS-TV, through April of this year, credits CBS-TV with five, NBC-TV with four and ABC-TV with one. The listing, based on A. C. Nielsen Co. data for the season, precludes actual events such as political telecasts or election cov-

erage, sports (for example, the World Series or Rose Bowl coverage) and man-shoots.

Comparing these top 10 specials to regular series' programs in the Nielsen rating periods: Three of the shows placed No. 1 in the two-week ratings reports period in which they appeared during the season: *Cinderella*, *The Bob Hope Christmas Show* and the *Academy Awards Telecast*. Two others were in the top five, *Wizard of Oz* and a *Danny Thomas Special*. In all, eight entertainment specials appeared in the Nielsen top-15 lists during the season.

The season's top 10 entertainment specials, showing date and network, Nielsen rating and TV households

the rating represents, as compiled by A. C. Nielsen Co.:

- | | |
|--|------------|
| 1. <i>Cinderella</i> , Feb. 22 (CBS) 42.3 | 22,250,000 |
| 2. <i>Miss America Pageant</i> , Sept. 12 (CBS) 40.3 | 21,200,000 |
| 3. <i>Danny Thomas Special</i> , March 14 (NBC) 38.9 | 20,460,000 |
| 4. <i>Academy Awards</i> , April 5 (ABC) 37.4 | 19,670,000 |
| 5. <i>Bob Hope Christmas Show</i> , Jan. 15 (NBC) 36.0 | 18,940,000 |
| 6. <i>Wizard of Oz</i> , Jan. 17 (CBS) 34.7 | 18,250,000 |
| 7. <i>Bob Hope Special</i> , Feb. 12 (NBC) 27.4 | 14,410,000 |
| 8. <i>Danny Thomas Special</i> , Feb. 14 (CBS) 26.5 | 13,940,000 |
| 9. <i>Bob Hope Special</i> , Nov. 20 (NBC) 25.5 | 13,410,000 |
| 10. <i>Miss Teen-age Pageant</i> , Nov. 13 (CBS) 25.3 | 13,310,000 |

SPECIALS: NOW A \$50-MILLION PLUM continued

viewer to the television set. Research undertaken by NBC-TV indicates that special programming scores exceptionally well with viewers who are better educated, have higher incomes and are represented in professional and managerial capacities.

For the 1965-66 season, networks are in the process of developing programs that they hope will have intensified appeal for advertisers and audiences. Two key ingredients for next season will be color and on-location shooting.

A sharp emphasis on color is planned. As in regularly scheduled series, program authorities said, presentations will be in color whenever feasible.

More than ever before, producers will be filming and taping programs on location throughout the world. In some instances, production crews already are busy on five continents filming sequences for public affairs, entertainment and cultural specials. Many of the programs for 1965-66 will blend history, travel, folkways and contemporary events.

Advertiser Lists ■ During the current season, NBC-TV presented more than 80 programs in the specials category and the figure is expected to rise slightly in 1965-66. A spokesman said that for 1964-65, approximately \$21 million in sales resulted from specials and this total should rise to \$30 million next season, attributable largely to expanded sponsorships.

The most active sponsors on NBC-TV, during the current season, were the Chrysler Corp. for the Bob Hope presentations; Gulf Oil on numerous news specials; Hallmark on *Hallmark Hall of Fame*; Consolidated Cigar and Timex on the Danny Thomas specials; and advertisers on a variety of shows, including Scott Paper Co., General Foods, Polaroid, Lorillard, S. C. Johnson, Goodyear, Goodrich, Institute of Life Insurance, Xerox, Smith-Corona, Quaker State Oil, General Electric Co., Mennen, U. S. Royal, Plymouth, Allied Chemical, Admiral Corp. and Miller Brewing.

CBS-TV carried approximately 30 special programs during the 1964-65 season and this total will be reached or exceeded next season. Billing on these presentations amounted to an estimated \$10.5 million and should reach at least \$11 million next season, it was said.

Advertisers participating in sponsorship of CBS-TV entertainment and news specials during the current season included American Motors, S. C. Johnson, Shell Oil, Standard Brands, Philip Morris, Bristol-Myers, General Foods, the Bell System, Mennen, Noxzema Chemical, American Tobacco, Institute of Life Insurance, Socony-Mobil Oil

Co., Dr. Pepper Co., Procter & Gamble, Savings & Loan Foundation, Westinghouse, Alberto-Culver, and Miles Labs.

ABC-TV presented more than 30 special programs during the current season. Advertisers allocated almost \$8 million in the specials area during 1964-65 and indications are that billing should top \$9 million during 1965-66, resulting primarily from a solid investment by du Pont.

Companies represented this season on

sored by du Pont. Still untitled, the series will spotlight six regions of America (history, landmarks, local customs) with Robert Preston as host. An ABC-TV official reported that du Pont will invest in the neighborhood of \$3 million for sponsorship of the series.

In entertainment, ABC-TV has scheduled another color program for next season, *Rex Harrison in Paris*. Rayette has been signed as half-sponsor of this hour special. For next fall, the network also has set a one-hour animated color program, *Alice in Wonderland*, which will be produced by Hanna-Barbera. It



An ABC-TV special scheduled June 13, 7:30-8:30 p.m., is 'Phil Hill: Assault

on Le Mans.' Here's the hero in the pits before the race.

a wide range of entertainment and news-cultural programming on ABC-TV included Purex, Chemstrand, Independent Electric Light & Power Co., Aluminum Co. of America, the 3M Co., Xerox, Goodrich, Clairol, Institute of Life Insurance, Procter & Gamble, Timex, Autolite, Rayette and Liberty Mutual.

ABC-TV's Outlook ■ The expectations are that ABC-TV will carry 30 to 35 specials during the coming season, roughly the same or perhaps slightly below this year's figure. But a spokesman said that revenue from these shows is expected to be larger than for 1964-65 because of more expensive productions and increased advertiser support.

Probably the most ambitious undertaking in this field on ABC-TV next season is a series of six one-hour specials in color to be produced by Phil D'Antoni and Norman Baer and spon-

probably will be telecast during the holiday season between Thanksgiving and Christmas.

ABC-TV probably will present three or four other entertainment specials before the end of next season, but officials preferred not to divulge details at this time.

The network intends to produce at least 16 hours of news and public affairs-cultural specials (exclusive of the regular half-hour *Scope* series). As now envisioned, Robert Drew will produce three programs; John Secondari four, and Stephen Fleischman three. In addition to this group, for which sponsorship has not been revealed, is a series of six one-hour specials to be sponsored by the 3M Co. and produced by David Wolper. The expectation is that a majority of these documentaries will be in color.

Details on subject matter of these

projected specials could not be revealed, but on the basis of past performance, the Drew, Wolper and Fleischman programs probably will deal with contemporary issues while the Secondari projects will focus on historical-cultural topics.

CBS-TV's Specials ■ CBS-TV is expected to slot at least 30 special programs and perhaps as many as 35 during the coming TV year. Prospects are bright for a modest rise in sales this year, a spokesman said.

In the entertainment area, CBS-TV will present four one-hour programs of

network expects to telecast the *Miss U. S. A. Beauty Pageant* and the *Miss Universe Beauty Pageant*, both 90-minute presentations, and the two-hour *Miss America Pageant*.

In the news specials area, CBS-TV plans to telecast a minimum of 17 one-hour programs (plus a planned 20 episodes of *CBS Reports*). Color will be used more prominently on news specials and in *CBS Reports*, according to a company spokesman.

In preparation by CBS News are various one-hour programs including *The Search for Ulysses*, tracing the

new advertisers.

In entertainment, NBC-TV's schedule includes these one-hour specials: six *Hallmark Hall of Fame* entries (two repeats); six sponsored by American Gas Association (*Julie Andrews*, repeat of *Julie Andrews*, *Michelangelo I. Michelangelo II*, *Peter Pan* repeat, and *Mary Martin at Radio City Music Hall*); five Danny Thomas specials; two Jack Benny specials; a Johnny Carson special; *Mr. Magoo's Christmas Carol*; Ringling Brothers, Barnum and Bailey special; the *Junior Miss Pageant*; two sneak previews; several *NBC Follies*;



Julie Andrews and Gene Kelly try a few steps for a special scheduled for NBC-TV next year.



One of the scenes from "My Name is Barbra," starring Barbra Streisand, which will be repeated on CBS-TV.

the New York Philharmonic's *Young People's Concerts* series with Leonard Bernstein as host and with the Bell System as sponsor. Others on the agenda but generally without sponsorship information are *The Strollin' Twenties*, a one-hour, musical variety show with Harry Belafonte as host and featuring Sidney Poitier, Sammy Davis Jr. and Diahann Carroll; *Ages of Man*, two one-hour programs of dramatic readings by Sir John Gielgud; a one-hour Carol Channing special sponsored by General Foods; a one-hour program starring Andy Griffith, Don Knotts and Jim Nabors (in color) sponsored by American Motors; a new Barbra Streisand special slated for the spring of 1966.

CBS-TV also plans to repeat this fall the Barbra Streisand special it carried recently, and to retelecast *Cinderella* and *The Wizard of Oz*. For the summer of 1966, as in previous years, the

legendary journey through the Mediterranean (in color); *The Great Love Affair*, reporting on Americans' affection for their automobiles; *A Portrait of Stravinsky*; *The Traveling Americans*; *State of the Unions*, an examination of labor unions in the U. S., and *The Travels of Thomas Jefferson* (through his letters). Among *CBS Reports*' programs will be "Henry Moore: Man of Form" and "The Volga" (in color).

NBC-TV's Splurge ■ For 1965-66, NBC-TV will reinforce its reputation as the specials network, with presentations in this category probably exceeding the 80 carried this year. A spokesman said that billing for specials should rise from \$21 million to \$30 million because of the new \$2.5 million investment by American Gas Association; the addition of at least four prime-time entertainment presentations and increased sponsorship interest by old and

Bob Hope-Chrysler specials; a special Thanksgiving program sponsored by Mohawk Carpets; *Amahl and the Night Visitors* and *The Emmy Awards*. In addition, there will be at least four children's specials in prime time.

In news, NBC-TV intends to telecast more than 40 planned specials as well as three-*Project 20* specials ("The Law and the Prophets," "The American Indian" and "Immigrants All.") Among the planned news specials are one-hour programs on *The Congo*; *Hungary: Ten Years Later*; *The Awakening Dragon*; *Red China*; *The Reformation* (the effects of the Reformation on history); *Defeat of the Armada*; *America, the Beautiful* (on urban blight); *Mississippi: the Self-Portrait*; *The Teen-Ager*; *Who Shall Live?* (on a life-saving kidney machine) and *For Our Time* (remarks by George Bernard Shaw on life).

In addition, the Xerox Corp. has ex-

tensive plans in the specials area. The company will continue its sponsorship this fall of three dramatic specials produced by the Telsun Foundation, on activities of the United Nations. Previous UN programs have been carried either on ABC-TV or NBC-TV, and commitments for the fall now are being discussed.

Xerox also is sponsoring a group of six documentaries produced by David Wolper which will be telecast over the next 18 months. The first, *Let My People Go*, was unable to obtain a network slot and was carried on a lineup of 107 stations in April in prime time. A company spokesman said this special achieved a national Nielsen of 18.8, reaching an estimated 9.9 million families.

In preparation by Wolper for presentation either on a network or on a national spot basis are the following Xerox programs: *The World Series* (half-hour); *The Making of the President, 1964* (60-90-minutes); *Wall Street* and *Art Buchwald's Washington* (both one-hour) and a sixth program still to be developed.

Senate cigarette bill modified

The final Senate Commerce Committee report on cigarette labeling differs only slightly from earlier drafts, but the difference is important to television.

As amended, S 559 (the Magnuson bill) requires a warning on the package front or back: "Caution: Cigarette smoking may be hazardous to your health"; prohibits any other package warning requirement; prohibits, for three years, the requirement of a warning in advertising; requires the Federal Trade Commission, with the cooperation of the Department of Health, Education and Welfare, to report to Congress in 18 months and annually thereafter on the question of smoking and health; provides a \$100,000 fine for violations, enforced by the Department of Justice.

The committee had originally instructed its professional staff to include in the report the committee's wish that where packages are used in advertising,

including TV advertising, the side shown must be the one bearing the warning statement (BROADCASTING, May 10).

This requirement did not remain in the report. The committee decided to omit it in favor of a section condemning "as an unfair or deceptive act or practice... any advertising which tends to negate the warning which must be placed on the package in accordance with the bill." Such advertising would come under the authority of the Federal Trade Commission.

Senator Maurine B. Neuberger (D-Ore.) attached supplementary views supporting the bill, but calling for strengthening amendments (which she will offer when it comes up for floor action, perhaps this week). She would like to reduce the moratorium on regulation of cigarette advertising to one year, applying it only to the federal government, require the listing on packages of carcinogenic agents found in cigarettes, and change the warning from "may be hazardous" to "is hazardous."

Senator Philip A. Hart (D-Mich.) also called for "quantitative information showing the content in the cigarette of those elements scientifically shown to be associated with cancer and other diseases."

The House Commerce Committee last week scheduled executive sessions on May 26-27 to consider its own version of a cigarette labeling act. Bills before the House group are similar to S 559, but the most prominent, introduced by Representative Walter Rogers (D-Tex.), flatly prohibits action to require health warnings in cigarette advertising, with no provision for a moratorium period (BROADCASTING, April 19).



COMMERCIAL PREVIEW: Escort hair softener

The elimination of "straw hair," an affliction wont to beset women who bleach, tint or permanent their tresses is the theme of a new TV spot for Escort, a hair-care product of Shontex Inc. George McConnell, executive vice president of Anderson-McConnell, Los Angeles, agency for Shontex, was agency producer of the TV commercial, written by Don Archer, copywriter at A-M, and produced at Unicorn Productions, Hollywood, in both 60-second and 40-second versions.

Against a background of soft, romantic music, the commercial opens with a beauty shot of a girl. As she models her hair the announcer asks: "Does your hair feel soft and inviting or (as she feels her straw

hair on camera) rough and lifeless like straw?" The crackle of straw is heard as the announcer observes that this condition is the result of bleaches, tints and permanent solutions, but when he states that the addition of a single vial of Shontex Escort will guard against all those kinds of damage and leave the hair soft and inviting, the music becomes soft and romantic again and the model displays her beautiful gleaming hair.

The Escort commercials have started a 13-week run on seven stations, two in Los Angeles, one each in Phoenix, Denver, Seattle, Tacoma and San Diego, using a total of 250 spots a week, overall.

Imperial sugar uses TV to clear misconceptions

A two-purpose campaign to clear up misconceptions about calories in the minds of the diet-conscious and to straighten out uncertainties of consumers about synthetic sweetening substitutes is being conducted by Imperial Sugar Co., Sugar Land, Tex.

Imperial, through Tracy-Locke Co., Dallas, is in its 13th year of 52-week television schedules using 10-second spot announcements. The current spring "Energy" campaign involves 1,400 60-second spots in daytime and fringe nighttime periods.

A summer-fall campaign, relying on TV as the basic medium, will involve 14 stations in 11 markets. The one-minute commercial, filmed on a sugar cane plantation in Hawaii, illustrates the audio message that explains how sugar cane captures energy from the sun.



At ABC News, men like William H. Lawrence, John Scali, Edward P. Morgan, Jules Bergman, John Secondari, Jules Power and Bill Sheehan are satisfied to work quietly and do the job well.

Still, it's nice to hear some applause now and then.



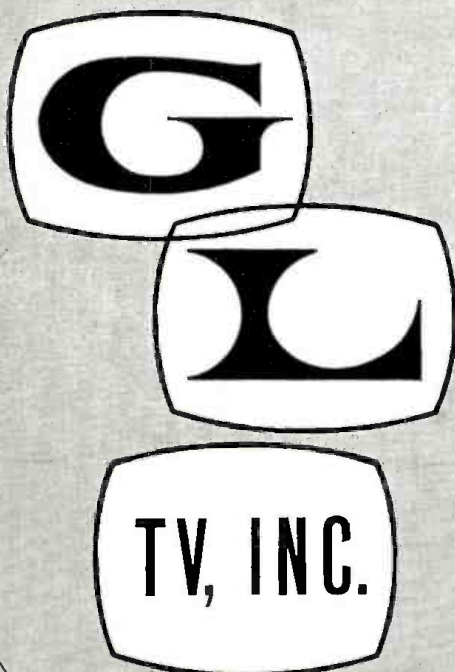
March 31st: LIU George Polk Memorial Award for "Outstanding Radio Reporting" to Edward P. Morgan of ABC News. Applause.
 April 19th: Thomas Alva Edison Foundation National Mass Media Award for "The Television Program Best Portraying America" to ABC News' Saga of Western Man: 1964. Applause. And another Edison Award for "The Best Children's Television Program" to ABC News' Discovery. Applause.
 April 20th: Sherman Fairchild International Air Safety Writing Award to ABC News' Jules Bergman. Applause.
 April 26th: George Foster Peabody Broadcasting Award for "Outstanding Reportorial Work Including His Political Coverage During the 1964 Political Campaign and National Election" to ABC News' William H. Lawrence. Applause.
 April 29th: White House News Photographers Association Award for Motion Picture Feature to ABC News cameraman Murray Alvey. Applause.
 April 30th: Overseas Press Club Special Award for his role in the Cuban crisis to ABC News' John Scali. Applause.
 And the Annual Award for "Radio Interpretation" for British Election Coverage to ABC News' Bill Sheehan. Applause.
 May 7th: Honor Award for "Distinguished Service in Journalism" by the University of Missouri School of Journalism to ABC News' Edward P. Morgan in recognition of his long and distinguished career as broadcast commentator and reporter. Applause, applause, applause.

ABC News 

ANNOUNCING

The television properties owned by
JOHN T. GRIFFIN, JAMES C. LEAKE
and their associates
are now being administered under the following
new corporate name:

GRIFFIN-LEAKE TV, INC.



JOHN T. GRIFFIN, Chairman of the Board
JAMES C. LEAKE, President

KATV-7
LITTLE ROCK



Represented by
Peters, Griffin, Woodward, Inc.

KTUL-TV-8
TULSA



Represented by
Peters, Griffin, Woodward, Inc.

KWTU-9
OKLAHOMA CITY



Represented by
Edward Petry & Company, Inc.

NBC-TV affiliates get 5 minutes

More time for station sales follows recent CBS-TV move; ABC-TV now only one not offering extra minutes

ABC-TV last week was the only television network not committed to give its affiliates extra nighttime minutes for local sale next fall—and ABC-TV officials didn't rule out the possibility that they, too, would make the concession.

They said, however, that for the present they were "standing pat," with "no plans now" to release additional minutes or expand station breaks.

They gave the report in answer to newsmen's questions after NBC-TV notified its affiliates 10 days ago that, beginning this fall, they would get five additional minutes a week for sale to local or national spot advertisers.

Four of these will be in the Tuesday and Saturday movies (at approximately, 9:40 p.m. and 10:20 p.m.) and will be created by stretching current 32-second breaks to 62 seconds, starting the week of Sept. 13. The fifth, wholly new, will be 72 seconds in length and will follow the new *Scherer-McNeil Report*, which will be on Saturdays in the time period occupied Monday through Friday by *Huntley-Brinkley Report*.

The existing 72-second breaks following *Huntley-Brinkley* will continue. Like *Huntley-Brinkley*, the new *Scherer-McNeil Report*, which starts Oct. 23, may be carried by affiliates at either 6:30 or 7 p.m.

NBC-TV also told affiliates it would release up to eight prime-time minutes

for station sale if they are not sold to network advertisers. These will be subject to payment of co-op fees by the stations and subject to recapture by the network on two weeks' notice.

NBC-TV's action followed CBS-TV's offer of time to accommodate seven additional one-minute announcements for spot sale. CBS-TV affiliates rejected three, however, because they would have been created by shortening the midbreak in preceding programs from 32 seconds to 12 seconds (BROADCASTING, May 10). CBS-TV then said it would substitute up to three one-minute positions in the nighttime schedule if those minutes are not bought by network advertisers, with the understanding that they would be pre-emptible by the network on two weeks' notice.

NBC Radio chalks up another big week

More than \$1.5 million in new business and renewals was recorded during May 10-14 by NBC Radio according to Stephen B. Labunski, executive vice president in charge of the NBC Radio division.

New business orders were placed by Hazel Bishop Inc., Union, N. J., through Daniel & Charles, New York; Schick Safety Razor Corp., Milford, Conn.,

through Compton Advertising, Los Angeles; The Evangelical Foundation, Philadelphia, through Battle Advertising, Wyncote, Pa.; American Tobacco Co., through BBDO, both New York; Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt, New York; The Kitchens of Sara Lee, through Foote, Cone & Belding, and Budget Rent-A-Car, through North Advertising, both in Chicago.

Agency appointments . . .

■ Merck Sharp & Dohme of Canada Ltd., Montreal, names Needham, Harper & Steers to handle advertising. Creative work will be done in agency's New York office. Administrative activity will be handled in Toronto office.

■ Autowest Inc., distributor for Renault and Peugeot cars in nine western states, names Tilds & Cantz, Los Angeles, as agency, a return to the role T & C had from 1957 to 1960. Media plans are not complete but the initial campaign will put heavy emphasis on television, the agency said.

■ American Cablevision Co., Beverly Hills, Calif., owner and operator of 21 community antenna television systems serving some 67,000 subscribers, names Cooke & Leavitt, Los Angeles, as agency. American Cablevision is a subsidiary of Jack Kent Cooke Inc.

■ The division of tourism, Indiana Department of Commerce and Industry, has named Bonsib Inc., Fort Wayne, Ind. as its agency. Thomas J. Blee, executive vice president, will supervise.

■ NBC's owned stations in Chicago have chosen new local advertising agencies. WMAQ-TV names Powell, Schoenbrod & Hall and WMAQ names Lilienfeld & Co. Stations earlier were handled by Wade Advertising.

Chicago ad club awards

Several national advertisers won top broadcast awards Thursday (May 20) at the annual banquet of the Chicago Federated Advertising Club. Arthur E. Tatham, who will be executive committee chairman of Tatham-Laird & Kuder when current merger plans are completed, was selected ad man of the year.

Top award winners: Hallmark Cards (through Foote, Cone & Belding), for best live TV commercial; Kellogg Co. (Leo Burnett Co.), best film TV; General Mills (Needham, Harper & Steers), best campaign series in TV; Campbell Soup Co. (NH&S), best radio spot, and Kraft Foods (FC&B), best radio campaign.

BAR estimates for 20 markets

Estimates of the dollar volume of nonnetwork television business on the air in 20 U. S. markets during the week ended April 30 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitoring, using discounted-rate formulas developed with the assistance of leading advertising agencies. BAR monitors, and makes estimates for about 15 to 20 markets a week, covering the top 75 markets in the course of a month. These estimates appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The dollar figures are BAR's estimates of all

national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended April 30:

Albany, N. Y. (3)	\$189,810
Altoona, Pa. (2)	113,302
Atlanta (3)	194,388
Baltimore (3)	288,648
Birmingham, Ala. (2)	139,851
Boston (3)	688,540
Cedar Rapids, Mich. (3)	76,484
Chicago (4)	1,573,698
Dallas (4)	324,142
Des Moines, Iowa (3)	101,097
Greenville, S. C. (3)	76,110
Harrisburg, Pa. (4)	105,151
Houston (3)	251,150
Jacksonville, Fla. (2)	106,147
Phoenix (4)	140,825
Portland, Ore. (4)	214,799
Richmond, Va. (3)	82,260
Roanoke, Va. (3)	52,480
Sacramento, Calif. (3)	265,055
Tulsa, Okla. (3)	105,052

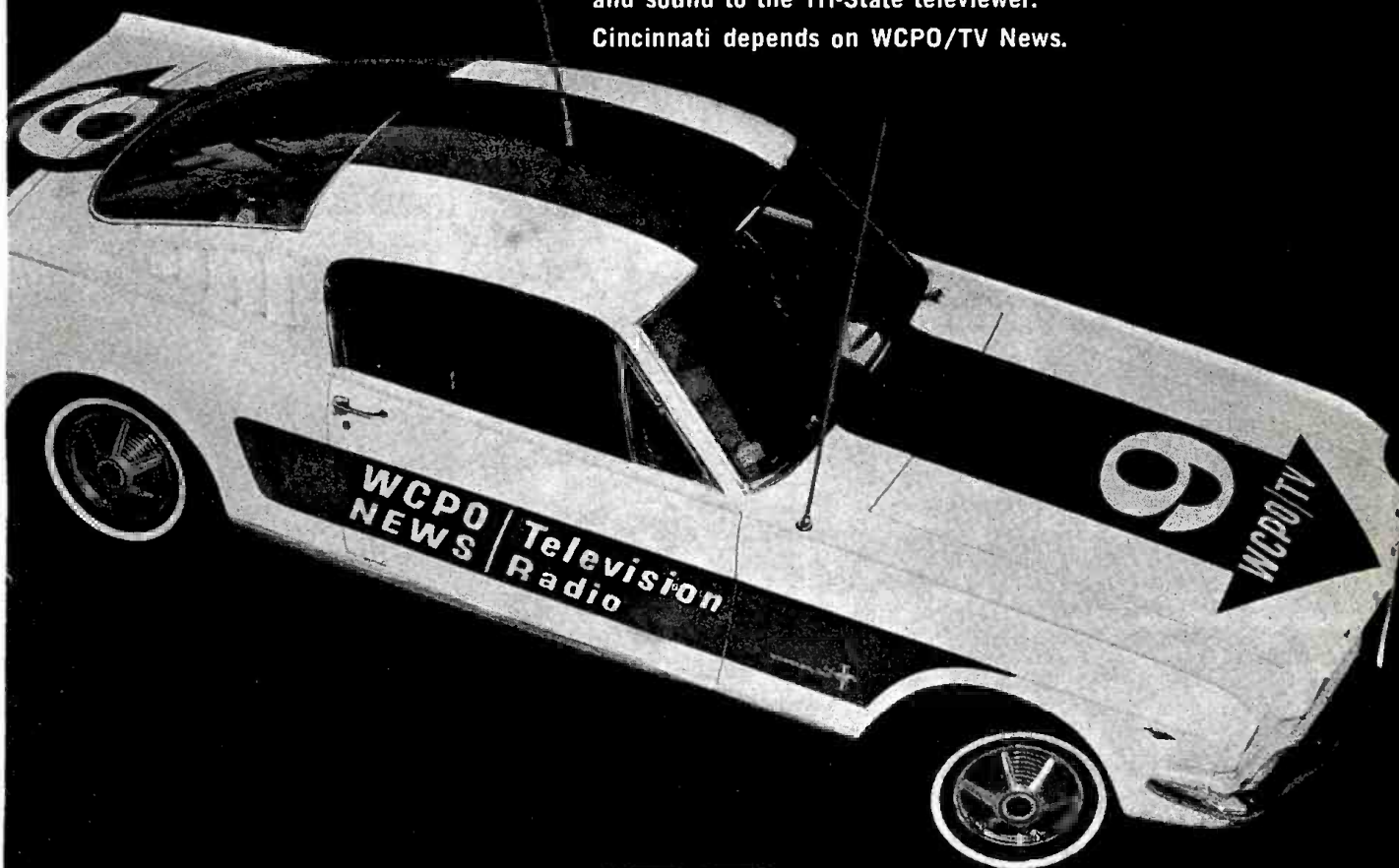
WE CHASE AMBULANCES...

...and police cars and fire engines and beauty queens and baseball players and movie stars and politicians, hold-ups and ribbon cuttings [and what's more we catch them!].

WCPO/TV's Nine News gets to the Cincinnati news scene first and pictorially presents the full view, including the reasons behind and the consequences of the Tri-State's top news stories.

Under the leadership of Al Schottelkotte, Cincinnati's top-rated newscaster, professionals gather, study and interpret the complete news and present it in picture and sound to the Tri-State televiewer.

Cincinnati depends on WCPO/TV News.



SCRIPPS-HOWARD BROADCASTING COMPANY

**WCPO-TV-AM-FM CINCINNATI • WMC-AM-FM-WMCT MEMPHIS
WVWS-(TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE**

REPRESENTED NATIONALLY BY BLAIR TELEVISION

Eastman to acquire TV rep firm

Select Station Representatives, to be known as

Eastman TV, will operate as separate TV-only outfit

Robert E. Eastman & Co., radio station representation company, plans to go into television next month through the purchase of Select Station Representatives, which it will operate as a separate, TV-only firm, Eastman TV Inc.

Robert E. Eastman, president of the radio company, said the executives, staff and offices of Select Station will remain in the new subsidiary. The only change, he said, is that he will become board chairman of Eastman TV Inc.

Albert B. Shepard, president and a stockholder of SSR, will be president of Eastman TV Inc. and a stockholder and board member of Robert E. Eastman & Co., which will own the stock of the new company.

The other owners of Select Station Representatives — Thomas G. Tinsley Jr., Irvin G. Abeloff and R. C. Embry — are selling their SSR stock to Robert E. Eastman & Co. The price was not disclosed. Mr. Tinsley is president of WXXE-TV Petersburg-Richmond, Va. and WLEE Richmond. Mr. Abeloff is vice president and managing director of WXXE-TV and senior vice president of WLEE. Mr. Embry is general manager of WITH Baltimore, formerly headed by Mr. Tinsley.

Both Mr. Eastman and Mr. Shepard stressed that the transaction is not final but said official closing has been set for June 1.

Separate Firms ■ They emphasized that Robert E. Eastman & Co. and Eastman TV Inc. would be completely separate and competitive, with no interchange or duplication of personnel except for Mr. Eastman's role as chairman of the new company.

Irwin W. Unger, vice president of SSR, will be a vice president of Eastman TV and will head its Chicago office, as he has done for SSR.

SSR now represents seven TV stations, whose representation will be taken over by Eastman TV: WXXE-TV; KTTS-TV Springfield, Mo.; KTEN-TV Ada, Okla.; WUSN-TV Charleston, S. C.; WHIS-TV Bluefield and WHTN-TV Huntington, both West Virginia, and WSVA-TV Harrisonburg, Va.

SSR also represents a number of radio stations and authorities said these are expected to transfer to the Eastman radio company's list. One, WITH, already has transferred, and another, WLEE, is slated to do so June 1.

Eastman TV Inc. will maintain SSR's

New York headquarters at 551 Fifth Avenue, as well as its offices in Chicago, Detroit, St. Louis, Dallas, San Francisco and Hollywood and, through an association with James S. Ayers Co., in Atlanta and Charlotte, N. C.

Common Interests ■ Mr. Eastman described the transaction as "a merger of common interests in good representation."



Mr. Eastman



Mr. Shepard

The radio company represents some 65 stations and groups.

Mr. Eastman said that in addition to Mr. Shepard other key executives of Eastman TV would be given an opportunity to acquire stock.

Mr. Shepard saw the transaction as "an identification of leadership and responsibility in national spot TV selling." He said Eastman TV would remain "select," in that "we will represent broadcasting's best TV stations and accelerate the services that we have developed for the advertiser and his agencies—what we call 'market-oriented sales concepts'."

Mr. Shepard said that "we will implement our computer programs that are in effect at the present time and we are also planning to get into an area that will be one of the major breakthroughs, in our opinion, in spot TV representation." He described this as "product sales auditing" to show how an advertiser's sales relate to TV spot markets.

Six best regional radio spots picked

Humor, music and straight sell are represented in the six regional radio commercials judged most effective this year by the Radio Advertising Bureau.

RAB last week listed its annual awards—the agency and advertiser will

receive golden-record plaques—for excellence in radio campaigns. They were selected by a cross-section of broadcast and agency executives.

Robert H. Alter, RAB vice president and director of national sales, noted "a tremendous renaissance of interest in radio creativity" nationwide, which he based on the "hundreds of spots" listened to by the judges.

The regional winners:

Culligan Inc. (soft water service), North Brook, Ill., through Alex T. Franz Inc., Chicago; Filice & Perrelli Canning Co. (F & P canned foods), Richmond, Calif., via Botsford, Constantine & McCarty, San Francisco; Mother's Cake & Cookie Co. (Mother's cookies), Oakland, Calif., through Guild, Bascom & Bonfigli, San Francisco; Parks Sausage Co., Baltimore, via Leon Shaffer Golnick Advertising, also in Baltimore; The F & M Schaefer Brewing Co., New York, (Schaefer beer), through BBDO, same city; Vita Food Products Inc., New York, via The Wexton Co., also New York.

Claims for Sucrets are ruled deceptive

Claims made for Sucrets and Children's Sucrets on TV are false and deceptive despite being "literally" true, a Federal Trade Commission hearing examiner has ruled.

This is the reasoning behind Hearing Examiner Edgar A. Buttle's initial decision which would halt the representations of Merck & Co., its subsidiary, Quinton Co., Rahway, N. J., and its agency, Doherty, Clifford, Steers & Shenfield, New York, in advertising Sucrets and Children's Sucrets, throat lozenges. (DCSS merged with Needham, Louis & Brorby Jan. 1 to become Needham, Harper & Steers.)

The examiner found that while Merck's statement that "Sucrets contain hexylresorcinol which can kill even staphylococcal and streptococcal germs" is literally and technically true, the statement is deceptive because Sucrets is a lozenge for sore throat and may not touch the germs which are usually located within the flesh of the throat.

Merck has said that the FTC decision "vindicates the germ-kill and pain relief claims intended by the company."

Further, Merck says, Mr. Buttle rejected a much more restrictive order proposed by the FTC attorneys on the ground that the order was ambiguous and not supported by the evidence.

According to Dr. Harry J. Robinson, president of Quinton Co., subsidiary of Merck, which markets Sucrets and Children's Sucrets, "The order proposed



Double-Threat Newsman JIM CLARKE Scores on Radio and TV

Jim Clarke is a newsman of many talents, all of which are exploited by WMAL in providing complete news coverage for metropolitan Washington—the nation's fastest-growing urban market.

On WMAL-TV Clarke is editor and anchorman of "News 7," our early-evening, hour-long newscast. As editor, he plans the daily program and writes key portions of its contents. As anchorman, he integrates reports by other members of WMAL's wide-ranging news staff, action newsreel film, and live interviews with national and local leaders.

On WMAL Radio, Clarke does five minutes of news daily and a commentary on national and international events each Sunday.

A key member of our 25-man staff of news and public affairs specialists, Jim Clarke helps make WMAL Radio and WMAL-TV the news voice for the Nation's Capital.



News Voice for the Nation's Capital

wmal radio and television **abc**

Daren F. McGavren Co.

Harrington, Richter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

What's in back of our surge to the

Going all out for news. People make news and it takes people to cover and report the news.

In all, the News Departments of the ABC Owned Television Stations now have 83 more people than they had a couple of years ago. And every one of them works in a full-time, fully equipped news department.

Why bother? People want to see the news when they watch television, not just *hear* about it.

If you want people to watch the news on your channel, you've got to bring it back live (or on tape or on film). Sometimes this means going all the way to Viet Nam for a local news story.

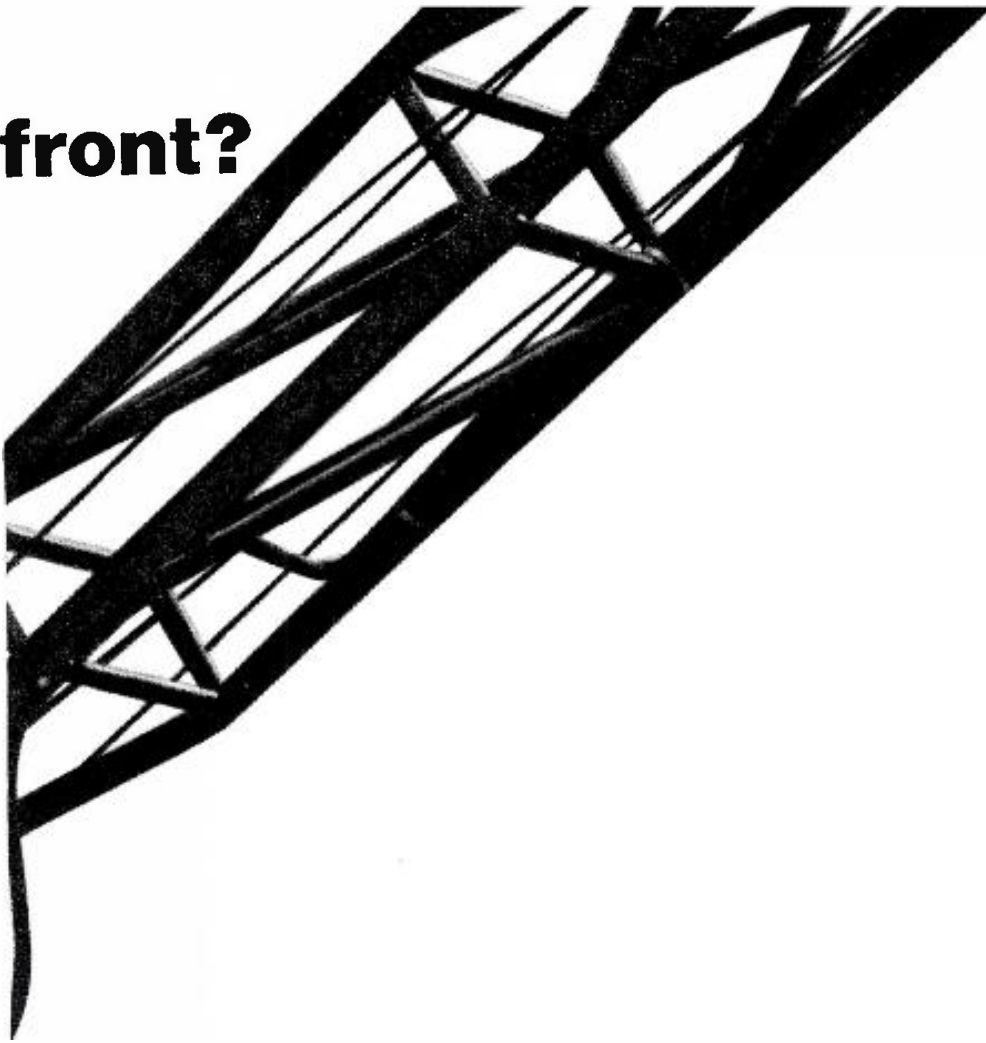
WBKB's Frank Reynolds did it recently. Or presenting the news in color, the way Detroit's WXYZ-TV does.

But it's all worth it. Going to great lengths for news is one of the reasons in back of our surge to the front.

ABC OWNED TELEVISION STATIONS • WABC-TV, New York • WXYZ-TV, Detroit 
WBKB, Chicago • KABC-TV, Los Angeles • KGO-TV, San Francisco



front?



How a Wink enticed Southern California

Where is Horace Wink?

That's the question all Southern California was asking—and had been for many weeks—thanks to a saturation campaign of radio and TV spots, backed up by some newspaper space, sponsored by the Ford Dealers Advertising Association of Southern California.

The drive started March 22, with a 10-day teaser barrage. This included using over 8,700 radio spots on 60 stations and more than 800 TV spots on 12 stations. Each spot expressed concern about Horace Wink, unaccountably absent from his prize azaleas, his chamber music group, the poetry festival. Each concluded with the question: "Where's Horace Wink?" Some radio spots had an added line, spoken sotto voce: "Ask your Ford dealer."

One radio spot opened with a woman's voice asking: "Martha, who

has the book on Flemish Renaissance? It's long overdue." A second feminine voice replied: "The library card says 'Horace Wink'." The first voice said: "Of course. Where is Horace Wink?" A masculine whisper completed the spot with "Your Ford dealer knows."

The answer to Horace Wink's whereabouts was revealed on the same radio and TV stations during the month of April. In some 6,500 radio spots and 700 TV commercials, the anxious public was told: Horace Wink's gone Mustang. These revealing spots completed the situations opened in the teasers. The librarians, for example, reported that he brought back the book of Flemish Renaissance and paid the overcharges. "But it's what he took out—a book on scuba diving."

The situation was summed up in one explanatory radio spot, a rejoinder to a query to the missing per-

sons bureau in a teaser. "Good evening," said a matter-of-fact masculine voice. "These are the facts in the case of Horace Wink. Horace Wink was a man who bred hybrid azaleas, played cello with the Santa Monica Wednesday-night string quartet and spent his vacations searching for fossils in the La Brea tar pits. But that was the Wink that was. Now he's the darling of the surf board set, does the wildest Watusi in the West and has taken up pole vaulting. What happened to Horace Wink? He joined the Mustangers at his Ford dealer's."

The Horace Wink campaign was designed to complement locally the national Mustang television advertising, whose full-color commercials feature the meek young man, the mousy secretary, who become bold, romantic figures after they discovered what a Mustang could do for them.

The Payoff ■ It's too soon yet for



Where? . . .



Where? . . .



bringing home . . .

by the government attorneys also sought to restrict pain relief claims to those of a minor nature, but Mr. Buttle found Sucrets effective in a significant number of cases of moderate and severe pain."

Examiner Buttle based his decision on the "framing" in which the advertising appeared. The commercials depicting flames in the throat of children and adults is meant to emphasize severe sore throat pain, which the examiner says, the buyer seeks to cure with the use of Sucrets. The pain is relieved, as the lozenge's main drug, hexylresorcinol, is a mild local anesthetic, and offers temporary relief from the pain. However, the permanent relief which one would expect from a drug that kills the germs causing the sore throat is not available, he says.

The complaint for this proceeding was issued by the FTC, Aug. 7, 1964, charging Merck and DCSS with false advertising.

Rep. appointments . . .

- WQAD-TV Moline, Ill., and WRDW-TV Augusta, Ga.: The Katz Agency Inc., New York.
- WALA-TV Mobile, Ala.: Blair Television, BTA Division, New York.
- WISZ-AM-FM Glen Burnie, Md., and KHER Santa Maria, Calif.: The Meeker Co., New York.
- Kvox Moorhead, Minn.-Fargo, N. D.: Mid-West Time Sales, St. Louis.

Business briefly . . .

Trans World Airlines, through Foote, Cone & Belding, both New York, will sponsor Seven Art's one-hour TV special, *Gemini*, in 10 markets. Markets are WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston, KTVU(TV) Oakland-San Francisco, WTAE(TV) Pitts-

burgh, WTOP-TV Washington, KSD-TV St. Louis and KMBC-TV Kansas City, Mo. Philadelphia and Chicago stations have not been announced.

The Post Division of General Foods Corp., White Plains, N. Y., through Ogilvy, Benson & Mather, New York, will use spot TV and regional network cut-ins in western markets to introduce Start, an orange-flavored drink mix in crystal form. Campaign begins this week.

National Steel Corp., Pittsburgh, through Campbell-Ewald, Detroit, has begun a spot radio campaign in six major markets to run through mid-August. Minute spots promote use of steel cans for food products and beverages.

Southwestern Bell Telephone Co., St. Louis, through Gardner Advertising, there, is using radio in 35 markets for

the complete sales report," Keith Matzinger, account executive for the FDAASC at J. Walter Thompson Co., Los Angeles, said this month. "But early returns indicate it has been a big success. Sales for the period were up about 20% from the previous rate, and that was already a record-breaking pace."

In its first year on the market, which ended in mid-April, Mustang had set a new national record for first-year sales of any new automobile, with coast-to-coast sales of over 418,000, Mr. Matzinger said. The earlier record of 417,000 cars sold the first year had been set by another Ford car, the Falcon. "Southern California Mustang sales for the year were more than 10% above the national average."

Reaching from the Mexican border as far north as Santa Maria and from the Pacific Ocean as far as Las Vegas, the Ford Dealers Advertising Association of Southern California is made up of 144 dealer organizations. "It's the biggest Ford dealer association in

the nation," Mr. Matzinger reported, "and it's also the largest in sales volume and in advertising expenditures. But the association and we at the agency are proudest of its leadership in creating aggressive and effective advertising." He mentioned the Ford shaggy dog, which began as an animated TV Ford salesman in Southern California in 1959 and later was put to work nationally, winning an appreciable array of awards en route, as just one example of the advertising creativity shown by the FDAASC.

"Everybody gets in on the act," he commented, noting that more than 40 members of the J. Walter Thompson creative department were involved in getting Horace Wink started on the air, including people at the agency's New York offices as well as in Los Angeles. Advertising of the Ford Division of Ford Motor Co. is handled by JWT's Detroit office. The Ford dealers of Northern California have already adopted Horace Wink and it's not impossible that he also may become a national salesman.



new brand of excitement . . .



a 1965 Mustang!

13-week spot campaign featuring Eddie Lawrence as the "old philosopher" to sell the Yellow Pages. Sponsor plans 19-weeks of TV spots to follow the summer radio drive.

Sealy Inc., Chicago, boosts its bedding promotion budget this year by 18% to \$6.5 million. One-fourth will go into local TV and radio on co-op basis by affiliate firms through 27 regional agencies. Firm also is using broadcast in its expansion to foreign markets.

Mutual of Omaha Insurance Co., through Bozell & Jacobs Inc., both Omaha, will sponsor NBC-TV's *Wild Kingdom* for the fourth consecutive season, beginning Sunday, Oct. 17 (5:30 p.m. EST).

Golden Grain Macaroni Co., San Leandro, Calif., through McCann-Erickson, New York, has purchased participations in ABC-TV daytime TV shows: *Price Is Right*, *Trailmaster*, *The Young*

Marrieds, *Father Knows Best*, *Donna Reed Show*, *Day in Court* and *The Rebus Game*.

RCA will participate in NBC-TV's National Collegiate Athletic Association 14-game football schedule. Agency is J. Walter Thompson, New York.

Midas Inc., Chicago, through Arnold & Co., Boston, is spending almost \$250,000 on radio spots to promote its Midas auto mufflers in New England region. Nine 60-second commercials are rotated during rush hours and on weekends.

Mercedes-Benz of North America, Fort Lee, N. J., through Campbell-Mithun, Chicago, will place dealer-cooperative radio and TV spots for its 190D diesel-powered sedan, beginning this week and continuing for an indefinite period.

Vick Chemical Co., through Morse International, both New York, will par-

ticipate during the 1965-66 season in NBC-TV's *Laredo*, *The Virginian*, and *Dr. Kildare*.

General Electric Co., through Maxon Inc., both New York, will sponsor *Sportsman's Holiday*, an 11-week color series beginning on NBC-TV June 26 (Saturdays, 5:45-6 p.m. EDT).

Armour Grocery Products Co., Chicago, through Foote, Cone & Belding, there, is starting a local test market campaign using TV spots and newspapers for new children's soap products, Soaprise, which includes a plastic toy premium inside the bar.

Jerseymaid Milk Products Co., through Atherton-Privett, Los Angeles, has started a TV campaign on six Los Angeles stations, using more than 30 10-second spots a week to deliver the message: "Jerseymaid Milk couldn't be fresher if you owned a cow."

National Rural Electric Cooperative Association, through Mauer, Fleisher, Zon & Associates Inc., both Washington, will sponsor "The Week Ahead" on NBC Radio's *Monitor* starting June 6 (2:20-2:25 p.m., EDT). The news show will feature Robert McCormick.

Also in advertising . . .

Volunteer agency ■ Lennen & Newell Inc., New York, is the new volunteer advertising agency in the "Keep America Beautiful" campaign for the Advertising Council, Washington.

Minneapolis merger ■ Merger of Colle & McVoy Advertising and Pidgeon, Savage, Lewis Advertising, effective June 1, was announced last week by principals of both Minneapolis agencies who continue in the new venture as Colle & McVoy. New address: 1400 Park Avenue, Minneapolis.

Ayer, Corning split to eliminate conflict

N. W. Ayer & Son, Philadelphia, has terminated an eight-year relationship with Corning Glass Works, Corning, N. Y., because of what it termed was a marketing conflict.

The agency said that Corning's Corning Ware and Pyrex Ware products were in conflict with Teflon TFE non-stick coating for cooking utensils, marketed to cookware manufacturers by another Ayer client, E. I. duPont de Nemours and Co., Wilmington, Del.

A spokesman for Corning said that the company, which billed \$323,000 in network television (net time and talent) during 1964, is expected to name a new agency some time this week.

Ruling revives pay-TV supporters

California court decision against Proposition 15 may be appealed but Weaver and other advocates of pay-as-you-see plan see eventual victory for principle

Subscription Television Inc. was weighing its future with renewed hope last week and considering the chance of restarting its pay-TV operation in California.

Other wired pay television groups were also taking a fresh look at their prospects.

STV was hit with good news after a year of deep trouble which ended in a filing for protection from creditors under the bankruptcy act.

The ban on pay TV in California approved by the voters of that state last November was ruled unconstitutional, paving the way for a home program service to their subscribers in Los Angeles and San Francisco.

The free television act (Proposition 15 on the California ballot) is unconstitutional because it "abridges freedom of speech contrary to the guarantees" of the constitutions of both the nation and the state, Judge Irving H. Perluss of the superior court in Sacramento, Calif., stated in a memorandum opinion handed down Wednesday (May 19).

"The great constitutional issue here presented involves freedom of speech," Judge Perluss said. "This basic right, guaranteed by the First Amendment, has long been held to be incorporated in the Fourteenth Amendment due process clause, thus protecting against state abuse.

"Since the right is worthless without an effective means of expression, the guarantee extends to both the content of the communication and the means employed for its dissemination," he continued.

The decision has reportedly already had a boosting effect on the plans of franchisees of the Telemeter wired pay-TV system in four southern cities.

On the news STV's stock, traded over the counter, moved from 2 bid to 5¾ bid.

Weaver Comments ■ Company President Sylvester L. (Pat) Weaver said reinstatement of STV operations in Los Angeles and San Francisco is a possibility but only if the case is not drawn out in lengthy appeals. The chain of appeal would be first to an appellate court, then to the state supreme court,

with the further possibility of remanded appeals.

Mr. Weaver said if another year went by with the case hanging in the courts, STV would probably forget about pay TV in California for the foreseeable future.

He said the company was still considering the use of its basic grid systems in Los Angeles and San Francisco for community antenna systems. In the two Coast cities STV still has a grid system which passes 100,000 homes and has drops installed to 6,000 homes. This plant represents a \$4 million investment.

Mr. Weaver said that after the superior court decision he contacted the office of the governor to state the STV position. This was to let the state know, he said, that most Californians consider the referendum vote "disgraceful" and that it was fomented by "scurrilous advertising based on provable lies."

Any appeal, Mr. Weaver said, would have to be made by the state attorney general but he added he did not expect an appeal to be made. California, he stated, is "keenly aware of the injustice" done by the referendum.

Legal Steps ■ The legal action leading to Judge Perluss's decision began

after STV had been unsuccessful in preventing the California secretary of state, Frank M. Jordan, from recording the results of the vote on Proposition 15 and so letting it become a part of the state constitution. Mr. Weaver and two other executives of the company, D. E. O'Neil, and S. T. Greenhow, thereon filed a petition with Secretary Jordan for a license for a new corporation to engage in the business of pay TV.

Mr. Jordan refused to accept their petition as contrary to the act. They then filed an action for declaratory relief, contending that the act violates the constitutions of both state and the nation. In replying, the California secretary of state filed a motion for judgment on the pleadings and the plaintiffs filed a motion for summary judgment. Fox West Coast Theaters, which, with other theater interests, had opposed the introduction of pay TV into California, attempted to become a party to the suit but that petition was denied. They then requested and were granted permission to submit testimony as *amicus curiae*.

In his decision, Judge Perluss noted the "sanguine assertion" of the anti-pay-TV interests "that the act does not inhibit subscription television, it merely requires that no charge be made for it. This is comparable to asserting that no prohibition of expression would exist in the case of newspapers or motion pictures if a statute were adopted requiring their distribution or showing without charge.

"The act," Judge Perluss stated, does not "merely regulate a business in a reasonable, nondiscriminatory manner," which would be proper, but "establishes a prohibition" based on "the conjecture from certain viewpoints (some of which are not entirely unbiased) that subscription television may destroy free television operation."

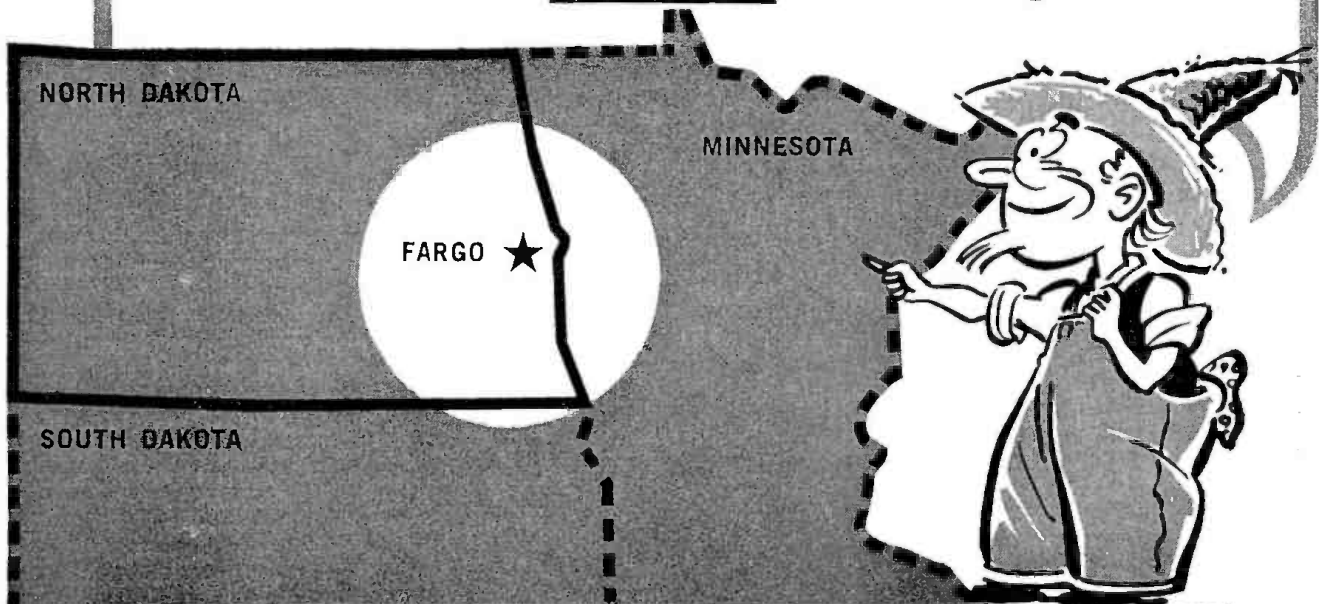
Still Protected ■ Judge Perluss noted: "Nor does the fact that a majority of the voters cast their ballots in favor of Proposition 15 remove it from scrutiny in the light of constitutional protections." He cited a West Virginia case in which it was said: "One's right to life, liberty and property, to free speech,

Harris bill hearing delayed

The hearing on the bill of Representative Oren Harris (D-Ark.) to regulate community antenna television and establish a national television policy will begin May 28, rather than May 27, the House Commerce Committee reported last week.

The hearing, before Representative Walter Rogers (D-Tex.) Communications Subcommittee, will continue June 2, and may extend through June 3 and 4. Presentations are scheduled from only two groups at the present time—the FCC on May 28, and the National Community Television Association on June 2.

Covering North Dakota without WDAY-TV's FARGO is like covering California without Los Angeles!



	NORTH DAKOTA	WDAY-TV 100 MV AREA	FARGO-MOORHEAD METRO
POPULATION	653,100	588,400	114,900
TV HOMES	163,500	150,900	31,000
SUPER MARKETS*	81	100	17
TOTAL RETAIL SALES	\$902,262,000	\$833,915,000	\$182,910,000
FOOD RETAIL SALES	\$143,476,000	\$134,948,000	\$ 28,031,000
DRUG RETAIL SALES	\$ 25,491,000	\$ 21,102,000	\$ 4,963,000

(*Grocery stores grossing \$500,000 or more annually.)

AMERICA'S NO. 1 TV STATION

9:00 AM-12:00 MIDNITE—MON.-SUN.—50%!

4:00 PM-6:30 PM—MON.-FRI.—57%!

6:00 PM NEWS BLOCK—MON.-FRI.—80%!

10:00 PM NEWS BLOCK—MON.-FRI.—81%!

(METRO SHARE IN MARKETS WITH 3 OR MORE VHF STATIONS—ARB, NOV. 1964)

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

a free press, freedom of worship and assembly, and other fundamental rights may not be submitted to vote; they depend on the outcome of no elections."

"In the final analysis, it would appear that the charges here made could have been made by the radio industry when television was made available for the home and by the producers of silent motion pictures on that memorable day when Al Jolson appeared on the motion picture screen and sang 'The Jazz Singer.' Invention and progress may not and should not be so restricted at least when they are cloaked with the immunity of the fundamental freedoms."

If the decision is appealed, that action can be taken only by the defendant, California Secretary of State Jordan, attorneys said. The theater owners, who presumably might be eager to challenge the validity of Judge Perluss's reasoning, lack that legal right since they were

not parties to the action. Under the circumstances, it seems certain that they will do whatever they can to influence the state to make that step. Informed sources believe that, one way or another, the pay-TV issue in California will not be resolved short of a decision by the Supreme Court of the United States.

Proposition 15 was designed to outlaw any charges for home program service, whether delivered by wire or through the air, but its particular target was Subscription Television Inc., which had begun operating in Los Angeles in mid-July, in San Francisco a month later. Organized in 1963, with the Rueben H. Donnelley Corp., Lear Seigler, the Los Angeles Dodgers and the San Francisco Giants as principal stockholders (and the exclusive TV rights to the games of the Dodgers and Giants as prime program fare), STV met immediate opposition from the

California Theater Owners, who raised a war chest and launched a Crusade for Free Television which circulated petitions and collected enough signatures to put the anti-pay TV measure on California ballots in the general election last November.

Weaver Campaign ■ All year long, STV's president, Mr. Weaver, one-time president and board chairman of NBC and a veteran advertising agency executive, stumped the state and the nation exhorting public support for the cultural and educational entertainment that STV would enable people to enjoy at home. All year long, another veteran advertising man, Don Belding, fought Mr. Weaver as head of the Citizens Committee for Free TV, group which conducted the crusade. Aided by the California Federation of Women's Clubs, with 80,000 members pledged to oppose pay TV, Mr. Belding's group won out in November, by a two-to-one margin.

STV, Mr. Weaver told a stockholders' meeting in Los Angeles a few days after their defeat at the polls, would be back in California, after it had won a court battle to reverse Proposition 15, which he declared was absolutely unconstitutional. While waiting for that happy day, STV shut down its headquarters in Santa Monica, its program centers in Los Angeles and San Francisco, collected the program selector boxes from the homes of its 6,000 subscribers (4,000 in Los Angeles, about half as many in San Francisco) and stored them away with the elaborate electronic equipment that recorded what STV programs the viewers watched and prepared the monthly bills for that service. Mr. Weaver moved into smaller offices in New York to see what could be salvaged from the past and what could be planned for the future.

Screen Actors Guild, which had ardently supported STV in opposing Proposition 15, applauded the decision of Judge Perluss as the first step toward restoration of the service to California. John L. Dales, national executive secretary of SAG, said: "We are confident that the supreme court will uphold the decision and that California viewers will have the opportunity of watching a new kind of television programming voluntarily supported by a boxoffice rather than the advertising dollar. This will be of great service to all citizens and should increase employment for thousands of artists and technicians."

Others Pleased ■ The report of Judge Perluss's decision was good news to another group, the former subscribers of STV. A telephone survey of a random sampling of people who had lived for weeks or months with STV programs available at the turn of a dial, conducted by BROADCASTING at



Art society honors new CBS building

CBS Inc. President Frank Stanton (2d from r) was presented with the Municipal Art Society of New York's bronze plaque on May 10. The award, given only three times in the last decade, recognized the new CBS building at 51 West 52d Street in New York as "an outstanding example of architecture befitting the city of New York." Also accepting was architect Charles Evans Hughes

(r) at a ceremony in New York. At left is the society's president Giorgio Cavagliero. Also taking part was Mrs. Aline Saarinen, widow of Eero Saarinen, architect who designed the CBS headquarters building. She is now an NBC news correspondent. Dr. Stanton and Mrs. Saarinen have been nominated to the New York State Council on the Arts (BROADCASTING, May 10).

KGNC-TV NIGHTTIME PROGRAM SCHEDULE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11:30	WALT DISNEY'S WONDERFUL WORLD OF COLOR	KAREN	MR. NOVAK	THE VIRGINIAN	DANIEL BOONE	INTERNATIONAL SHOWTIME	FLIPPER
12:00		MAN FROM U.N.C.L.E.		4/7 - THE HOLY TERROR			KENTUCKY JONES
1:30	BRANDED		TUES. NIGHT MOVIE		DR. KILDARE	BOB HOPE SHOW	AMERICA
1:00	BONANZA	WILLIAMS/WINTERS	4/6 - BEAT THE DEVIL 4/13 - FAST & SEXY 4/20 - GOOD-BAY FOR A HANGING 4/27 - THE KEY	NBC WED. NIGHT MOVIE 4/7 - THUNDER IN THE EAST 4/14 - HOUDINI! 4/21 - BEAU JAMES 4/28 - CRY TERROR		4/23 - DANNY THOMAS	NBC MOVIE 4/3 - WAR PATH 4/10 - WILD IS THE WIND 4/17 - RHAPSODY 4/24 - ANNIE GET YOUR GUN
1:30	THE ROGUES	ALFRED HITCHCOCK			HAZEL	JACK BENNY	
1:00			RICHARD DIAMOND		KRAFT SUSPENSE THEATRE 4/8 - PERRY COMO	JACK PAAR	
1:30	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS	NEWS/WEATHER/SPORTS
1:00	WIDE COUNTRY	TONIGHT SHOW	TONIGHT SHOW	TONIGHT SHOW	TONIGHT SHOW	TONIGHT SHOW	ARREST & TRIAL
1:30	BIOGRAPHY						

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NATIONAL REPRESENTATIVE

the end of the year, showed 80% ready and eager to have the service restored and the other 20% ready to resubscribe if certain changes were made.

The anti-pay-TV forces were less ready to comment. Sherrill C. Corwin, president of the Southern California Theater Owners Association, said: "We have neither seen nor heard the contents of the legal decision and therefore have no comment." A similar "no comment" reply was received from Irving H. Levin, executive vice president of National General Corp., parent company of Fox West Coast Theaters. Mr. Belding was out of the country last week.

Mrs. Gerry Teasley, state radio-TV chairman of the California Federation of Women's Clubs, who had spearheaded that organization's fight to get Proposition 15 put on the ballot and voted into law, expressed surprise when BROADCASTING informed her of the decision. "The people understood Proposition 15," she said. "They went to the polls and they voted against pay TV by a two-to-one majority. I don't understand how a judge can revoke the obvious will of the people in this way."

The California Federation of Women's Clubs had been on record as opposing pay TV in any form in the state for the past decade and reaffirmed that

stand at the state convention in Los Angeles, May 10-13, Mrs. Teasley said. At that meeting the group also adopted a resolution upholding the right of citizens to institute initiative petitions such as was done a year ago to get Proposition 15 onto the California ballot in the general election last November.

Winik Comments ■ Leslie Winik, president of International Telemeter (subsidiary of Paramount Pictures), said "the decision came as no surprise to us," but he added, indications are that it will be appealed.

Mr. Winik said conversations with the groups holding Telemeter franchises for operations in Atlanta, Miami, Houston and Dallas indicated following the California ruling that all of them are more favorably disposed to move ahead. They have all been delayed by the California situation, he continued.

International Telemeter had filed a complaint in California superior court challenging the constitutionality of the adopted Proposition 15.

STV is now a "debtor in possession" as a result of its chapter 11 bankruptcy filing. It lists assets of \$14.2 million and aggregate liabilities of \$10.2 million. Mr. Weaver noted that STV still has a \$117-million suit pending against the theater owners who had led the publicity fight to outlaw pay television

in California and another suit against the state for \$14 million. He said that last week's decision could act in the company's favor in these proceedings.

The California decision also brightened the picture for Skiatron Electronics & Television Corp. Skiatron licenses the pay system used by STV. It is also an applicant for a CATV franchise in the Queens borough of New York City. Its New York application had been temporarily set aside by the city on the grounds of insufficient financing. Skiatron President Arthur Levey said his company's stock had moved up from $\frac{7}{8}$ asked, to $2\frac{1}{8}$ asked, on first reports of the California ruling. Skiatron would now be sufficiently attractive to draw adequate financing for the New York system, he said.

The decision got an immediate reaction from West Coast investors. STV stock sold over the counter, had changed hands at about \$2 a share since November. On Wednesday afternoon, after Judge Perluss's ruling was made public, the price soared to a high of $6\frac{1}{4}$, dropping to $5\frac{3}{4}$ at the market's close for the day. On Thursday, it was $4\frac{7}{8}$ bid, $5\frac{1}{8}$ asked, with only a little activity, according to a leading Los Angeles brokerage house.

Changing hands

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

■ WLIV Livingston, Tenn.: Sold by R. H. McCain to Richard Gillespie, for \$130,000. WLIV is a 1-kw daytimer on 920 kc. Broker: Blackburn & Co.

■ WMGO Canton, Miss.: Sold by Roth E. Hook and associates to R. James Loflin and associates, for \$62,000. Mr. Loflin is manager of WMGO. The station is a 1-kw daytimer on 1370 kc. Broker: Chapman Inc.

APPROVED ■ The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 95).

■ KUBA Yuba City, Calif.: Sold by Roger R. Hunt and Chester V. Ullom to Sidney A. and Della G. Grayson, for \$230,000 including covenant not to compete. KUBA is on 1600 kc with 5 kw day and 500 w night.

New TV stations

As of May 20 there were 108 television construction permits outstanding for stations not yet on the air. Of these 18 were commercial VHF's, 60 were commercial UHF's, 7 were educational VHF's and 23 were educational UHF's.

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Negro-oriented station opposes WOL sale

The Atlantic Broadcasting Co., owner of Negro-oriented WUST Bethesda, Md. (Washington suburb), last week asked the FCC to hear its opposition to the sale of WOL-AM-FM Washington. Sonderling Stations Group is currently seeking commission approval of the purchase from Washington Broadcasting Co. for \$1.5 million (BROADCASTING, April 5).

Atlantic said it opposes the sale because Sonderling has made no attempt to determine the needs of the Washington Negro community which it intends to serve. Sonderling already owns WDIA Memphis; KQIA Oakland-San Francisco, and WWRL New York, which are programmed for the Negro population of their respective cities.

WUST also questioned whether the Mutual Broadcasting System would continue its affiliation with WOL under the proposed program plans.

Columbia CP first link in N.C. ETV network

The University of North Carolina, permittee of channel 2 in Columbia, N. C., said last week that the Columbia facility is the first in a proposed interstate network of eight educational TV stations. Other outlets will be sought in Concord, Linville, Asheville, Burgaw, Farmville, Winston-Salem and Bryson City, all North Carolina. Translators and low-power transmitters to fill gaps in coverage are also planned.

Target date for Columbia channel 2 is September of this year. The channel 2 station will use RCA transmitters at assigned powers of 100 kw visual and 15 kw aural with an RCA antenna 1,044 feet above ground. Program service of the university's WUNC-TV Chapel Hill will be extended to the new station via the school's own microwave system which is to be constructed as part of the plan.

Three UHF agreements approved by FCC

The FCC last week approved agreements that resolved two proceedings and brought another closer to conclusion.

In the Grand Rapids, Mich., channel 13 case the FCC averted possible appeals court proceedings as it approved an agreement in which winning applicant, West Michigan Telecasters Inc.

would pay the other contestants \$130,000 each for their interest in the interim operation and out-of-pocket expenses.

The court has deferred proceedings on appeals filed by Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co. pending possible out-of-court solution brought on by the West Michigan offer.

In the Paterson, N. J., channel 41 proceedings the FCC granted an agreement among Trans-Tel Corp., Bartell Broadcasters Inc. and Spanish International Television Inc. and awarded Trans-Tel permission to construct a new TV on the UHF channel.

Bartell Broadcasters' application was dismissed without consideration as part of the agreement. SITV was given an opportunity to merge with the winning contestant for half interest.

Channel 37 was originally assigned to Paterson but that channel was later reserved for radio astronomy and channel 41 was substituted.

The Boston channel 25 case grew closer to conclusion as the review board granted United Artists' withdrawal of its application following payment of out-of-pocket expenses by the remaining applicant, Integrated Communications Systems Inc. of Massachusetts.

WXEX-TV to become ABC's Richmond outlet

WXEX-TV Richmond, Va., currently an NBC affiliate, becomes an ABC outlet on Aug. 15, Thomas G. Tinsley Jr., president of the station, and Robert Coe, ABC vice president in charge of TV station relations, announced last week.

The new affiliation represents a switch with NBC in the area. WRVA-TV Richmond, currently affiliated with ABC, becomes an NBC affiliate on Aug. 15 (BROADCASTING, May 3).

WXEX-TV, on channel 8, is owned by Petersburg Television Corp.

Toledo grants CATV

The Toledo, Ohio, city council last week formally granted a CATV franchise to Buckeye Cablevision Inc. The move came a week after the council gave tentative approval for the CATV service (BROADCASTING, May 17).

Buckeye is a cable company formed by Cox Cablevision Inc. (Cox Broadcasting Co.) and the Toledo Blade.

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Blueprint for a more virile NAB

Schroeder suggests more strength in legal, government relations, public relations arms; wants study to define working areas; re-evaluation to eliminate waste motion

A six-point program to strengthen and study the staff organization and committee system of the National Association of Broadcasters was recommended last Tuesday (May 18) by Willard Schroeder, NAB board chairman. High among his recommendations were "more first-class manpower" in the legal and government affairs departments and a larger budget and staff for the public relations department.

He suggested:

- Upgrading of communications within staff, between staff and committees and between NAB and other industry associations.

- Instituting a time study of NAB staff to define its working areas.

- Making some assumption on the breakdown the second suggestion will produce; strengthen the government relations and legal staffs.

- Beefing up the public relations staff and budget.

- Establishing research procedures to constantly evaluate station services, including conventions and other meetings.

- Reaffirming the determination to strengthen and expand the codes.

The recommendations came in Mr. Schroeder's third memo to the NAB board. He saw them as serving to maintain the NAB functions which he had spelled out in his second report to the board earlier in the month (BROADCASTING, May 10). He had described those functions as:

- Maintaining and enlarging broadcasters' opportunity to program and operate "without burdensome and unwarranted restrictions."

- Providing leadership in broadcaster self-improvement through "inspiration, information and the establishment of goals or standards."

The second memo from Mr. Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., had also called for reducing the size of the 44-man NAB joint board and clearly identifying the chairman as number-one man in the association's hierarchy. The first memo to the board in April had urged a moderate approach to upgrading NAB and recommended four courses of action (BROADCASTING, April 12).

Real Workers ■ In last week's memo,

said to be the last communicate the chairman would send to the board prior to June's semi-annual regular board meeting, Mr. Schroeder noted that the 90 fulltime staff members of NAB, "the pros who have to take their work seriously" are the ones who do the "real work."

He said that only slightly more than half of the 23 current NAB member committees are "active in any meaningful degree." Of this number, he noted, seven are board committees giving "momentum and required detailed action to matters needing board action."

Generally, the chairman felt, these committees perform "reasonably well" although "they may tend to persist beyond their usefulness on occasion, and now and then they create a camel when they're supposed to design a horse." However, he defended their existence

What the girls take home

A member survey reported by the Educational Foundation of the American Women in Radio & Television showed the average salary of AWRT executives to be \$7,500. It also found 36% of AWRT members earning more than \$10,000 a year.

The survey found nearly 33% of AWRT members have remained with their present employers for more than 10 years, and 10% with their company for more than 20 years.

The survey was based on a response of 952 women out of a total AWRT membership of 1,502.

According to Elizabeth Bain, assistant to the vice president, Columbia Television Stations Program Services and past president of AWRT, the survey proved "that women in the broadcasting industry are increasing their level of professional competence, moving into new areas of activity, and assuming greater responsibility."

The full AWRT survey is expected to be issued within the next few months.

as being a training ground for industry leaders of the future and they permit more members to take part in the association's affairs.

Mr. Schroeder said the executive committee should periodically weigh the original purpose of the committees and match it against their current efforts and deeds.

Communicate ■ The problem of communicating was also brought up by the chairman. He said a need exists to improve communications between NAB and other associations and a similar need seems to exist within the staff and at times between the staff and committees. However, he felt the practical level of communications comes with management expertise which will be employed in those areas "at the earliest possible opportunity."

Mr. Schroeder pointed to government relations, "the single most important activity" as being "too light." The government affairs unit, he said, employs three persons and gets about 5% of the payroll; the legal department with five persons gets about 5% of the payroll, and public relations, "another basic activity," employs about five persons and gets about 5% of the payroll.

He said, however, that other staff members, "especially executives," work in government and public relations much of the time, so it is unfair to conclude that only 15% of the payroll is spent in these areas. He suggested a time study might be made to see how the staff apportions its time and what share is devoted to government and public relations.

Worse Shape ■ As much as additional top-flight manpower is needed in the government affairs and legal departments, Mr. Schroeder said, the "understaffing and underbudgeting for needed expenditures is, if anything, even more severe" in public relations.

He said NAB's annual \$75,000 payment to the Television Information Office toward operating expenses and the delegation of certain responsibilities to TIO has "complicated" NAB's TV public relations. "Because of the material shortcomings of NAB's public relations effort and the complexity of



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“The versatility of Early Bird and electronic technicians the world over was demonstrated in last night’s satellite service to Walter Cronkite’s news show...CBS had...a thoroughly distinctive edge in crisp coverage of the news of the moment...” (THE NEW YORK TIMES 5/4)

“The commemoration of V-E Day arranged by CBS and the BBC, by means of the Early Bird satellite, was the most successful use to date of a communications satellite for the transmission of live television.” (NEW YORK HERALD TRIBUNE EDITORIAL 5/10)

“Perhaps the best-organized and most skillfully produced Early Bird program to date was the Saturday CBS special, ‘Victory in Europe—20 Years After’...” (NEW YORK POST 5/10)

“Of all the Early Bird satellite shows ‘live’ from Europe, we’d have to put CBS-TV’s ‘Town Meeting of the World’ and its... Gen. Eisenhower-Marshall Montgomery reminiscences of WW II ‘20 years later’ at the top in interest and enlightened planning and execution...” (NEW YORK JOURNAL-AMERICAN 5/10)

“‘Finlandia’...in some ways the most impressive Early Bird demonstration so far...CBS News affords a welcome example of what could be the cultural advantage of international TV.” (THE NEW YORK TIMES 5/11)

“Certainly the potential of instantaneous worldwide coverage opens up vast new areas for ‘hard’ news. Of the three American networks, CBS showed how to use the satellite in that respect.” (NEWSWEEK 5/17)

CBS NEWS

CBS News continues to pioneer in the development of television via satellite. When Telstar brought the space age to television, CBS News produced the first live transatlantic broadcast. In 1963 the first “Town Meeting of the World” began an unprecedented series of international television forums. Now Early Bird affords new opportunities to promote an international exchange of ideas, and provide live coverage of major news events on both sides of the Atlantic.

the TIO relationship," Mr. Schroeder added, he has requested John Couric, NAB vice president for public relations, "to make a full-scale proposal for a new, much enlarged program." This plan will probably be submitted to the board at next month's meeting.

The chairman pointed to NAB's "station services" as its most direct way of helping members become better broadcasters. Since the worth of the services varies with the individual member's operation, he said, this area of NAB work should be constantly scrutinized to see if it keeps pace with changing conditions. He suggested:

- A continuing personal interview survey by field men of broadcasters' evaluations of the several services.

- An annual postcard survey of all members to get the same information.

Mr. Schroeder pointed to conventions, seminars, conferences and clinics as another form of member service. Acknowledging that there have always been arguments for and against such affairs, he said they will be around since "they're popular and the theory of meeting to impart and gather knowledge is sound."

Study the Meetings ■ However, he said, the staff and board should be concerned with the content of the meetings. "A lot of it," the chairman charged, "is so much warmed-over hash—a waste of effort to put together and a waste of time to attend." He suggested an appraisal board, either appointed by the president or as part of the existing convention committee, to evaluate the content of meetings.

The chairman said the seven field men of station services department "are more than earning their keep" in their assignment of getting new NAB and code members. He said they might actively "encourage and instruct some broadcasters in closer governmental relations at the local and Washington level" and they might be able to continually question members "on the most useful forms of station services."

Mr. Schroeder pointed to the NAB code authority as a "most constructive force" in the association's self-improvement program.

He referred to Howard Bell, code director, as a "young and honestly dedicated person" and said the code is outstanding in contrast with self-regulation of other industries. Contrasted to self-regulation procedures of the professions, he added, it still has a way to go.

Speaking as a broadcaster, Mr. Schroeder, said the codes should be tougher and that the code authority should not be expected to be infallible if it is truly effective. He said it occasionally "might err on the side of over-zealousness. Personally, I'd rather have

it that way than too lax—providing its administrators have enough self-confidence to concede error when it is apparent."

Mr. Schroeder noted that the code has a financing problem which was brought before the board at its January meeting in Palm Springs, Calif. Current code dues aren't meeting operating expenses, he said, and the radio code will have exhausted existing surpluses sometime this year. The TV surplus will carry into the following year.

He said the finance committee had recommended no action be taken on a dues increase until the surpluses were depleted and that the executive committee has been encouraging economies. However, "the requirement for decision persists," he added.

Plans made for UHF network

Piano claims several stations may affiliate with new TV system

More than a dozen UHF stations have indicated a willingness to affiliate with a new network that plans to start operating in the fall, according to Vincent C. Piano, president of Vic Piano Associates, New York, whose projected "fourth network" was disclosed in New York last week. The network is being called The Unisphere Broadcasting System.

The attempt to assemble stations for a UHF network started early in May with letters sent to operators of existing and projected UHF's. Mr. Piano's firm specializes in the sales representation of UHF stations and currently has a list of five outlets, all in major markets, and expects to be in 11 more top markets by the end of the year.

Mr. Piano said he was confident that his firm would be networking a minimum two and one-half hours of sponsored programs nightly with originations at WIBF-TV Philadelphia relayed by microwave to other stations.

He said all programing would be on tape and film with no ownership control exercised by his firm. Mr. Piano said only sponsored programs would be scheduled and the network would operate "only for the convenience of advertisers and program packagers." The aim would be to "deliver prime minutes in major markets to TV advertisers" at a low cost-per-thousand, he said. Mr. Piano indicated several ad-

vertisers had expressed interest.

Talk, Talk, Talk ■ In his letter to stations, Mr. Piano said: "For several years now, many people have talked about setting up such a network—in fact, several groups are still meeting and discussing it.

"Rather than merely talk about it, we have done it and are gearing this network specifically for the needs of all-channel television."

His letter also indicated that phone lines might also be considered in the future; noting that the interconnected basis of feeds would be using "phone lines, microwave, station-to-station pick-up or a combination of all these possibilities."

Mr. Piano's letter said the UBS network would have rates "structured in the same manner as the other networks with sponsored programs being delivered to the stations at a negotiated percentage of published rates."

Though Mr. Piano did not identify the dozen UHF stations he said were committed to the proposed network service, it was indicated that the five stations he reps would be among them. The five: WOOK-TV Washington, WUHF (TV) Milwaukee, WBJA-TV Binghamton, N. Y., WTAF-TV Marion, Ind., and WIBF-TV.

Mr. Piano was a vice president of Peters, Griffin, Woodward Inc., New York, before he formed his own company in 1963. He also had been associated in 1953-1959 with the Meeker Co., New York, and before that with WSB-AM-FM-TV Atlanta in promotion and research. A brother, Claude E. Piano is executive vice president. A subsidiary of Vic Piano Associates called Mizlou Productions has assembled four radio program packages for syndication to radio, and, Mr. Piano said, is putting together several TV shows, among them *Dress Rehearsal* which would consist of tapes of dress rehearsals of summer stock theater productions.

WTEN(TV) gets translator

The FCC last week granted Capital Cities Broadcasting Corp. permission to construct a new VHF-TV translator on channel 7 to rebroadcast programs of its WTEN(TV) Albany, N. Y. The translator will serve Schoharie and Middleburg, both New York.

Capital Cities Broadcasting owns WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va.; WROW-AM-FM Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.; WCDC(TV) Adams, Mass.; WPAT-AM-FM Paterson, N. J.; WPRO-AM-FM Providence, R. I., and WTVD(TV) Raleigh-Durham, N. C., in addition to the Albany TV station.



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MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, May 24, 1965

Broadcasters at odds over Michigan CATV

ONE HAS FRANCHISE, OTHER HAS PHONE COMPANY PACT

A battle over a community antenna TV system in Jackson, Mich., has erupted between two Michigan broadcasters.

The conflict involves Knorr Broadcasting Co., owner of a group of Michigan radio stations (including WKHM Jackson), and Time-Life Broadcast. It was initiated when Knorr received a franchise to install a CATV system in Jackson, and Time-Life signed a lease with Michigan Bell Telephone Co. to provide the same service. Time-Life was not an applicant for a franchise.

Reaction was so bitter that Knorr withdrew its stations from membership in the National Association of Broadcasters. This was because the Time-Life negotiations with Michigan Bell were handled by Willard Schroeder, chairman of the NAB joint boards. This is a conflict of interest, Walter Patterson, executive vice president of the Knorr group, charged. Mr. Schroeder is a Time-Life vice president and manages WOOD-AM-FM-TV Grand Rapids, Mich.

The Jackson franchise for CATV went to Knorr's Jacksonville Television Cable Co. following city council consideration of five applicants. The franchise, granted May 11, was announced last Monday (May 17). Also on Monday, Mr. Patterson says, he learned that Time-Life had agreed to use Michigan Bell facilities to provide CATV service to Jackson. Mr. Patterson says he was told by telephone company officials that since they were prepared to offer their facilities for CATV, they could not lease pole line rights to any CATV system. Mr. Patterson said the company officials suggested that he, too, lease cable facilities from them. He refused.

Mr. Patterson termed the Time-Life action a "calculated move to circumvent the franchising powers of the Jackson city commission." He explained that there were five applicants for CATV in Jackson, all of whom had applied to the city council beginning last December. Time-Life, he added, first evinced an interest in CATV for Jackson early this month when Mr. Schroeder offered to buy into the Knorr application. Mr. Patterson said he told him that Knorr was not interested in selling any part of its application. The next thing he knew, Mr. Patterson said, was when Michigan Bell declined to rent space on its poles and informed him that Time-Life had signed an agreement to use Michigan Bell facilities to provide service in Jackson, without any franchise from the city.

Later in the week, an attorney for Time-Life told the city commission

that no franchise is needed for CATV service in Jackson, since the telephone company is franchised to provide communications services. This position is standard in situations where telephone companies are providing, or planning to provide, CATV service (BROADCASTING, May 10).

Mr. Patterson said that his company will participate in any "pertinent" legal action to protect the franchising rights of the city commission.

Besides Knorr, other applicants for CATV in Jackson were Wright & Maltz Inc. (WTTT-AM-FM Tiffin, Ohio; WERB Garden City and WBRB-AM-FM Mt. Clemens, both Michigan); Booth Broadcasting Co. (which owns WIBM Jackson as well as other radio stations in the state); Triad Stations Inc. (WALM Albion, Mich.), and Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.).

Time Version — Mr. Schroeder explained that Time-Life had been investigating potential CATV situations in Michigan and that after finding it could not file an application for Jackson because the city council had imposed a cutoff date, it offered to buy an interest in the Knorr application. When this was refused, Mr. Schroeder said, he approached Michigan Bell.

Earlier this month, it was announced that the Time-Life board had approved the purchase of a 20% interest in Sterling Information Services Inc., which has won initial approval of New York City's franchise bureau to operate a system there (BROADCASTING, May 3).

Time-Life also has notified Lansing and Kalamazoo, both Michigan, that it intends to apply for CATV there. It is an applicant for Terre Haute, Ind., and a stockholder in an applicant for Marion, Ind. It is also a 40% owner in an applicant for New London-Norwich, Conn.

NYC CATV's might drop installation fee

The two companies which have won tentative approval to operate community antenna TV systems in New York City last week were considering dropping a \$37.50 installation fee which they could charge subscribers.

Charles Dolan, president of Sterling Information Services, one of the companies recommended by the New York franchise bureau for a CATV franchise, said his company might drop the fee to promote subscriptions.

He pointed out that installation costs

were expected to exceed the arbitrary \$37.50 figure anyway and that financing arrangements being negotiated with a bank might make such a charge unnecessary during the two-year interim period of the proposed franchise. However, he said Sterling did not want to lose the right to make the charge.

CATV Enterprises, the other applicant recommended for a franchise, said it also might drop the installation fee. Both Sterling and CATV Enterprises have proposed \$5.50 monthly charges.

Texas Broadcasting adds outside holding

The Texas Broadcasting Corp. in a report to the FCC has disclosed the acquisition of Austin Management Corp., a nonbroadcast subsidiary engaged in the operation of business machines and having real estate holdings. Texas Broadcasting, owner of KTBC-AM-FM-TV Austin, Tex., is controlled by a trust for President Johnson's family which owns about 85% of the broadcasting corporation.

In addition to its Austin broadcast holdings, Texas Broadcasting has 29% interest in KWTX Broadcasting Inc., owner of KWTX-AM-TV Waco, Tex. KWTX Broadcasting also owns 50% of Brazos Broadcasting Co., owner of KBTX-TV Bryan, Tex., and 80% of Texoma Broadcasters Inc., owner of KXII-TV Ardmore, Okla.; KFLY-TV Lafayette, La., and 75% of Victoria Broadcasters Inc., licensee of KNAL Victoria, Tex. The TV ownerships in which the Johnson family participates add up to the FCC limit of five VHF stations.

Back in Austin TBC also is owner of the Muzak franchise in that city through its Music for Business Co. Community antenna television was not overlooked as TBC in addition to cattle and ranching interests has an option to purchase 50% of the stock in Capital Cable Co. which operates a CATV system.

The TBC balance sheet included in the request for renewal listed surplus and reserves at \$3.7 million. Also reflected was a growth in retained earnings of \$1 million. A large portion of this figure, \$900,000, was for accounting purposes which resulted from the sale of KGRV-AM-TV Weslaco, Tex., in 1961. This sum was carried as deferred income in the 1962 report and as a capital gain in the current balance sheet.

In a recent ownership change within the KTBC organization the trust for Mrs. Johnson in March purchased the one share of stock held by the President's brother, Sam Houston Johnson.



WE'VE GOT SOME MERV!



The word is in—from Coast to Coast

"And the surprises, together with some ingenious little touches, made the 90 minutes positively delightful."

Vince Leonard, *Pittsburgh Press*

"Merv in his first week has conclusively proved he has what it takes to conduct a show starting at 11:30 and hold the viewers' attention for 90 minutes. In a word, he is terrific."

Arthur E. Fetridge, *Boston Herald*

"... the affable Griffin is able to evoke a generous response from his guests. He keeps the conversation moving without being obtrusive, which is essential for the success of this type of show."

Walt Dutton, *Los Angeles Times*

"But the show doesn't lean entirely on the desk-and-chairs layout, but on the personality of its star and his handling of guests and the fairly consistently improvised happenings during its 90 minutes."

Jack O'Brian, *N. Y. Journal American*

"That self-assurance, perhaps, is the most important item; it conveys to the audience a feeling the host is confident the show will be entertaining, so relax and enjoy it. And it seems to me Griffin communicates this assurance — he's confident his program will be entertaining, as indeed it has been."

Dick Shippy, *Akron Beacon Journal*

"He has the kind of personality that comes on easily in the late evening and ought to wear well."

Tom Mackin, *Newark Evening News*

"Merv Griffin scores very big."

Bob Foster, *San Mateo Times*

"His local beachhead is the Little Theatre off Times Square on 44th St., a location with its own built-in excitement. Outside shots of the busy theatrical neighborhood — an attraction that should go over big with out-of-towners — added an important

dimension to the program. So, too, did his announcer, Arthur Treacher, a booking gesture that suggested originality in the choice of guests and program regulars may be expected.

Besides the ability to communicate a sense of the immediate and unexpected, the trick of being a winning late night TV host is to be a good listener. And Griffin listens, believe me."

Kay Gardella, *New York Daily News*

"Griffin gives the distinct impression that he enjoys his work and that is half the battle. He is an ideal host because he doesn't allow his intellectual experience to get in the way of any wisdom his guests offer. The other half of the battle is the individual quality of the program's guests. Griffin is fortunate to have one of the best talent men in the business... and the opening two programs were overflowing with people who were interesting as human beings as well as capable performers."

Terrence O'Flaherty, *San Francisco Chronicle*

"Anyone who found the daytime Merv Griffin of two years ago a winning personality, a pleasant, decent non-show-business type, and a sympathetic listener to interesting guests — as this viewer did—will find the late-night Merv Griffin no different."

John Horn, *New York Herald Tribune*

"It was also a fine debut thanks to Merv's easy manner with star guests."

Jerrie Atkin, *Gary Indiana Post Tribune*

"As for the star himself, Griffin is pleasant and unassuming, handles his guests with ease."

Hank Grant, *Hollywood Reporter*

"Whatever a ten strike is, the Westinghouse Broadcasting Company scored precisely that with its extremely well advised acquisition of Merv Griffin. It took the personably quick-witted Griffin exactly 90 minutes to prove this happy point... Merv moved into TV's late evening arena with a sparkling Channel 4 premiere which was far more enjoyable than many a prime time program."

Anthony La Camera, *Boston Record-American*

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Will Senate restore cut?

FCC officials appear before appropriations group to get more money

Whether the Senate will restore House cuts in the FCC budget remains to be seen after hearings before the Senate Appropriations Subcommittee on Independent Offices last week. But one thing was crystal clear: The commission's "open records" rule is very unpopular.

Subcommittee members expressed a lively interest in community antenna television and the financial difficulties of educational television, as FCC Chairman E. William Henry, Commissioner Kenneth A. Cox, and members of the staff pleaded for restoration of \$594,000 the House trimmed from the \$17,494,000 requested by President Johnson (BROADCASTING, May 10).

Mr. Henry called communications "probably the most dynamic regulated industry there is" as he attempted to justify an FCC request for 52 new staff positions. He cited the need to regulate CATV; the growth of UHF TV, AM and FM radio, and expansion by the common carriers as pressures to expand his agency. He added that the new data-processing computer had already helped to reduce the agency backlog, chiefly in the safety and special radio service, but would not be in full service until the end of a 10-year phasing-in period.

There are 182 microwave applications pending for CATV systems, and about 1,300 systems of both microwave and wire types now in service, he said, and "I think there is a consensus in the industry and in government, including Congress and the commission, that some form of regulation for the entire CATV industry is both necessary and desirable."

Other Fields ■ Besides the need to regulate CATV, he continued, Zenith has petitioned for a pay-TV system, raising regulatory questions in another new field, UHF TV has continued to grow (to 135 operating stations and 105 pending applications as of March), and AM and FM radio "continues to grow at a much faster rate than we had expected" (in fiscal 1965, the commission received 400 applications for new AM's; had expected to receive 225).

Because of these factors, Mr. Henry said, "perhaps our greatest need, and we think our best justification for the very small amount of increased per-

sonnel that we are asking for, lies in the broadcasting area." The Broadcast Bureau would get 13 new people—four of them in the research and education division and the rest mostly clerical positions for processing applications.

"Present backlogs," he said, "are probably the lowest that we have had . . . in a good many years," but more people are needed to prevent them from building up, even though the institution of license fees has tended to deter "frivolous" applications.

Senator Warren G. Magnuson (D-Wash.), subcommittee chairman, and Gordon Allott (R-Colo.) expressed some constituent dissatisfaction with the "open records" rule (in effect May 14), which requires broadcasters to keep available for public inspection local duplicates of information required by the commission.

Mr. Henry implied that the measure was necessary to make the broadcaster



Senator Allott
Local stations are being hobbled

more responsive to community needs. "The whole effort of the commission," he said, "has to be to get the broadcaster and the public together."

Philosophic Dispute ■ Senator Allott didn't see it that way. "I don't agree with your basic philosophy," he replied. "This concept that you have just stated goes upon the assumption that the government owns the air. . . . The FCC came into the control of air channels not because the government owns the air, or owns the ether, or anything

connected with it, but simply because in 1926, I believe, or '27, these stations were opening up all over the country and we were entering a national fiasco.

"I cannot see how this is either in conformity with the original spirit of your act, and I cannot see how it serves any useful purpose. . . ."

Mr. Henry explained that broadcasters were only being required to keep locally that which is on file in Washington. "It does not allow the public to go into the books and records of the station with a blank check," he said. He compared the local records to local record-keeping at a county courthouse.

Senator Allott urged the FCC to "look into this matter, and review it. . . . To me you are placing upon the local stations an obligation that is not rightfully theirs."

Mr. Henry said that while the rule had been made final a petition to reconsider it is pending.

Senators Magnuson and Allott wondered why CATV systems were being proposed for large cities like Philadelphia.

"We are not sure that we know the answer," Mr. Henry replied. He said it was probably to bring in additional program services from independents in other cities. He added that the commission was afraid that under such circumstances a CATV system would kill off some of the weaker local stations (especially UHF's), leaving those unable to pay for the cable with diminished service. Everyone agreed the problem was not so great in sparsely populated areas.

CATV Groups ■ Senator Magnuson suggested that CATV absentee ownership bears investigation. He said the trend toward multiple CATV ownership could create a "monopoly field."

Turning to AM radio, Senator Magnuson inquired if every section of the country was "pretty well blanketed" by now. Mr. Henry said such was the case in the daytime, but millions were still without service in the "white" areas at night.

"I don't suppose you will ever reach a saturation point," said Senator Magnuson. "We don't seem to," Mr. Henry replied. "The rules themselves were tightened up in probably the biggest [go] slow signal the industry has received in a good many years."

Subcommittee members asked about the growth and health of educational television. Mr. Henry said a new UHF allocations table, with even more ETV frequencies, was forthcoming. Senator Magnuson said it was his hope that once ETV's had been on the air for a while, their communities would not allow them to "go down the drain" if they experienced financial difficulties. Mr. Henry said some stations had re-



Jim W. Cooper, Director of Engineering, WFAA-TV.

G-E 4-V wins WFAA-TV's "slide test"

Jim W. Cooper, Director of Engineering at WFAA-TV, Dallas-Fort Worth, came to the recent NAB Convention in Washington to make a decision.

WFAA-TV wanted the finest 4-V color film camera available. Jim had carefully compared all the available data on the two competing cameras. The final, deciding item on his check list was to be his own personal evaluation of picture quality.

He had his own resolution chart slide put up first in the competing unit, then in the General Electric 4-V. Immediately he saw the difference. G-E 4-V picture quality won Jim Cooper's unqualified vote — and the WFAA-TV order.

Two G-E 4-V's will be installed at WFAA-TV this summer. *This is the kind of customer acceptance that will put more than 100 G-E 4-V's on the air by autumn. No other manufacturer can even approach this record of field-proven performance and market approval. For details on broadcasting's most-accepted 4-V color film camera — the G-E PE-24 — contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201. (Phone AC 315, 456-2105).* GE-16.

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Electronics Park, Syracuse, New York

mained on the air that way, but that "nickles and dimes" from the community could not support programming equal to what people have become used to on the commercial stations. He feared for the survival of the educational stations when the Ford Foundation stops supporting National Educational Television, ETV's prime program source.

The commission presently has 1,565 authorized staff. The increases it requests would bring the number to 1,650.

Another CATV to revise financial projection

New Haven TV Cable Co., second of 22 applicants for community antenna TV franchises to be cross-examined during hearings conducted by the Connecticut Public Utilities Commission, became the second to decide to file a revised financial projection as hearings resumed last Monday (May 17) in Hartford.

Under questioning, Charles Andrews, controller of Triangle Publications, which owns New Haven TV Cable, acknowledged that figures in the original financial statement indicated a 100% return on investment after seven years.

Two years ago, one of the PUC members interpreted a similar statement, filed by Waterbury Community (controlled by Jerrold Electronics), as reflecting a 400% return after eight years.

The intention to file a revised statement was made after PUC counsel asked Mr. Andrews if his company was willing to rest its case on the figures submitted.

Howard W. Maschmeier, general manager of Triangle's WNHC-TV New Haven and an official of the TV cable company, stated that his company is entering the CATV field "to provide a needed service and, hopefully, to make money" but not to protect WNHC-TV from competition brought about by CATV bringing other TV signals into the area.

Hearings will resume with more testimony from Triangle witnesses today (May 24).

The Connecticut House of Representatives meanwhile, passed two bills strengthening PUC control over CATV.

House bill 3860, which amends the general statute to define CATV as a public service company, was approved Wednesday (May 19). The next day house bill 4849, which would impose a 6% gross earnings tax on CATV, similar to that imposed on public utilities, was passed. Both actions were by voice vote without debate.

The state senate is slated to consider both measures this week.

Sale of translators to CATV approved

The FCC authorized the common ownership of television translators and a community antenna television system in the same area last week. But it made clear the action, involving a sale, does not set a precedent for approval of all such sales.

At issue was an application to assign the licenses of five UHF translator stations in Bijou, Calif., from Ray R. and Donald R. Wygal to TV Pix Inc., which operates a CATV in the same area.

The commission, in a letter to TV Pix, said it was approving the application because of special circumstances. The Wygals reported they were unable to maintain dependable service and, because of lack of funds, might have to cease operation.

The commission also noted that TV Pix had recognized the "urgency" of maintaining translator service to provide area residents with multiple-TV service and promised to keep the translators in good repair.

The commission said it placed reliance on TV Pix's promise to operate the translators as a separate operating division and to continue the same service the Wygals had provided.

The purchase price of the translators was \$49,895 plus \$5,000 a year for 6 years to the Wygals for not competing in the area and the employment of Donald R. and Kenneth E. Wygal as consultants for two years at \$3,000 a year.

More objections to local file rule

Broadcaster objections to the FCC's new local-inspection rule continue to accumulate at the FCC.

The Missouri Broadcasters Association filed a resolution urging reconsideration of the rule, which requires stations to keep a local file of most of the reports and applications submitted to the commission in Washington.

The rule "serves as an open invitation to cranks, crackpots, competitors and curiosity seekers," the resolution said.

Five stations expressed their opposition, then proposed a six-month suspension of the rule, which went into effect May 14, to permit a pilot study in various size markets to determine how "burdensome" it is.

At a minimum, they said, the commission should modify the rule in two respects: Excuse existing stations from

making public the financial portion of license-renewal applications and permit stations to limit days during which records can be inspected to one-a-week.

Stations making the proposals were WCUE Cuahoga Falls and WCUF(FM) Akron, both Ohio; KWKW Pasadena, Calif.; WCAT Orange, Mass., and WSJS-FM Winston-Salem, N. C.

Opposition was also expressed by three Texas stations, KSFA Nacogdoches, KFDA Amarillo and KHFI-AM-FM-TV Austin.

Pa. meeting discusses everything under sun

A series of panels on radio sales ideas, the future of television, audience promotion, AM-FM programming and news access, and presentation of an award to Lowell Thomas highlighted the annual meeting of the Pennsylvania Association of Broadcasters at State College, last week.

Mr. Thomas was given the Keystone award for his "long-time contributions to the broadcast profession" by outgoing PAB president, Cary Simpson.

Ted Pierce, WEST Easton, won the best sales idea trophy for his Auction Money plan which drew 10,000 people to an auction using station-provided money to bid. The presentation was made at the radio sales idea panel which was a "how to do it" session offered by seven broadcasters.

The future of television panel touched on community antenna television, color and the need for more local programming. CATV was seen as a part of the broadcasting industry that means more competition for TV stations. Frank X. Tuoti, WPIX(TV) New York, noted his station is carried on many northeastern CATV's but that it has had little effect on the station and WPIX isn't selling CATV as additional coverage.

Speaking on audience promotion, Casey Cohlmiia, WFAA-AM-FM-TV Dallas, urged broadcasters to plan a consistent campaign and stick with it. He said management should not get tired of a print campaign and stop before the readers have a chance to see it. Using the broadcaster's own medium and using it effectively was urged by Gene Goldt, KYW-TV Cleveland.

Hearing set on FCC bills

The Senate Commerce Committee will hold hearings June 23-24 on a package of six bills designed to fulfill legislative requests made by the FCC.

The bills deal with: painting, illumination and dismantlement of radio towers; devices which may cause harm-

WFGA-TV won 10 important television news awards this spring.

1. Sigma Delta Chi Distinguished Service Award for Television Reporting.
2. National Headliners Medal for Consistently Outstanding Local TV Coverage of News Events.
3. Green Eyeshade Award for Outstanding Performance in News, Editorial, and Pictorial Journalism (Southeastern Region) Presented by Atlanta Chapter, Sigma Delta Chi (Bob Henry, recipient).
4. Florida Sportscaster of the Year (Walt Dunbar, recipient) selected by Sportswriters and Sportscasters Association.
5. First Place in "News Specials" category, in competition sponsored by National Press Photographers Association, World Book Encyclopedia, and the University of Oklahoma.
6. First Place, News Category, selected by Florida Associated Press Broadcasters Association.
7. First Place, Sports Category, selected by Florida Associated Press Broadcasters Association.
8. First Place, Editorials Category, selected by Florida Associated Press Broadcasters Association.
9. First Place, Documentaries Category, selected by Florida Associated Press Broadcasters Association.
10. First Place, Features Category, selected by Florida Associated Press Broadcasters Association.

If there was an award for giving away color, we'd win that, too.

We're mighty proud to have won these awards. And we're proud of the fact that we're the Southeast's

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WFGA-TV/JACKSONVILLE

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FCC sets policy for criteria in comparative hearings

The FCC has given tentative approval to a policy statement designed to clarify and provide for consistency in the commission's decision-making process in comparative hearings.

The statement, which contains a review of the criteria to be used in deciding cases and the weight to be accorded each, places major stress on diversification of control of mass media and station operation by owners. Program proposals are downgraded (CLOSED CIRCUIT, May 17). It is intended as a guide for hearing examiners and the review board which has the responsibility for initial review of examiner's decisions.

The commission expressed approval of the document by a 5 to 1 vote Wednesday (May 19), with Commissioner Rosel H. Hyde dissenting and Commissioner James J. Wadsworth not participating. A final vote was held up pending editorial changes in the statement and the filing of the dissent by Commissioner Hyde and a concurring statement by Commissioner Robert E. Lee.

In according major weight to diversification of control of mass media, the statement reportedly notes

that such diversity of ownership is "always a public good in a free society" and necessary in a system of government-licensed media.

Among the factors to be weighed, the statement says, are the extent of control of media, their location and size, and extent of their coverage.

The statement says integration of ownership and management is important to assure sensitivity to an area's needs and the programming to meet those needs.

The value of the integration factor is enhanced, the statement notes, if the owners are local residents. It adds that past participation in civic affairs will be regarded as important but that simple diversity of business interests won't be considered.

The statement minimizes the importance of program proposals—although it reiterates the commission view that programming is the essence of the service provided—because such proposals are generally similar and often are changed once a grant is made.

As a result, the statement says, programming will not be included as an issue. Applicants who believe

they can demonstrate major differences in programming can ask to have an issue added. However, the statement reiterates the commission's adherence to its 1960 program policy statement requiring licensees to seek out and meet community needs.

The statement also provides that:

A past broadcast record will be disregarded unless it is extraordinarily good or bad and will provide some clue of unusual performance in the future.

Efficient use of frequency will be considered important. For instance, an applicant proposing to serve an area having no other service would be preferred over one seeking a frequency to add a 10th service to a community.

Character qualifications will not be considered unless added as an issue on petition of an applicant. The aim is not only to avoid stretching out a hearing but to avoid situations in which applicants seek out their opponents' "minor blemishes."

The statement says that issues covering other matters can be added on petition, but only when applicants can demonstrate their importance to the ultimate decision.

ful interference to radio reception; filing of schedules of charges by connecting carriers; notice to the secretary of defense of the filing of certain applications in the common-carrier service; conflict-of-interest (BROADCASTING, May 17), and the International Convention for the Safety of Life at Sea.

NAEB shaping plan to link U. S. schools

A plan to interconnect the nation's colleges and universities for a variety of purposes, including the establishment of educational broadcasting networks, is in the design stage.

The plan, Educational Communications System, is being undertaken within the National Association of Educational Broadcasters under a contract with the U. S. Office of Education.

The first phase was an examination of the state of institutional cooperation and interconnection, while the second phase was an interview with representatives of about 50 colleges and universities to learn views on the project.

The third phase which consists of the

design of three model systems is currently underway with the aid of a \$145,000 grant from the Office of Education which also financed the first two phases. This segment consists of the selection of design systems emphasizing intra-state and regional cooperation, and the use of such resources as cultural and research institutions.

The ECS network would be used for such purposes as educational broadcasting, cooperative library activities, administrative data processing, mutual computer use and course development in university extension work making use of radio and TV techniques.

Rogers says CATV is legitimate—but

Community antenna television is a "legitimate and in many areas a necessary extension of American broadcasting service," Lawrence H. (Bud) Rogers II, president of Taft Broadcasting Co., told the Broadcast Advertising Club of Chicago.

But he warned that failure to control CATV as proposed by the FCC will "endanger the continued existence of a truly nationwide, competitive sys-

tem of local radio and television stations as contemplated and prescribed by Congress for more than a generation."

He felt CATV, using free broadcast program product without restriction or remuneration for broadcasters, would result in a pay-as-you-see system. He said both Congress and the FCC have power to regulate CATV.

Media reports . . .

Vacation time ■ The FCC last week said it will not schedule hearings or oral arguments during its so-called vacation month of August. It added that the required monthly meeting will be held Aug. 1. Different commissioners will be on hand during the FCC vacation month to handle emergency matters and expedite routine business, the commission said.

New studios ■ L. B. Wilson Inc. (licensee of WLBW-TV Miami) has signed an option to purchase one-and-one-half acres of property for its new studios. The two-story building, with 30,000 square feet of floor space, will house more than \$750,000 worth of TV equipment.



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His business is service . . . and he knows his business. He wins customers by selling good products. He *keeps* customers by servicing those products. Customer good will is his primary asset. He earns it by his continuing efforts to make owning a General Motors car a truly satisfying experience.

He's a good man to know.

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Short renewals in Mississippi

WLBT-TV and WJDX-AM-FM get one-year licenses for violating FCC's fairness doctrine and ignoring programing needs of Negro audience

The FCC's fairness doctrine and programing policies intersected with the civil rights issue last week. The result was FCC-imposed sanctions, in the form of one-year license renewals, for three Jackson, Miss., stations.

Warnings, along with full three-year license renewals, were issued to five other outlets in the state.

The short-term renewals were given WLBT-TV and its affiliated stations, WJDX-AM-FM. They had been accused of violating the fairness doctrine in connection with the civil rights issue and of ignoring the programing needs of the large Negro audience in the Jackson area.

The renewals, in turn, were conditioned on the stations' ceasing "discriminatory programing patterns," abiding by the fairness doctrine and conferring with community leaders, including Negroes, on whether the programing is meeting the area's needs.

The television station is owned by Lamar Life Broadcasting Co., the radio outlets by Lamar Life Insurance Co., but there is interlocking ownership and management.

The same charges leveled at the Lamar stations had been directed at WJTV(TV) Jackson. But that station and its affiliate WSLI, were granted full-term renewals on the ground that the licensee, Capitol Broadcasting Co., had already taken steps to meet the complaints. The commission stressed that it was relying on Capitol's assurance that the programing constitutes "a continuing pattern of operation" designed to meet the area's needs.

The commission said it is renewing the licenses of WCBM-AM-TV Columbus and WRBC Jackson on the basis of their assurances regarding adherence to the fairness doctrine in the future.

The case, the most delicate the commission has faced in the civil rights field, was described by officials as the first one in which the commission had imposed sanctions for violations of the 16-year-old fairness doctrine.

The vote was 4 to 2, with Commissioners Rosel H. Hyde, Lee Loewinger, Robert T. Bartley and Robert E. Lee

in the majority, and Chairman E. William Henry and Commissioner Kenneth A. Cox dissenting. They urged a hearing on the renewal application of WLBT-TV. Commissioner James J. Wadsworth did not participate.

The operations of all eight stations were originally looked into following the riots that attended the desegregation of the University of Mississippi by Negro James Meredith in the fall of 1962. The stations were accused then of presenting only the pro-segregationist point of view.

Later the United Church of Christ petitioned the commission to set the

license renewal applications of WLBT-TV and WJTV for hearing.

The Mississippi AFL-CIO also asked the commission for a hearing on the WLBT-TV license renewal application. The union claimed the station's programing was unfairly and heavily weighted in opposition to organized labor. The commission, however, held it raised no substantial questions of fact.

Dr. Everett C. Parker, director of the office of communication of the United Church of Christ, said he was gratified that the commission has "acted to stop the practices of WJTV and WLBT . . . of discriminating against the Negro population . . ."

He expressed disappointment, however, that the commission decided against a hearing "even though the commission seems to have accepted the validity of our evidence . . ."

The commission staff had recommended that the Lamar stations' applications be set for hearing on a number of issues, including fairness, but that the license renewals of the other stations be granted (BROADCASTING, Feb. 22).

WLBT-TV was regarded as the most serious violator of the fairness doctrine, with complaints about the station dating back to 1955. The station was granted a license renewal in 1958 after assuring the commission that all points of view would be presented on local programs dealing with controversial issues.

Chairman Henry, in a dissent in which Commissioner Cox joined, said that a hearing should be held on the "serious allegations" contained in the petitions and that the commission's refusal to order one constitutes "a clear abuse of discretion."

He said the case represents "the first commission consideration of a possible long continuing pattern, over two or more license periods, of failure to comply with the fairness doctrine."

He also said the case "is important because it involves the integrity of the public interest standard and the commission's renewal processes." He said the Communications Act enjoins the

Date of program rule comments postponed

The deadline for comments on the FCC's proposal to limit network ownership and control over prime-time programing has been extended four months. The new deadline for comments is Oct. 21 and for replies, Dec. 1.

The commission acted last week on the petitions of CBS Television Affiliates Association, NBC, and CBS.

Networks and their affiliate groups were reported to be preparing oppositions to the FCC proposal, which would limit networks to ownership or control of no more than 50% of the non-news prime-time programs they air (BROADCASTING, March 29).

A committee representing CBS affiliates met in Washington last week to begin laying plans for their pleading. Those attending were Frank P. Fogarty, Meredith Broadcasting, chairman; John S. Hayes, Post-Newsweek Stations; Thomas Murphy, Capital Cities; Carl S. Lee, Fetzer stations, and Kenneth R. Giddens, WKRG-TV Mobile, Ala.

Mr. Fogarty said no final decisions were made and that additional meetings would be held.



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations have earned the esteem of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

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THE NEWS STATIONS

BROADCASTING, May 24, 1965

Ambidextrous Dr. McIntire blasts FCC

The Rev. Dr. Carl McIntire moved into Washington last week with one hand clenched in a fist and the other extended palm upward.

The clenched fist was shaken at the FCC, whose fairness doctrine, Dr. McIntire says, is a tool being used by those who would suppress the conservative viewpoint and pave the way for a socialist takeover.

The extended hand was for funds he is seeking to acquire time on a total of 1,000 radio stations for his daily half-hour program *Twentieth Century Reformation Hour*, which is now on some 600 outlets.

The fundamentalist preacher of Collingswood, N. J., spoke before an audience estimated by police at 1,200 to 1,500 in Washington's Constitution Hall. The rally was originally scheduled as part of Dr. McIntire's campaign to raise \$1 million. Later, it was decided to use the rally as a forum for denouncing the FCC and its fairness doctrine.

Two Functions ■ It served both purposes. Dr. McIntire collected \$4,230 after he mixed spiritual uplift and political passion into a rhetorical brew that delighted his listeners. At one point he said the fairness doctrine violates the broadcasters' freedom of speech and restricts the broadcast remarks of clergymen.

The fairness doctrine, he indicated, is a hindrance in the fight to preserve freedom. Since it requires broadcasters who present one side of a controversy to air all sides, it dis-

courages them from engaging in controversy at all, he said. They prefer to give the FCC a "wide berth," he said.

But the main effect, said Dr. McIntire, who feels most complaints are filed by liberals, is to keep "right wingers" off the air.

Point Is Obvious ■ "Could anything be more transparent?" he asked, adding that there are those "who are trying to take over the country for socialism—who want to sweep the people off their feet . . . before we can get to them with an understanding of what they're doing."

That, he said, is why he's interested in 1,000 radio stations. "There is still enough money in the hands of people to change things," he said. "We've got to stop the businessmen from supporting socialist preachers."

Dr. McIntire presented what he regarded as proof of his thesis in the person of the Rev. Mr. Ronald Hoeltz, of Aberdeen, Md., who said his two Sunday programs on WAMD Aberdeen had been dropped by the station because of a complaint filed by the National Association for the Advancement of Colored People.

The complaint, submitted to the FCC, was directed at a program on which Mr. Hoeltz read from the *Congressional Record* the remarks of Representative William L. Dickinson (R-Ala.) concerning alleged immorality on the part of the civil rights workers during the Selma to Montgomery march.

John Allen, owner of WAMD, refused to comment on Mr. Hoeltz's statement.

Asks Repeal ■ Dr. McIntire, as he has in the past, called for repeal of the fairness doctrine, and recommended permanent licenses for broadcasters to free them from government harassment. He urged his listeners to petition Congress and the President for an investigation of "unauthorized or unconstitutional" practices of the FCC.

Dr. McIntire's views on the fairness doctrine, as well as his longstanding opposition to the National Council of Churches and civil rights groups sparked considerable opposition when the Faith Theological Seminary, which he heads, sought to acquire WXUR-AM-FM Media, Pa. The FCC, however, approved the transfer in March (BROADCASTING, March 22).

Despite his opposition to the fairness doctrine, Dr. McIntire frequently invites those whom he attacks to appear on his program with him. But his invitations are always ignored. "The problem is," he told his audience last week, "we can't get people to debate."

FCC Chairman E. William Henry declined an invitation to attend the rally. And although all members of Congress were notified of it, only Senator Strom Thurmond (R-S. C.), the former Democrat who switched parties to support Barry Goldwater in 1964, appeared. He was given a standing ovation.

commission from granting renewal without showing the public interest will be served.

But in the WLBT-TV case, he said, the commission has decided to renew a license without answering a number of questions bearing on the public interest judgment.

One factor weighing against a hearing, in the minds of some commissioners, was the feeling that such a proceeding, which would be held in Jackson, would inflame the racial issue there and make progress in civil rights all the more difficult.

There was a hint of this in the commission order, which said: "This particular area is entering a critical period in race relations, and . . . the broadcast

stations, such as here involved, can make a most worthwhile contribution to the resolutions of the problems arising in this respect."

The commission inquiry probed a number of the station's programs, including editorials dealing with James Meredith's enrollment at the University of Mississippi, a series of spot announcements declaring that "Communists are behind the racial agitation" and a broadcast accusing a nearby Negro college of being Communist-infiltrated. These programs, the commission concluded, raised a "serious question concerning the station's compliance with the fairness doctrine."

The United Church of Christ petition,

the commission said, raised a serious question as to whether the station had abided by the commission's 1960 policy statement calling on licensees to consult with community leaders and to meet the programming needs of the station's community.

The commission laid down four conditions for WLBT-TV to meet in connection with the one-year renewal grant: Comply strictly with the fairness doctrine, observe its representations to the commission—namely that it will present all sides of a controversial issue in local programming, confer with community leaders (including Negro civil rights leaders) on whether the station's programming is meeting the area's needs,

New radio, how to improve it

Frank discussions at first of NAB program clinics
give broadcasters ideas on improving their formats



Dr. McIntire

and to cease discriminatory programming.

Lamar Life, in a pleading filed with the commission last month, asked approval of an exercise of an option it has to acquire all of the common stock of the television licensee. The insurance company said that with direct control it would see that all commission policies and directives are obeyed.

The commission said it could not consider a transfer until an application was filed. But it noted that it might "look with favor" upon the exercise of the option.

The insurance company, which originally created Lamar Life Broadcasting as a subsidiary in 1953, could buy the stock under the option agreement for \$10,000. (BROADCASTING, Feb. 22).

They came. They listened. They learned. They were satisfied.

That was the general reaction after the first of the National Association of Broadcasters' radio program clinics in Atlanta, Monday and Tuesday (May 17-18).

At the outset, Sherril Taylor, NAB vice president for radio, said: "Radio is flexing its muscles as never before. There is an upbeat feeling all over the country." This feeling about radio permeated the day-and-a-half session as broadcasters from 13 states heard other radio men talk about successful programming.

None of the 103 owners, managers and program directors at the session seemed concerned about his particular format. What all were interested in learning was how to use new concepts in making their station the community leader. This theme was expressed by Elmo Ellis, general manager of WSB Atlanta, in his talk on programming a middle-of-the-road station. He said he wanted to discuss "the station that is not mediocre nor predictably in the middle, but out in front, exercising and dominating the local broadcasting community."

Continually heard from the delegates to the clinic was the view that the Atlanta session was a vast improvement over any of the pilot clinics NAB held last year.

Whether they programmed hard rock, good music, middle-of-the-road or talk, the audience seemed to be interested in three main areas: How can talk programs be applied to their markets and formats? What is the best kind of on-air promotion and how can contests be used to best advantage? What is the best plan for music control?

The Questions ■ These were the questions that were repeatedly asked.

The general consensus in music control is that it should rest in management's hands. In some cases there was feeling that the disk jockeys could set up their own shows based on a master playlist, but it was felt even this could change the image management wanted to set. Basically it came to management setting the image for the station rather than building up a DJ.

Grady Edney, vice president of radio programming, Storer Broadcasting Co., Miami, led off the Atlanta speaker list with "How to Program a Modern Music Station." He called modern

music programming a "tough game" and a "moment-by-moment battle" when two or three stations are involved in it.

However, he said, success, "number one or very close number two," can be achieved. He cited four major ingredients needed for success: music, personality, production and promotion.

Mr. Edney said the general manager, if he has a good knowledge and feel for music, should be the backstop of the music playlist. He said it is important that old records be pulled to keep the playlist current, but it is equally important to be wary of the hot list that puts new records on and takes them off before the audience really has a chance to hear them. He listed as the top station priority the playing of as many records as possible. He also felt a tight list, about 50 tunes, is more effective than an expanded playlist of about 100.

Mr. Edney stressed the importance of good disk jockeys since "the audience can tell the good from the bad." The DJ's, he said, should be a part of station policy, and if they are creative they should be given some freedom on the air with their music, production and personalities.

Fickle Audience ■ Production is vital, Mr. Edney pointed out, because "the audience is fickle." While a record is on, he said, stations are the same. But when the record ends, then production and disk jockeys "spell the difference" of which station gets the listeners.

He said good jingles can help a station's production and that almost any station can afford a good jingle package today.

Promotion and programming, the Storer executive said, "are inseparable in a modern music station." He said contests were made for radio and the DJ's should be included in contest idea sessions. He reminded his audience to look at their cities for promotion ideas. "There is usually something about a city that lends itself to your logo. You can't go wrong in tying the station to the community."

Asked the position news plays in a modern music format, Mr. Edney said good news should be on every good modern music station, but he didn't consider it a factor in the ratings. "You can do it with whistles or bells, or hit it serious," he said, "but it's still not a factor."

The Secret ■ The secret of being "All



Participants in the National Association of Broadcasters radio program clinics at the first clinic in Atlanta last week. (L-r): Sherril Taylor, NAB; Elmo Ellis, WSB Atlanta; Grady Edney,

Storer Broadcasting Co., Miami; Ross Charles, Hartwest Productions, New York; John Hurlbut, WVMC Mount Carmel, Ill.; Frank Stewart, KTRH Houston, and Alvin King, NAB.

Things to All People in a Small Market" is to "sell yourself and sell your station before you sell any time," John Hurlbut, president of WVMC Mount Carmel, Ill., told the broadcasters.

Mr. Hurlbut, in his live-slide-tape presentation, cited the role WVMC plays in community affairs as being its chief asset. Although eight or nine stations come into the city, he said, "we feel if we keep the station attuned to what folks are gossiping about, we'll be OK."

Speaking on tape, the mayor of

Mount Carmel told the clinic that live coverage of the city council sessions had been highly beneficial. The sessions are "more orderly . . . the public gets less information via the rumor mill . . . it cuts down on silly questions . . . we operate in the open and hide nothing. . . . The broadcasts have kept the administration close to the people."

In his speech, Mr. Ellis noted that there is nothing conventional about radio broadcasting and said it is:

- A day-to-day public relations commitment.
- A sharing of ideas and emotions.
- A way for listeners and advertisers to communicate with each other in a satisfying manner.
- A considerate anticipation of help needed and a continuous sound of courteous help provided.

A station must establish and maintain a service that clearly tells the role it plays in its listener's lives, Mr. Ellis said. This "must be a type of service that is wanted and needed," he added.

In reply to questions on contests and promotions, Mr. Ellis said stations need "a certain amount of sensitivity about contests." If they're not being promoted enough to get proper exposure, they should be pushed. The proper point, he maintained is to make them "effective without being obnoxious."

The talk program concept was covered by Frank Stewart, general manager of KTRH Houston, in "How to Program an Information Station." He advised any broadcaster deciding to go to talk or news programming to "learn first from the pros who've already made the mistakes."

He said there is a compulsion to be first and this is "suicidal." Mr. Stewart pointed to total community involvement and finding customer benefits as the two goals a talk-information station should seek.

Of prime importance, he said, "is to

learn to say no, from the beginning, to listeners, sponsors and agencies. crackpots, bores and repeaters, who try to monopolize some of the call-in shows." The best types to handle panel or call-in type programs, he continued, are newsmen, sports directors or play-by-play announcers. The last thing a station needs, he remarked, are "Will Rogers types."

Talk Advocate ■ Speaking on "Information, Inspiration and Profits," Ross Charles, Hartwest Productions, New York, said that talk programming which eventually will be "all-time prime time," could only succeed on radio. Radio offers "the forum for this type of programing," he said. "You don't have to fill a column or a screen, only a mind."

Mr. Charles said to produce talk programs successfully it is necessary to find how to program within station budgets and then get the personalities to do the shows. He maintained it takes a virtuoso to handle properly most talk programs and that such men are hard to find. As a result, he added, syndicated talk programing permits the small station to do the same job the major-market outlet does.

In New York, where the second clinic was held Thursday and Friday (May 20-21), John Barrett, station manager, KRLA Pasadena, Calif., said the success of a modern radio station hinges on its ability to reflect the community it serves through its music, news and area-oriented features and services. Mr. Barrett was the only new speaker at the New York sessions.

Two characteristics that typify the successful modern radio station, he said, are consistency and quality. He asserted that "consistency is the mystique of the top 40" and is achieved through a day-in, day-out format of regular programs, feature and jingle material.

To serve its listeners, Mr. Barrett continued, the music carried on the station is picked by them through four-day surveys each week of retail record outlets in the area. KRLA uses station personalities, who are promoted extensively on the station, and are encouraged to become involved in community activities, including participation in local sports events.

At each of the clinics, Alvin M. King, director of NAB state association liaison, is presenting live-slide-tape capsules of seven successful programing ideas.

The themes range from a bird-watchers club on WFBR Baltimore to a satirical advice to the lovelorn-type program on WVMC; from a dramatized *American Heritage* series on KFWB Los Angeles to a round-robin high school band

THE VIEWER

Resumes Publication

June 1

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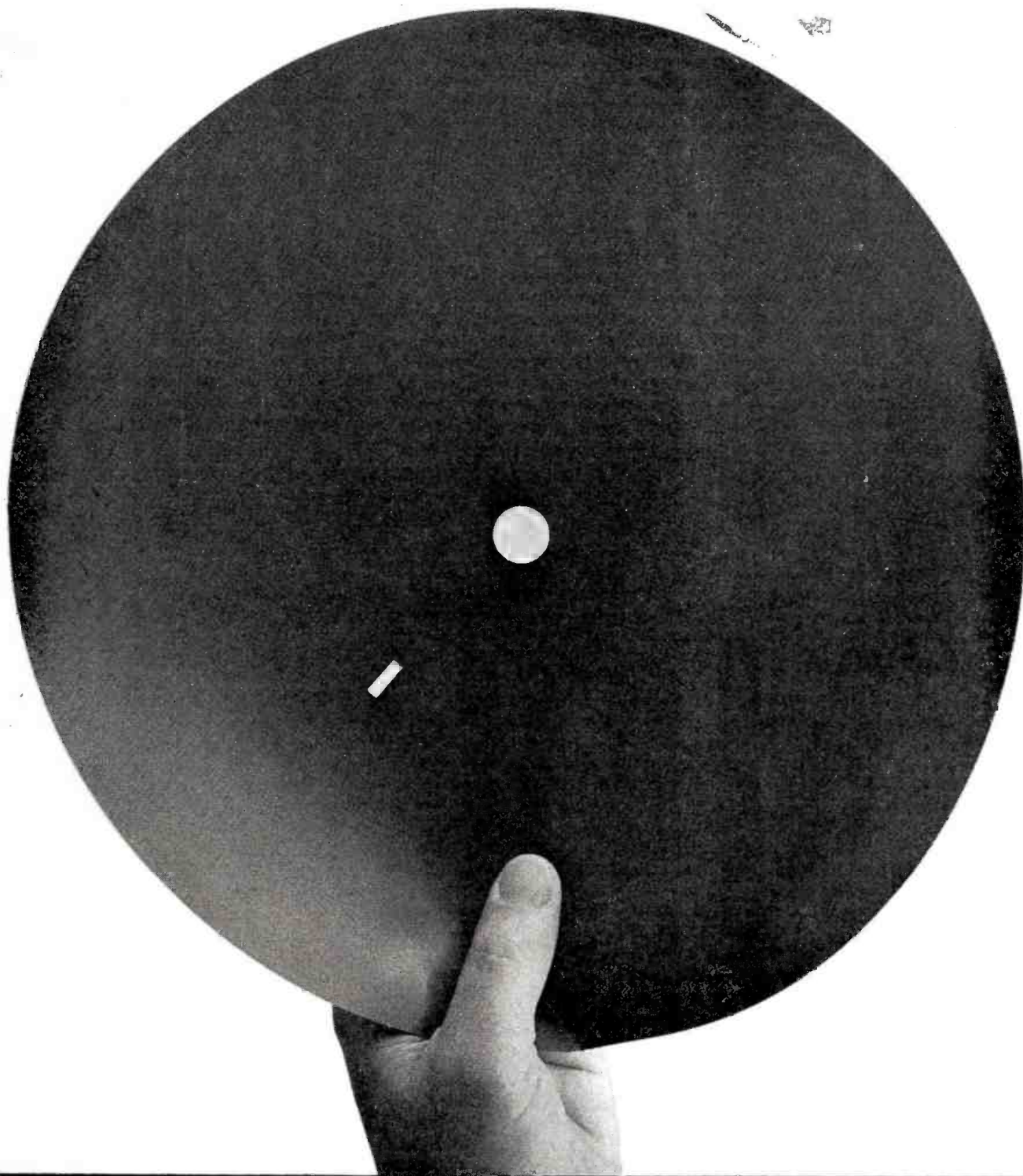
THE 50-50 PROPOSAL — A behind-the-scenes report from Washington.

THE CATV PICTURE — By Frederick W. Ford, President, National Community Television Association.

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The CUE-MATIC has been thoroughly field tested by advertising agencies, recording studios, networks and independent broadcasters. After months of vigorous use, all acclaimed the performance of the CUE-MATIC. Here's how CUE-MATIC works:

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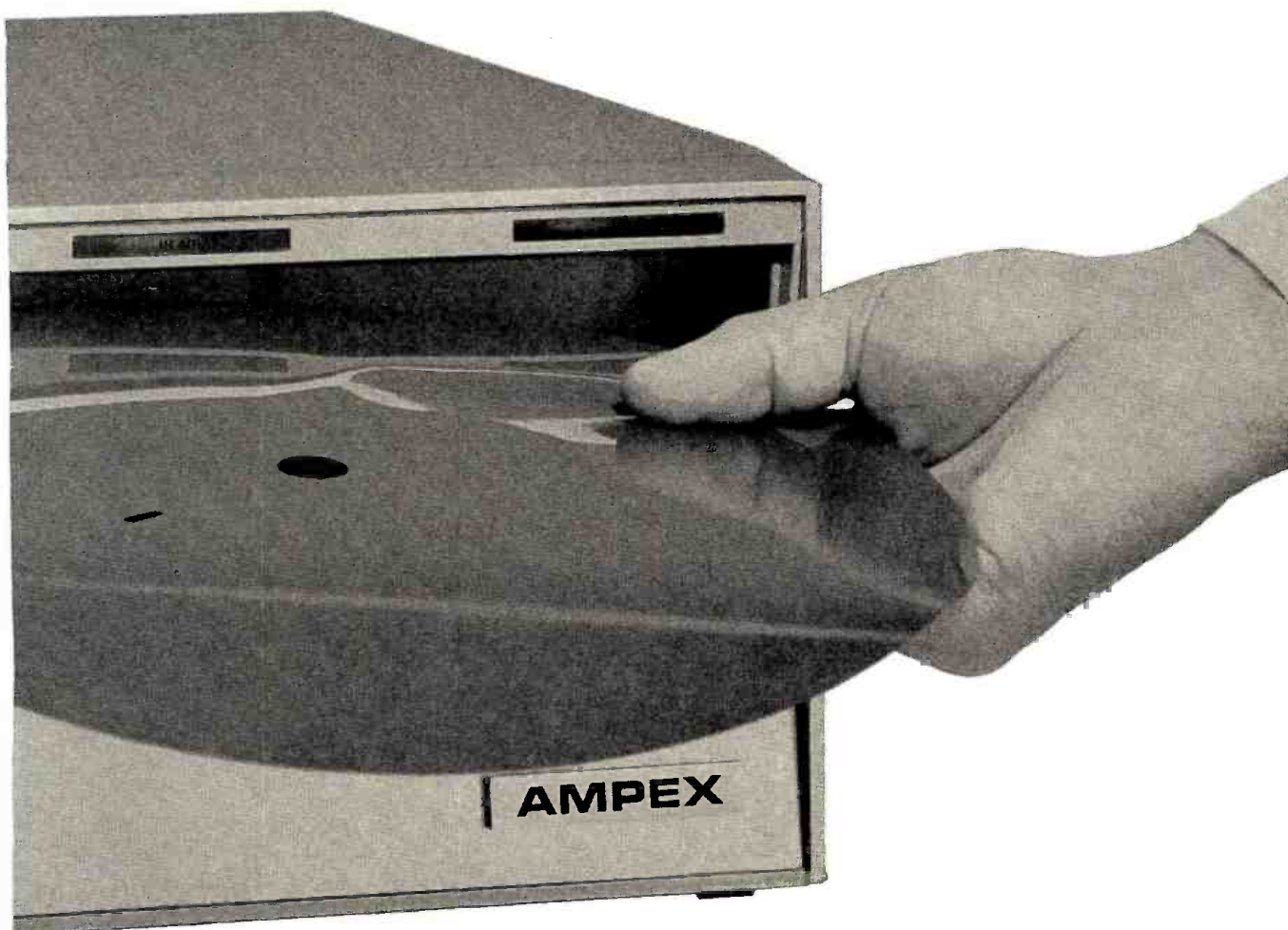
This provides sufficient time for individual spot announcements, complete 45 rpm records, or excerpts from LP albums. Full stable speed is achieved in 0.1 second after start button is pushed. Indicator lights give visual confirmation of status. Another important feature is the automatic addition of an inaudible

30-cycle tone to the end of recording which releases the CUE-MAT on subsequent plays. It may also be used to start a second CUE-MATIC, or other equipment, or re-cue the same CUE-MAT. A final note: the new CUE-MATIC features all solid state electronics.

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are no worries about missed cues or other malfunctions which have triggered industry complaints about the cartridge system.

The CUE-MATIC is very easy to operate. Cueing is completely automatic and the unit is push-button operated.

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competition in stereo on WKBB(FM) Richmond, Ind.; from the use of girl traffic spotters in the WWDG Washington helicopter to trophies given to bowlers in South Bend, Ind., by a brewery sponsoring sports scores on WNDU, and to the three-hour nightly news block heard on WCAU Philadelphia.

The next sessions will be in New Orleans today and tomorrow (May 24-25), and Chicago Thursday and Friday (May 27-28).

McCue: NAB wants challenges to unions

A charge that the National Association of Broadcasters is urging member stations to "challenge the unions whenever they can," has been made by Claude McCue, executive secretary of the Los Angeles local of the American Federation of Television and Radio Artists.

The union executive made his allegation at a news conference called to explore what he termed a lack of coverage by Los Angeles newspapers and broadcast stations of the current strike against KPOL-AM-FM-TV Los Angeles. At the conference were representatives of the city's two metropolitan dailies and three of its radio stations, but there was no TV coverage. Commenting on the scarcity of broadcast reporters at the meeting, Mr. McCue said: "It is a further indication to me of an obvious move on the part of radio and television stations to suppress news vitally important to the general public."

"The fact that three strikes have occurred, all in the past four years, during the 25-year existence of AFTRA in Los Angeles, is an indication that this dispute could well have been inspired by the NAB, of which KPOL is a member, by urging its affiliates to challenge unions wherever and whenever possible."

Whether or not this was the prime incentive for Custer's (Fred Custer, president of KPOL) absurd demands, it is very apparent that he is trying to create precedents as a union buster in this area."

AFTRA's current strike is now in its eighth week, against KPOL-AM-FM-TV, a locally owned operation with no other broadcast interests. KPOL's radio operation was off the air for about an hour at the outset of the strike, largely because the station's technical employees walked out at the same time as the staff announcers in a joint strike action of the Los Angeles local of the International Brotherhood of Electrical Workers and AFTRA. Since then it has operated without interruption and KPOL-TV, which was only a week old when the strike began, is now back in operation after a four-week hiatus.

Mr. McCue accused the KPOL management of attempting to force its employees to accept an open shop in place of the union shop on which AFTRA insists and to throw out the AFTRA welfare-and-pension plan and replace it with a company profit-sharing arrangement which has never been specifically defined.

AFTRA has been picketing several companies advertising on the stations Mr. McCue said. Pickets have distributed leaflets outside the places of business of some 25 of the 200 advertisers using KPOL, he said, with the result that the station has lost 17 or 18 advertisers. (A KPOL spokesman called the figure "a considerable exaggeration.")

Last week the AFTRA local voted a 25% increase in dues for its 6,500 members to help defray strike costs. Mr. McCue said that the increase will enable the union to continue its strike activities for an indefinite period. Estimating the cost at \$1,000 a day, Mr. McCue said that the amount to be raised will exceed \$50,000 annually.

A lengthy meeting was held Wednesday evening between KPOL management,

AFTRA and IBEW representatives. The meeting was described as not entirely fruitless and another meeting will be held shortly. A KPOL proposal that both the station and AFTRA drop their protests and allow all ballots in the recent National Labor Relations Board election to be counted was rejected by the union. A total of 14 ballots was cast, of which four were challenged by AFTRA and four by KPOL.

Stanton criticizes Comsat's Bird rules

Dr. Frank Stanton, CBS Inc. president, spanked the Communications Satellite Corp., for refusing to furnish the Early Bird satellite so CBS could bring the Kennedy dedication ceremonies at Runnymede, England, two weeks ago to American TV viewers.

The CBS president made his accusation in a speech in Washington last week to the annual awards dinner of the National Civil Service League, where he was introduced by former FCC Chairman Newton N. Minow.

CBS News, Dr. Stanton said, asked Comsat for the use of Early Bird to broadcast the ceremonies from England live. "But the decision was made by Comsat that Early Bird could not be made available to bring these dramatic events at Runnymede to the American people unless all three television networks requested it. As a result, you and I had to watch fragmentary film and tape reports on our television screens eight or more hours after the event and could not see the entire event for 13 hours. . . ." NBC, it was indicated, had declined to participate.

Comsat officials, who asked not to be identified, quickly retorted that Dr. Stanton's position is unfair. During this experimental period, it was decided that television would have unrestricted use of Early Bird on Mondays. Telephone and other services must use the satellite for testing and alignment purposes the other days of the week, they pointed out. Also, they noted, when Early Bird goes commercial each network may then make its own arrangements for circuits.

The substance of Dr. Stanton's speech was a warning against permitting Early Bird and space communications satellites generally to be placed under the control of self-serving governments.

When CBS broadcast its first *Town Meeting of the World* via Telstar II in 1963 the French government denied the use of its ground station to pick up Jean Monnet, father of the European Common Market, speaking from

"Absolutely staggering!"
—N.Y. Times

ALBERT FINNEY in

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Night and
Sunday
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Thank you Tom Ford for letting us produce the Sweetea "Cookbook" commercial which won a Clio for Best Premium Offer at the American Television Commercials Festival.

Thank you Lou Florence for letting us produce the Top Brass "Tiger" commercial which was named a Finalist at the International Broadcasting Awards in Hollywood, and won Recognition at the American Television Commercials Festival.

Thank you Bob Warner for letting us produce the Prince Gardner "Registrar" commercial which won Recognition in two categories at the American Television Commercials Festival.

Thank you Gerry Kreeger for letting us produce the Thom McAn "Giant Shoe" commercial which won Recognition in two categories at the American Television Commercials Festival.

Thank you Aaron Ehrlich for letting us produce the Democratic National Committee "Convention" commercial which won Recognition at the American Television Commercials Festival.

Thank you Brooks Clift for letting us produce the 3M Oven Cleaner "Oven Liner" commercial which was named a Finalist at the International Broadcasting Awards in Hollywood.

Thank you Murray Firestone for letting us edit the Stella D'Oro "Rome" commercial which won Recognition at the American Television Commercials Festival.

Thanks again, Mal Thompson for letting us produce the Armstrong Ceiling Tile "Fred Gwynne" commercial which won Recognition at the American Television Commercials Festival.

Thanks again, Sy Frolick for letting us produce the A-1 Sauce "Surprise Hamburger" commercial which won Recognition at the American Television Commercials Festival.

Thanks again, Gerry Kreeger for letting us produce the Thom McAn "Walkie Talkie" commercial which was named a Finalist at the International Broadcasting Awards in Hollywood.

And...thanks to the hundreds of creative agency people and advertisers who helped us make 1964 our busiest and best year ever.*

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*Agencies, in order of the commercials mentioned above, are: BBD&O, Fletcher Richards, Benton & Bowles, Grey, Grey, Doyle Dane Bernbach, Doyle Dane Bernbach, BBD&O, Firestone-Rosen, BBD&O, Fletcher Richards, Doyle Dane Bernbach.

The press looks at FCC's plan

Many express misgivings about proposed reduction of network program control

Editorial reaction to the FCC's proposed limits on prime-time network TV programing is unfavorable by a 4-to-1 ratio, a cross-check of the press reveals.

Objections are divided roughly into two categories—the practical and the philosophical. Many writers condemned the quality of advertiser-controlled programs, which they forsook as an inevitable result of lessened network control. This group also questioned the quality and availability of local programing to fill the gaps, and pointed to the number of excellent shows now possible only because of large network subsidies.

A smaller, but still sizeable, number maintained that government in general and the FCC in particular does not and should not have authority to meddle with TV programing.

Nobody seemed to have a kind word for the sponsor, who at best was damned with faint praise and at worst, just damned.

Representative of this viewpoint: "Giving more say to sponsors will only help lower the level of quality..." Louis R. Cedrone, *Baltimore Sun*; "Comparable to setting the fox to watch over the chicken coop..." Harriet Van Horne, *New York World Telegram*; "Shifting the responsibility to independent firms does not guarantee the programs will get any better..." *Washington Star*; Sponsors "have consistently sacrificed program quality for sales impact..." *Louisville (Ky.) Courier Journal*; "Will

force revival of more locally produced, low budget, little-talent programs..." *St. Paul Dispatch*; "We doubt that there are enough rich sponsors..." *Detroit News*.

TELEVISION MAGAZINE said the FCC showed "an inability to foresee the secondary consequences that will inevitably follow..." The *Wall Street Journal* called the proposal "another of those regulatory palliatives incapable of affecting underlying economic and cultural causes of the problem it tries to attack." "Clearly an assumption of powers not intended for the FCC," commented the *St. Louis Globe-Democrat*.

Some Support ■ On the other side of the fence: "The half-and-half system might stir up some exciting competition among the program boys," Will Jones, *Minneapolis Tribune*; "One of the great dangers to the U. S. system of democracy is the growing and disproportionate power of two or three television networks..." *Middletown (Pa.) Press and Journal*; "The individual station is under the network's thumb, and so are nearly all the creative people in television... this in one time we think a government agency is right," *Tulsa World*.

Last March 22 the FCC published its proposal to limit networks to equity holdings in no more than 50% of non-news programing between 6 p.m. and 11 p.m., or a weekly total of 14 hours. The networks would also be prohibited from engaging in domestic syndication and barred from foreign distribution of independently produced programs (BROADCASTING, March 29, et seq.).

Radio series sales...

Jimmie Fidler in Hollywood News (Jimmie Fidler): Ksig Crowley, La.; KRSL Russell, Kan., and KNOT Prescott, Ariz.

More for Your Money (Signal Productions): WHBF Rock Island, Ill., and WTIG Massillon, Ohio.

Doctor's House Call (Signal Productions): Wsb Atlanta; WGCH Greenwich, Conn., WMVA Martinsville, Va., and KCBF Lubbock, Tex.

The World of Money (Signal Productions): WDAF, KCMO and KCJC-FM, all Kansas City, Mo.; Ktwo Casper, Wyo.; KATY San Luis Obispo, Calif.; WILZ St. Petersburg Beach, Fla.; KPRC, KTRH and KXYZ, all Houston.

Point of Law (Signal Productions): WCCM Lawrence, Mass.; WFTR Fort Lauderdale, Fla.; WTIG Massillon, Ohio, and WILZ St. Petersburg Beach, Fla.

July 4, 1776 (Woroner Productions): WEMP Milwaukee; KISN Vancouver, KJR Seattle and KNEW Spokane, all Washington; KCBN Reno; KPAY Chico

and KRED Eureka, both California; KAGI Grants Pass, KYES Roseburg and KGAY Salem, all Oregon; WAYX Waycross, Ga.; WDOE Dunkirk and WGGO Salamanca, both New York; WSVL Shelbyville and WIKY Evansville, both Indiana; KWK St. Louis, and KOIL Omaha.

The First Christmas (Woroner Productions): KCBN Reno; WIKY Evansville and WSVL Shelbyville, both Indiana; KWK St. Louis; KOIL Omaha; KNEW Spokane, KISN Vancouver and KJR Seattle, all Washington; KGAL Lebanon and KGAY Salem, both Oregon; WDOE Dunkirk and WGGO Salamanca, both New York; WEMP Milwaukee, and WMIX Mt. Vernon, Ill.

Closeup (Woroner Productions): WIKY Evansville, Ind.; WINK Fort Myers, Fla., and WJDX Jackson, Miss.

Tips on Tots, Points on Pets and Your Green Garden (Woroner Productions): WIKY Evansville, Ind.

Program notes...

Comedy series ■ Bob Banner Associates and Felix Jackson, former NBC-TV vice president in charge of network production, will produce a pilot film for a projected half-hour comedy series, *Marie*. The series will be based on an original story by Mr. Jackson, and represents his first independent project since leaving NBC.

Ahoy! ■ The Department of the Navy has produced a half-hour program of patriotic music, covering the period from the Revolutionary War to World War II, for TV distribution. Entitled *Red, White and Navy Blue*, it is recommended for holiday use. Music is provided by the U. S. Navy Band Seanchanters and the WAVES Chorus of Washington.

Governor & panel ■ KDKA-TV Pittsburgh and the Pennsylvania Association of Broadcasters have begun a series of programs featuring Governor William Scranton answering newsmen's questions. *Conversation with the Governor*, a 30-minute show began Sunday (May 23) and will be carried by seven TV stations the last Sunday of each month. The show is produced at KDKA-TV.

Kangaroo back ■ Bob Keeshan continues as Captain Kangaroo next season on CBS-TV, it was announced last week after an agreed settlement of a suit filed two months ago by Mitchell J. Hamilburg Agency against Mr. Keeshan and the network. As a result, Mr. Keeshan drops his role as Mister Mayor on Saturday mornings, and resumes a Monday through Saturday schedule as the veteran *Captain Kangaroo* (8-9 a.m.) series in the fall.

TV show flies

In what is believed to be the first sale of TV programing for in-flight showing on an airline, Triangle Program Sales reported last Thursday (May 20) that Continental Airlines, Los Angeles, has bought the *This is America* half-hour color series on U. S. fairs and festivals. Continental plans to show each episode of the series for two weeks, starting later this week. The series has been in syndication by Triangle for a year.



FROM WALT DISNEY'S "MARY POPPINS"
CHIM CHIM CHER-EE

WORDS AND MUSIC
 RICHARD M. SHERMAN
 ROBERT B. SHERMAN

PIANO LIGHTLY WITH GUSTO

CHORUS

CHIM CHIM-IN-EY, CHIM CHIM-IN-EY, CHIM CHIM CHER-EE! A SWEEP IS AS
 LUCK-Y, AS LUCK-Y CAN BE. — CHIM CHIM-IN-EY, CHIM CHIM-IN-EY,
 CHIM CHIM CHER-EE! HANDS WITH

**"Chim Chimin-ey, Chim Chimin-ey, Chim Chim Cher-ee.
 Of Bob and Dick Sherman we're proud as can be!"**

To the Sherman Brothers, Robert and Richard, winners of the Academy Award for the Best Musical Score and Best Song, "Chim Chim Cher-ee," of 1964, composed for "Mary Poppins," and to Wonderland Music Co., Inc., the publisher, supercali-fragilistic applause from BMI and our affiliated writers, composers, and publishers.



BROADCAST MUSIC, INC.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



Why Western Electric's level of prices

For more than 30 years, Western Electric has conducted a formalized program of engineering cost reduction. As many as 5,000 projects may be studied each year in a search for ways to contribute to the over-all efficiency of the Bell System. To reduce costs, W.E. engineers have re-evaluated and redesigned products, changed manufacturing processes, and improved production techniques.

On these pages are shown highlights of one such study. It resulted in the saving of just two cents per telephone. But that meant a total saving of \$100,000 a year.

And what has been the over-all result of efforts like this? Today

the price level of the products Western Electric manufactures for the Bell telephone companies is 16% below the level of 15 years ago. This was accomplished despite a 36% boost in the cost of our raw materials and an 88% increase in wages.

The constant, intensive engineering efforts of Western Electric people to reduce the cost of products sold to the nationwide Bell telephone network exemplifies the goal of the Bell System. That is: to bring you the world's most dependable telephone service at a reasonable cost.

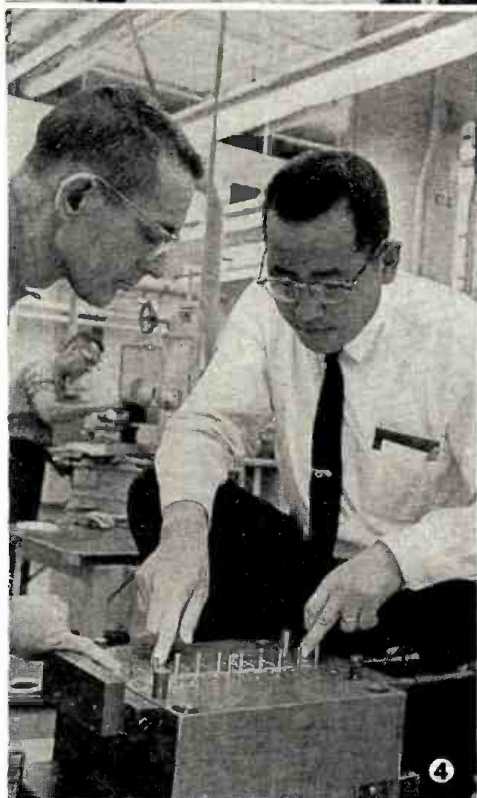
1. Object: cost reduction. In the typical case shown here the problem was to develop a new process for manufacturing plastic



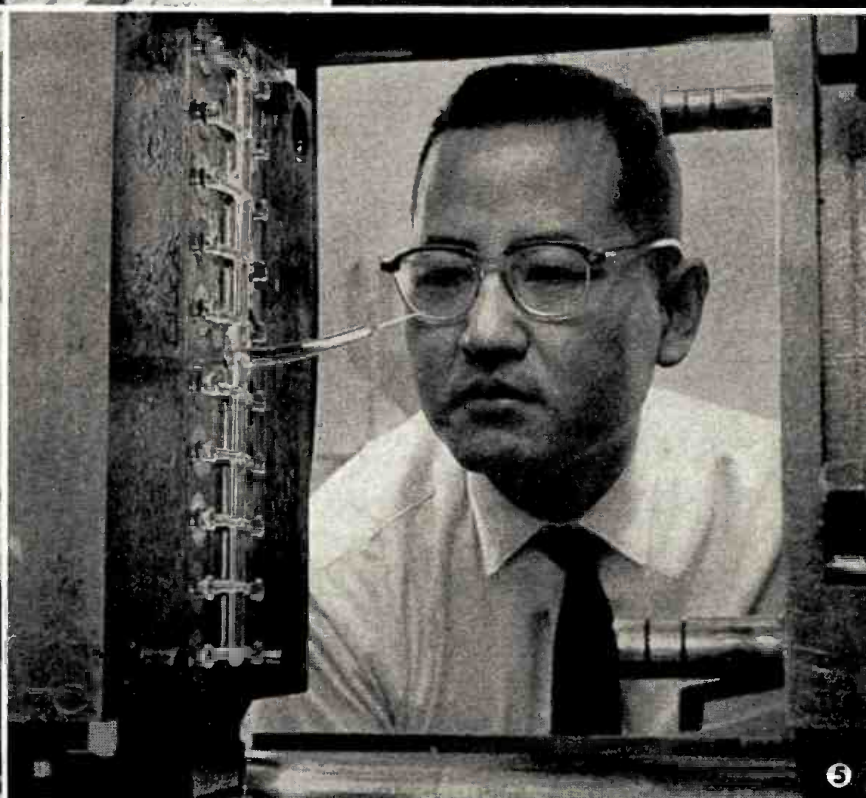
2



3



4



5

is now 16% lower than in 1950

plungers used in telephone handset cradles. Cost had to be reduced without loss of product quality.

2. New process? Plungers had always been machined from plastic dowel stock. Could they be produced for less by injection molding? W.E. Engineers John Koh and Keith Weston were responsible for initial studies of rad stock.

3. Intensive research. Detailed evaluation of the proposed production techniques was first necessary. After the research study for the injection molding process was formulated, W.E. engineers gained management approval by presenting details of development cost and expected savings.

4. Prototype. Tool shop production of a prototype injection molding machine went into full gear once drawing board plans were accepted. Toolmaker Gilbert Carter and Engineer Koh developed early model of the machine.

5. Trial production. First runs of the new manufacturing process proved successful. The injection molding process was put into operation and another cast reduction effort bore fruit.



Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

Mutual funds huddle with FCC

Henry tells them that less investment money

in broadcasting might be a desirable effect

One of the principal arguments being made against strict enforcement of the FCC's multiple-ownership rules as it applies to investment companies is that it might drive investment capital from the broadcasting industry. But that argument might not be as persuasive as financial experts had expected.

FCC Chairman E. William Henry says that such a result might be desirable rather than undesirable.

He made the observation in a closed meeting with representatives of the New York Stock Exchange, mutual funds and brokerage houses May 14 on the commission's inquiry and proposed rulemaking dealing with technical violation of the 1% standard under the multiple-ownership rules (BROADCASTING, May 17). A transcript was made available last week.

The conferees had told the commission that mutual funds alone own \$300 million worth of stock in 37 widely held broadcasting companies—a total of \$1 billion in broadcasting generally. But L. Emory Katzenbach, II, representing the Investment Bankers Institute, said

that the red tape and restrictions on business judgment that strict enforcement of the 1% standard would entail might influence investment companies to take their capital elsewhere, at least where multiple owners are concerned.

That might be true, Chairman Henry said. But the commission, he added, might consider such a result "socially desirable rather than undesirable . . . to reduce the number of stockholders, to make the people who own stock in broadcasting companies more alert to the responsibilities of these companies. . . ."

Heresy ■ He acknowledged that his comment might sound like heresy but said it wouldn't be "the first time that what is accepted as usual in Washington, D. C., is heresy on Wall Street."

The commission instituted its inquiry and rulemaking because of concern about its incomplete information on ownership of widely held corporations which makes enforcement of the 1% standard difficult, if not impossible. Under the standard, anyone owning 1% of a widely held broadcasting company

is assumed to have control.

As a result, the commission says that mutual funds and other investment companies owning 1% or more of two or more multiple owners are in violation of the ownership rules. These limit ownership to seven AM's, seven FM's, and seven TV's, provided no more than five are VHF's. The licensees involved are also in violation. And many of the companies are in violation also of the duopoly policy which prohibits one owner from having two stations in the same service in the same community.

Investment company representatives say all this is unfair and unrealistic since such companies do not attempt to exercise control. They contend they are "institutional" or "passive" investors.

Complicating the picture is the practice of banks and brokerage houses holding stock for clients who are the actual beneficial owners.

The conferees submitted data showing that 10 mutual funds and six trust companies and brokerage houses own or hold more than 1% of stock in two or more group owners. The largest violator of the 1% standard is the Merrill, Lynch, Pierce, Fenner & Smith brokerage house, which holds technical control of companies owning 94 AM's, 69 FM's and 95 TV's.

Proposed Solution ■ The commission's inquiry seeks information on how to deal with problems raised by the increasing flow of investment capital into broadcasting, and it has proposed a rule that would enable it to move—through cease and desist orders—against the stockholder who violates the 1% multiple-ownership rule. At present only the licensee is subject to commission action.

A question as to whether the stockholder is actually in violation and whether the commission would have authority to move against one was raised by Washington communications attorney J. Roger Wollenberg. He suggested as a "practical matter," that the commission seek additional authority from Congress.

But the conferees made a number of suggestions for dealing with the questions raised by the commission. The principal one was to create a new category of stockholder that would not be affected by the multiple-ownership rule until it acquired 10% of a widely held broadcasting company's stock. This group would include mutual funds and other investment companies that do not seek to exercise control over the companies in which they invest.

The conferees suggested coupling with this a requirement that licensees

The mutual funds and their holdings

The list submitted to the FCC of mutual funds in technical violation of the 1% rule, and the broadcast companies involved, follow. The compilation is as of Dec. 31, 1964.

Fidelity Management & Research Co.: Avco Corp., 1.15%; CBS Inc., 1.15; Metromedia Inc., 2.97; Stanley Warner Corp., 6.94; Storer Broadcasting Co., 1.69; Taft Broadcasting Co., 1.88.

Investors Diversified Services Inc.: Avco, 3.84; CBS, 3.44.

Investors Management Co.: American Broadcasting-Paramount Theaters Inc., 1.25; CBS, 2.21.

Keystone Co. of Boston: AB-PT, 2.5; Avco, 1.13; Capital Cities Broadcasting Corp., 5.9; Metromedia, 7.09; Taft, 3.32; Time Inc., 1.65.

North American Securities Co.: Scripps-Howard Broadcasting Co., 1.16; Storer, 1.58.

Putnam Management Co.: Capital

Cities, 7.75; CBS, 1.57; Storer, 2.31.

Scudder, Stevens & Clark Co.: AB-PT, 1.17; Boston Herald Traveler Corp., 2.54.

Supervised Investors Services: AB-PT, 2.19; Capital Cities, 1.85, Taft, 2.14.

Vance, Sanders & Co. Inc.: CBS, 3.97; National Life & Accident Insurance Co., 1.06; Travelers Insurance Co., 2.19.

Waddell & Reed Inc.: AB-PT, 2.42; Avco, 3.21; CBS, 3.89; Crowell-Collier Publishing Co., 2.29; General Tire & Rubber Co., 2.08.

Seven broadcasting companies in which more than one mutual fund owns stock are:

CBS (6 funds) 16.23%; Capital Cities (3) 15.5%; Metromedia (2) 10.06%; AB-PT (5) 9.53%; Avco (4) 9.33%; Taft (3) 7.34%, and Storer (3) 5.58%.

determine, and report to the commission, when a so-called passive investor shows signs of seeking to assert control. Such a stockholder could then be required to abide by the 1% standard.

Other Suggestions ■ They also suggested that licensees, rather than the financial companies holding stock, be required to inform the commission of all 1% or more owners. In cases where a brokerage house is forbidden by law to disclose the name of a client-owner of broadcast stock, they said, the commission should be empowered to require disclosure.

In addition, they said that an investor should not be considered "a significant person" under the multiple-ownership rule unless he has ultimate legal power to vote the stock. This would exempt brokerage houses, for example.

Commissioner Lee Loevinger expressed doubt about the proposed 10% ceilings noting that 10 mutual funds could own a broadcasting company and yet not be responsible for its operation. "Do you think that the commission should operate on the premise that ownership and control in modern economic life are . . . untransferable qualities?"

Washington communications attorney W. Theodore Pierson said the concept that ownership of a share of stock affords some control no longer applies. If the commission is concerned about avoiding a concentration of control over the communications media, he said, it should "go to the reality of the situation" and not "accept fictions about who controls."

Mr. Pierson arranged the conference as a means of informing the commission on how the money market works and on how stock is voted by investment companies (BROADCASTING, Feb. 1).

Appeals court reverses WRVA-TV tax decision

WRVA-TV Richmond, Va., was told last week by a federal appeals court that money it spent in training personnel before it got its grant from the FCC cannot be charged to expenses. A Fourth Circuit Court of Appeals panel said the company couldn't claim the expenses since they were expended before the company was legally formed.

WRVA-TV is suing to recover \$53,000 it claims was spent in training about 30 prospective employees before it received its grant in 1955. After the Internal Revenue Service disallowed this deduction, WRVA-TV sued to recover in U. S. District Court in Richmond. It won a jury verdict last year. The appeal was taken by the government.

BROADCASTING, May 24, 1965

All was smiles at AB-PT meet

Stockholders support
management proposals;
Moore, Clark join board

Stockholders gave American Broadcasting-Paramount Theaters a clapping vote of confidence last week and overwhelmingly supported all of management's proposals, including one to change the name of the corporation to American Broadcasting Companies Inc. The name change becomes effective July 2.

President Leonard Goldenson predicted "another record year in 1965" on the heels of record profits achieved in 1964.

Mr. Goldenson said ABC firmly believes its proposed "domestic satellite" plan (BROADCASTING, May 17) using a vehicle similar to Early Bird, is entirely practical from a technical standpoint. He indicated that in its first year of operation alone, such a system could save the network close to \$6 million.

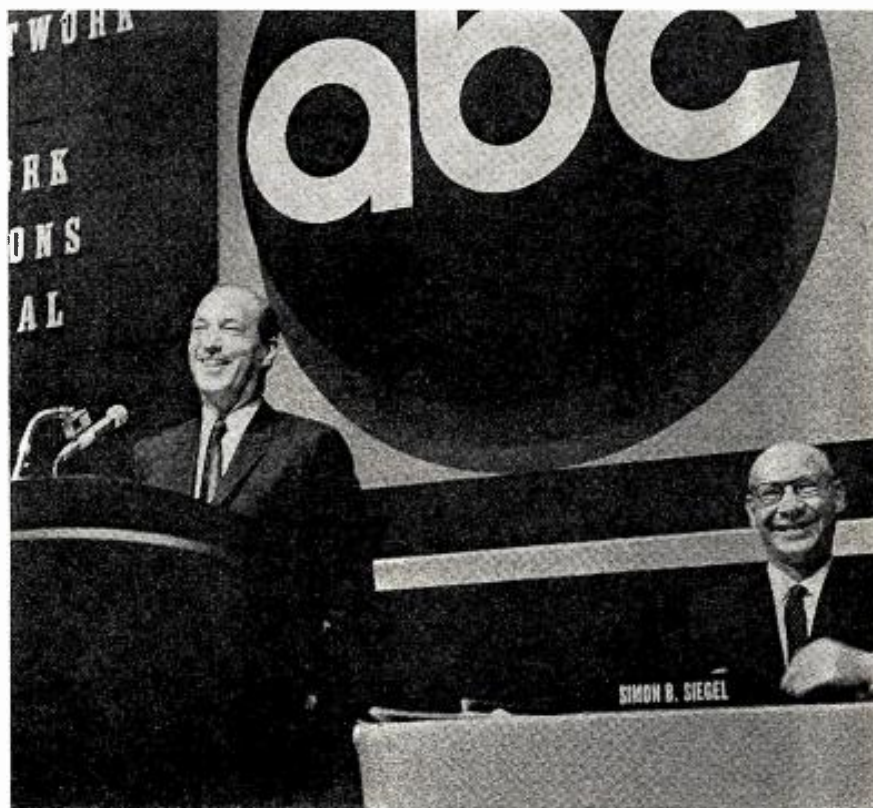
This figure is the difference between the \$15 million per year which ABC currently pays for network land lines, and approximately \$9 million which it

would cost to launch the satellite. This would not include the expense of ground station transmitting facilities, he explained, whose operating control the FCC has put in the hands of the Communications Satellite Corp. Mr. Goldenson said he did not think ABC could operate the system without Comsat's cooperation. ABC officials met with Comsat representatives in New York last week to discuss the project (see page 87).

One shareholder, voicing approval of ABC's management in the past year and specifically commending the domestic satellite plan as a move "to snap the silver cord" of AT&T, received strong applause from the some 600 stockholders present at the meeting.

The meeting bore small resemblance to last year's stockholder gathering, a noisy affair at which over 500,000 of the corporation's 4.5 million outstanding shares were voted against management's motion to abolish the cumulative voting procedure for directors. Management's purpose then was to keep divisive elements from gaining seats on the board. Under cumulative voting a shareholder can multiply his shares by the number of directors to be elected and cast that total for a single nominee.

At that time financier Norton Simon was seeking representation on the board for the holdings of Hunt Foods & Industries, of which he was then president and chief executive officer, and for those of McCall Corp. (35.5% owned



Mr. Goldenson (l.) and Executive Vice President Simon B. Siegel

by Hunt Foods). These interests could not muster sufficient strength and cumulative voting was abolished.

Smaller Vote — This year a motion to restore cumulative voting attracted only 122,093 shares in its support, suggesting that the Simon-Hunt-McCall combine was apparently going along with management. The exact extent of their holdings is not certain but it is understood to be over 200,000 shares.

In a review of operations Mr. Goldenson said ABC-TV is having "the best season in its history" in audience acceptance and noted that close to one-third of the network's 1965-66 night-time schedule will be in color.

He characterized the FCC's proposed rule to limit network program ownership to 50% of prime-time shows as "totally unrealistic." He said only one half-hour of ABC-TV's weekly prime-time programing is now supplied by advertisers, but if the commission rule were implemented, sponsors would have to supply an additional 10½ hours of programing. He said the company doubts advertisers would be willing or able to assume such a responsibility.

ABC Radio's sales have continued to increase, Mr. Goldenson reported. ABC-owned television and radio stations, he went on, had record revenues in 1964 and "have continued to show improvement to date this year."



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ABC Films' domestic sales were said to have increased and its sales to foreign outlets were at record levels.

Elected to board membership for the first time at the annual meeting were Thomas W. Moore, ABC-TV president, and Samuel H. Clark, vice president in charge of theater operations.

Shareholders also approved a qualified stock option plan under which key employees may purchase up to an aggregate of 250,000 shares of the company's common stock. In addition they voted to amend the key employees incentive compensation plan so that incentive payments could be made in shares of common stock or cash.

SEC's report of transactions

The Securities and Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* (all common stock unless otherwise indicated):

American Broadcasting-Paramount Theaters—Franklin Feinstein acquired 127 shares, now holds 127; David B. Wallerstein disposed of 2,000 shares, now holds 1,123.

Capital Cities Broadcasting Corp.—Joseph P. McGrath disposed of 3,300 shares, now holds 36,051; Joseph B. Somerset acquired 1,000 shares, now holds 1,140.

Columbia Broadcasting System Inc.—James T. Aubrey Jr. disposed of 5,000 shares, now holds 22,449; Julius F. Brauner disposed of 1,000 shares, now holds 3,776; Ralph O. Briscoe disposed of 700 shares, now holds 33; Michael Burke disposed of 2,200 shares, now holds 3,883; Richard A. Forsling disposed of 1,000, now holds 499; Arthur Hull Hayes disposed of 5,000 shares, now holds 5,131; Clarence H. Hopper disposed of 6,500, now holds 9,208 himself and jointly with Mrs. Hooper 1,014; Theodore F. Koop acquired 1,083, now holds 3,095; Goddard Lieberman disposed of 4,000, now holds 15,690; E. K. Meade Jr. disposed of 4,550, now holds 4,523; Bennett L. Newman disposed of 169 shares, now holds none; Bennett L. Newman jointly with Mrs. Newman disposed of 24 shares, now holds none; Walter R. Rozett disposed of 1,700 shares, now holds 38; Richard S. Salant disposed of 4,400, now holds 6,436; Norman E. Walt Jr. disposed of 1,000, now holds 81; Geraldine B. Zorbaugh acquired 719 shares, now holds 2,061.

Crowell-Collier Publishing Co.—Sumner Blossom disposed of 500 shares, now holds 1,020.

Curtis Publishing Co.—L. Philip Ewald III disposed of 1,000, now holds none; Milton S. Gould disposed of 1,000, now holds 400.

H&B American Corp.—George E. Yousling acquired 1,000, now holds 1,000.

MCA Inc.—Milton R. Rackmil (holds 12,238 himself) as co-trustee disposed of 167, now holds 3,166.

National General Corp.—Nathan Kates acquired 1,000, now holds 2,624; Irving H. Levin acquired 200 shares, now holds 54,337 (holds 49,494 in partnerships, 12,361 in cor-

CBS Inc. stock sales by officials explained

In response to inquiries about sales of CBS Inc. stock by company executives reported in the Security Exchange Commission March report (see below) a spokesman said the sales were made before March 1, the date of CBS-TV network president James T. Aubrey Jr.'s dismissal which was followed by lower prices for CBS stock. They said the sales were made to pay off commitments they had made in arranging to exercise stock options granted in 1959

porations and 110 as trustee); Seymour F. Simon acquired 100, now holds 204 (with L&S Associated holds 2,521 and with Mrs. Simon holds 104); Nathan Kates exercised warrants held at \$15 each and acquired 5,458 shares.

Papert, Koenig, Lois Inc.—John Collins acquired 450 shares, now holds 450; Frederic Papert sold 4,590 shares to key employees, now holds 99,319.

Plough Inc.—John C. Dillon disposed of 100 shares, now holds 13,050.

RCA—Charles R. Denny disposed of 3,900 shares, now holds 6,000; Theodore A. Smith disposed of 7,742 shares, now holds 30,628; H. R. Wege disposed of 3,243 shares, now holds 4,725; Josephine Young Case trust disposed of 400 shares of \$3.50 first preferred, now holds none.

Rollins Inc.—David Edell disposed of 500 shares, now holds 500; Earl F. Geiger acquired 500 shares, now holds 800; Albert R. Lanphear acquired 4,050, now holds 12,150; John W. Rollins disposed of 5,600 shares, now holds 510,000; O. Wayne Rollins disposed of 7,600, now holds 1,552,350 (as guardian holds 23,940); R. Randall Rollins disposed of 1,200 shares, now holds 5,445 (as custodian holds 1,500); Jarvis J. Slade disposed of 300 shares, now holds 1,822 (all holdings listed reflect 3 for 1 stock split effective Feb. 16, 1965).

Teleprompter Corp.—Herbert Krasnow acquired 500 shares, now holds 500; Western Union Telegraph disposed of 91,026 shares, now holds none.

Time Inc.—Edgar R. Baker disposed of 600 shares, now holds 15,770; David W. Brumbaugh disposed of 1,300 shares, now holds 20,489; Clay Buckhout disposed of 400 shares, now holds 5,080; Roland M. Buckley disposed of 5,000 shares, now holds 2,920; John L. Hallenbeck disposed of 1,000, now holds 4,000; Henry Luce III acquired 600 shares, now holds 125,623 (holds 75,388 in trusts); Ralph D. Paine Jr. disposed of 1,000 shares, now holds 9,236.

Trans-Lux Corp.—Harry Brandt acquired 1,500 shares, now holds 155,547 (Mrs. Brandt holds 18,265, 50% owned companies hold 10,812, wholly owned companies acquired 400 shares, disposed of 10 and now hold 23,826, foundations acquired 900 shares, now hold 55,620).

United Artists Corp.—Robert W. Dowling acquired 500 shares, now holds 500 (Dowling Realty holds 117).



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and to pay the resultant capital-gains taxes.

Under the stock option rules and the timetable for exercising such options, they said, the holders of this stock were free to sell at any time from December 1964 onward. But in December the stock value was still rising, they noted, and the natural inclination was to defer selling as long as possible. To meet their commitments, they could not defer past February and as a result the seemingly large number of sales occurred during that month, according to officials. They stressed that as a group the selling executives retained more stock than they sold.

Proxy battle shaping for control of Paramount

A proxy battle for control of Paramount Pictures Corp. by Herbert J. Siegel, president of General Artists Corp., New York, and board chairman of Baldwin-Montrose Chemical Co., Philadelphia, appears to be shaping up.

In a filing with the Securities & Ex-

change Commission on May 19. Mr. Siegel said he is thinking of soliciting proxies for election of a majority of the board of Paramount, but that he has not yet taken any action.

Mr. Siegel personally owns 100 common shares of Paramount; Baldwin-Montrose owns 10,100 shares and is seeking, with two other companies to purchase a minimum of 125,000 shares.

As an apparent prelude to a proxy fight, James J. Rochlis, president of Baldwin-Montrose, said last Thursday (May 20) that the company has been working on a plan to divest itself of its holdings in GAC. Baldwin-Montrose owns 70% of GAC. GAC is a talent agency which also acts as a packager of TV programs.

First inkling of Mr. Siegel's plans came Monday when a tender for 125,000 shares of Paramount stock was issued by Baldwin-Montrose, Feuer & Martin Productions and FMI Ltd. Price offered was \$64 a share (in the last week Paramount stock has ranged from 60 to 62½).

Paramount is vigorously opposing the move. George Weltner, president of the

company, sent a letter to stockholders on May 18 warning against the tender by the Montrose-Baldwin group.

In a related development, reports circulated in New York and Hollywood that a syndicate headed by Texas industrialist Clint Murchison was interested in purchasing a motion picture—TV production company and installing former CBS-TV president James T. Aubrey as head of the studio. Overtures were said to have been made to both Paramount and Desilu studios, but confirmation could not be obtained.

Paramount income doubles

Paramount Pictures Corp., New York, disclosed a consolidated net income boost of \$1,145,000 for the first quarter of 1965 over the comparable period last year, with no reported profit from sale of investment for this period. For the 1964 period, investment profits were \$723,000 or 44 cents a share.

For the first quarter ended April 3:

	1965	1964
Income per share	\$1.39	\$0.63
Net income	2,186,000	1,041,000
Shares outstanding	1,569,956	1,651,281

EQUIPMENT & ENGINEERING

Setmakers happy over tax cut

LBJ's bill would remove 10% excise levy from TV sets, radios and phonographs effective July 1

Manufacturers of television and radio receivers hailed President Johnson's tax message last week amid signs that TV and radio sales would receive a significant boost from the repeal of the 10% excise tax.

Although most comment from the set makers was guarded (they are anxious to see what Congress does to the measure) some retailers moved to anticipate the relief by announcing price cuts with the explanation that they will absorb the difference between now and July 1 when the repeal is supposed to go into effect.

The excise tax, which is placed on the manufacturer's price, amounts to about 7-9% of the retail price, according to industry estimates.

The President's proposal, which repeals or reduces excise taxes on several score of consumer items (from automobiles to xylophones), was under study last week by the House Ways & Means Committee. The committee is expected to report the measure out and the House to approve pretty much as recommended by the White House. It will then go to the Senate for consider-

ation, where, it is hoped, it will be passed without major alterations by early June.

The tax measure calls for repeal or reduction in four major phases: the first, effective July 1, removes the 10% tax on a host of articles (including TV sets, radios and phonographs), and reduces the tax on a number of articles and services (automobiles from 10% to 7%, etc.). Subsequent phases, beginning July 1, 1966 and extending into 1967, repeal or reduce taxes still further.

The President called for authorization to make refunds for floor stock which has not been sold before the tax cut goes into effect. He said that provision should be made for refunds to automobile and air conditioning customers on purchases made after May 14 and before the repeal or reduction goes into effect. He said other business groups aren't interested in refund protection because of the large amount of paper work involved. Other manufacturers, including TV and radio set makers, have indicated however, that they will ask for this protection too.

Lauds Johnson ■ The Electronic Industries Association saw a spur to consumer buying in the second half of this year as a result of the removal of the excise tax from their consumer products.

Executive Vice President James D. Secrest expressed EIA's "delight" at the move, and added:

"EIA has always maintained that repeal of the excise tax will stimulate set sales and thereby contribute to the growth of the national economy. The radio-TV-phono industry has consistently led all industries in passing along

What it means in dollars

At its simplest, the excise tax on the manufacturer's price for a TV set, for example, is estimated to pyramid up so that it is about 9% of the retail price. This is how it's figured:

Manufacturer's price, \$100. Tax is \$10. Price to distributors, \$110. Distributors normally get 12% markup; this equals \$13.20, making price to retailers \$123.20. Retailers ordinarily get a 25% markup; this amounts to \$30.80, making price to customer \$154.

Without the excise tax, the retail price of the set now sold at \$154 would be \$140.

cost reductions to the consumer. Lower prices should be particularly effective in spurring the rising demand for color television receivers."

Jack Wayman, director of EIA's consumer products, who has been working for the last six months to persuade the White House and Treasury Department as well as Congress to reduce or remove the 10% tax on TV and radio sets, expressed his pleasure at the move. He said he hopes that the House will move the bill through quickly.

The tax on television brought into the Treasury \$135 million in 1964; radios and phonographs, \$90 million.

ABC, Comsat discuss network's satellite plan

Representatives of ABC and the Communications Satellite Corp. cautiously probed each other last week in a three-hour closed meeting on ABC's plan to distribute network TV programming to affiliates through its own communications satellite (BROADCASTING, May 17).

Whether such a satellite would actually belong to ABC or be operated and leased by Comsat was not openly negotiated, but the question lies behind the exploratory discussion.

It was understood that Comsat did not declare at this session that satellite ownership is its exclusive right under the Communications Satellite Act, but it's believed that it would argue this exclusivity if it came to a test.

The ABC-Comsat meeting was described as friendly. ABC made clear that it wishes to become involved in a satellite system that is exclusively TV, not a system where it might have to share circuits with other communications services. ABC did agree, however, that it would not object to sharing a satellite system with other TV services.

At a stockholder meeting last week (see page 83), ABC President Leonard H. Goldenson said the company spends \$15 million a year for land lines. He also said that preliminary discussions indicate that a domestic satellite with a life of five to 10 years could be launched for less than \$9 million.

At the ABC-Comsat meeting, besides Mr. Goldenson were the following American Broadcasting - Paramount Theaters executives: Simon B. Siegel, executive vice president; Everett H. Erlick, vice president and general counsel; Frank Marx, who was president of ABC Engineers and is now vice president in charge of construction and real estate. Comsat was represented by George Sampson, operations vice president; John M. Barstow, chief, transmission facilities, and Dr. Spencer Spaulding, manager, system analysis.

GE has 11-inch color-TV set

Portable will sell for \$249.95 and be out in time for Christmas

Color TV for the mass market loomed last week when General Electric Co., after months of speculation, announced it was coming out with an 11-inch portable set at a recommended retail price of \$249.95.

The color set—the first well under the \$400 level at which color receivers have been priced generally—will be introduced in time for the Christmas market this year, GE officials said, in announcing the company's 1966 line of TV receivers.

Also announced last week was RCA's new line—led by a 20-pound, 12-inch portable, transistorized black-and-white set (at \$124.50) and including 37 color-TV models, the largest number in the company's history.

GE's new color portable, unveiled at a news conference in New York, uses an 11-inch, rectangular picture tube manufactured by GE. The set weighs 24 pounds. William Davidson, general manager of GE's television receiver department, said total production would be limited "by tube supply alone."

At the company's annual meeting last month, Fred Borch, president and chief executive of GE, announced pilot production of a new color picture tube (BROADCASTING, May 3). Last week company officials confirmed that the tube used in the new 11-inch set is "the improved version of the shadow mask type . . . of simpler design" referred to by Mr. Borch. The set is portable by reason of its weight alone; it must be plugged into a standard electrical outlet to operate. It has no transistors.

The face of the picture tube is coated with rare-earth phosphor, said to produce brighter pictures than tubes using standard phosphors.

Cost Reductions ■ Mr. Davidson attributed product development to "a number of mechanical and electronic design improvements" that permit major reductions in the cost and physical size of the color receiver. He would not elaborate "for competitive reasons."

The receiver operates with its own dipole antenna, but during the display, all receivers were connected to a central antenna. Reception of a color film, especially telecast, appeared satisfactory to observers.

All of GE's other TV color receivers

are of the 21-inch and 25-inch size.

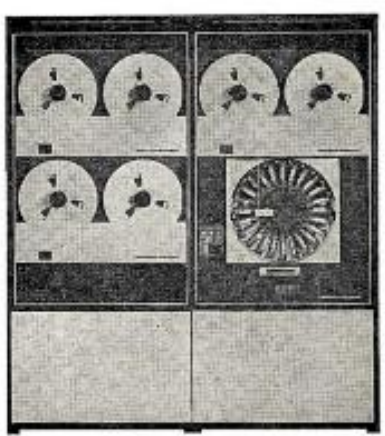
RCA officials said the 12-inch, solid-state portable was a first in the TV set-making industry, emphasizing longer life expectancy, reduced maintenance and extended reliability compared with tube TV sets. It uses a line cord, and is designed according to Bryce S. Durant, president of RCA Sales Corp., for personal use. Color TV, he noted, is "fast" becoming the "living room set" in the home.

Also introduced to RCA distributors at the sales meeting in Las Vegas last week were 21 new black-and-white receivers, bringing to 31 the full 1966 monochrome line.

Lowest priced color TV in the RCA line is \$379.95. A 19-inch rectangular color receiver, previewed at Las Vegas, is priced at \$430. Beginning at the \$700 level are RCA's 25-inch rectangular models. Color, Mr. Durant said, now accounts for more than 55% of RCA's home entertainment sales total.

RCA's conventional portable black-and-white set, weighing 44 pounds, has a 21-inch picture tube and sells for \$179.95.

Brake on Boom ■ The only drag on the booming color business is the limited availability of color picture tubes, S. R. Herkes, president of Motorola Consumer Products Inc., told



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a meeting of the National Industrial Conference Board in New York last week.

Color tube production, he predicted, will not catch up with demand until 1967.

He estimated that 1965 sales of color TV sets will possibly total 2.2 million, up from last year's 1.4 million. Total TV sales, with an estimated 8 million black and white, will top 10 million units for the first time, he noted.

Black-and-white sales are tending more and more to portables and table models, he reported, with profit margins getting slimmer. Smaller TV sets now account for 78% of total sales, he said.

Daytimers on clears asked to update bids

Ten daytime stations operating on clear channels were given a sign last week that applications for higher power they filed with the FCC years ago may finally be granted.

The sign came in an order granting seven of them 90 days to bring their applications up to date. Some were originally filed as far back as 1947. But the filings became enmeshed in the clear channel proceeding, which lasted

EIA in merger

Merger of Electronics Industries Association and Magnetic Recording Industry Association was announced last week. MRIA members—of which nine are also members of EIA—will become members of EIA under the plan which will be discussed at a meeting of MRIA members May 26 at O'Hare Inn, Chicago. MRIA, formed in 1952, has about 30 members, including the following which are also members of EIA: RCA, Reeves Soundcraft, Warwick Electric, 3M, Eastman-Kodak, Audio Devices, Ampex and Alliance Manufacturing Corp.

16 years, ending in 1961 with the duplication of 13 of the 25 clears.

The commission last week said it feels the pending applications would not "materially affect consideration of possible future assignments of unlimited time class II-A stations on the 12 unduplicated clears," or the possible use of power up to 750 kw by class I-A stations now assigned the I-A channels.

The seven are KOWH Omaha, Neb., 660 kc, from 500 w to 1 kw; WNAD Norman, Okla., 640 kc, from 1 kw to 5 kw; WKAR, East Lansing, Mich., 870 kc, from 5 kw to 10 kw; WLBB Carrollton, Ga., 1100 kc, from 250 w to 1 kw; WPEO Peoria, Ill., 1020 kc, from 1 kw to 10 kw; KSKY Dallas, 660 kc, 1 kw to 50 kw; and WESC Greenville, S. C., 660 kc, 10 kw, to change from directional antenna to directional antenna only during critical hours.

The three other stations involved are WCHU Ithaca, N. Y., KIEV Glendale, Calif., and WUST Bethesda, Md. The applications of WCHU and KIEV have already been revised. However, KIEV's application may pose a conflict with a Mexican station, and officials say that conflict involving WUST's application must be "straightened out" before action can be taken on it.

Technical topics . . .

Remote control lens ■ Zoomar Inc., Glen Cove, N. Y., and Hollywood, has developed the remote control Mark XX lens for vidicon TV cameras. Adapted to cameras by a mounting rail, the system incorporates the F/6 Angenieux lens with zoom ratio 20:1 in focal lengths from 15 to 300 mm and field angles from 55 to 3 degrees.

RCA purchase ■ KTBS-TV Shreveport, La., is purchasing new color television

equipment costing more than \$250,000 from RCA. Included in the purchase is a transmitter, a microwave system between studios and transmitter, a color film and slide transmission system and a TK-60 RCA color studio camera.

Tape cartridge ■ The Tape-Top, a new concept in continuous loop cartridges, is available from Casco Music Systems Inc., Hyde Park, Mass. The cartridge is a complete tape transport and does not require a special mechanism for operation. Any phonograph or turntable will provide the drive for the unit. It is available with 3200 feet of ¼" tape and can be supplied with one to eight track heads. Up to 88 hours of program material may be recorded.

Price list ■ Gates Radio Co., Quincy, Ill., has issued a hard-cover catalogue of broadcast and communications equipment. Included in the book is a price list pocket on the inside back cover. Gates is a subsidiary of Harris-Intertype Corp.

UHF book ■ Hayden Book Co., New York, has published a new book detailing the steps involved in setting up a UHF station, entitled *Planning the Local UHF Station* by Patrick S. Finnegan. Mr. Finnegan is vice president and chief engineer of WLBC-AM-TV and WMUM(FM), Muncie, Ind., and is also the designer of the Automatic Time Injector used by many stations for time announcements.

More color ■ Meredith Broadcasting Co., and RKO General Broadcasting have each ordered 4-V color film camera chains from General Electric Co. The chains will go to Meredith's WOW-TV Omaha, KPHO-TV Phoenix and KCMO-TV Kansas City, Mo., and to RKO's WHBQ-TV Memphis and two to WNAC-TV Boston. A 4-V system has also been ordered by Triangle Stations for WLYH-TV Lancaster-Lebanon, Pa.

Expansion ■ Mark Armistead Television Inc., Hollywood, has ordered two of RCA's newest model electronic film recorders, at a cost of \$117,000, as a first step in an \$8-million expansion program. Armistead has supplied electronic equipment, much of it developed by the company's own engineers, to TV and motion picture producers, for taping and filming.

New plant ■ Ampex Corp., Redwood City, Calif., has dedicated its new 85,500 square foot plant in Colorado Springs. The plant, part of the Ampex Video and Instrumentation Division, manufactures professional audio recorders.

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Worldwide status of radio-TV

UNESCO report finds 400 million radios and 130 million TV sets, with about half of them in the United States

The United States has about half the world's TV and radio sets. The total receivers in the world: Some 400 million radios as of the early 1960's and about 130 million television sets in 1963.

These estimates are published last week by the United Nations Education, Scientific and Cultural Organization (UNESCO) in its *World Radio and Television* handbook.

The publication estimates the U. S. has 33 TV sets and 100 radios for every 100 people in the country. (The highest TV-set concentration was reported in the tiny principality of Monaco: 52 receivers per 100 people).

Similar surveys released last week by the U. S. Information Agency reveal substantially higher figures for 1964—162 million TV sets and over 500 million radios, with the U. S. having 67,-100,000 of the TV's and 228 million radios.

UNESCO's report described broadcast facilities in nearly 200 countries, but cautioned that its data was based on most recent information available to it—1963 back to 1960, and in a few cases, to 1959.

Some of the report's highlights:

■ The U. S. is far ahead in the number of TV receivers (60 million given) and Japan is in second place with 13 million. Japan also has TV viewers about equal with radio listeners who own 17,608,000 radio receivers.

■ Radio broadcasting globally increased 60% in the 10 years after 1950, but in terms of TV sets, worldwide figures show a mushrooming from 11 million in 1950 to 130 million in 1963. In radio, the 400 million sets over the world represent 13 receivers for every 100 people. To cover every family in the world with a radio set, it would take another 400 million sets, a development which UNESCO anticipates.

■ The Soviet Union is shown with about 44 million radios of which 30 million receive only wired programs, and with an estimated 7 million TV sets, 18% of which are in Moscow. In 1950 there were two TV transmitters in the USSR. Now there are 173.

■ West Germany (broadcasting is part commercial) has more than 16 million radio receivers in use, and an estimated 7.8 million TV sets; France

(noncommercial and directed by a government-sponsored monopoly) has 12.9 million radios and 3.3 million TV sets; Italy (indirectly controlled by the state, some advertising on TV) has more than 8.5 million radios and over 3.8 million TV receivers; United Kingdom (non-commercial in radio, part commercial and noncommercial in TV) has 14.2 million radio sets and another 1 million wired radios, and 12.5 million TV receivers.

Communist China has only 20,000 TV receivers but has five "television universities" serving more than 30,000 students with eight hours of courses weekly in mathematics, physics, chemistry and Chinese literature. Mainland China has similar projects in radio, and reports nearly 7 million radio sets.

The 159-page handbook can be obtained for \$3.50 from the UNESCO Publications Center, 317 East 34th Street, New York 10016.

Canadian CATV girds for fight

The booming Canadian community antenna television industry is bracing itself for a battle against more government regulation. To aid in the fight, it is developing new services to improve its image. This was the theme of the ninth annual meeting of the National Community Antenna Television Association of Canada held in Toronto, May 11-14.

Panel discussions dealt with improving public services, methods for making all channels available for emergency announcements, sales, and originating local programs. At closed sessions debate on how to combat probable government regulation was the major subject.

There was a record registration of 194, while membership was reported as 125 active operators, nine trade members and three associate members. Twelve new members were added during the year. The board of directors was increased by one to 15, the additional member making four representing western Canada. The majority of CATV operators are in Ontario, Que-

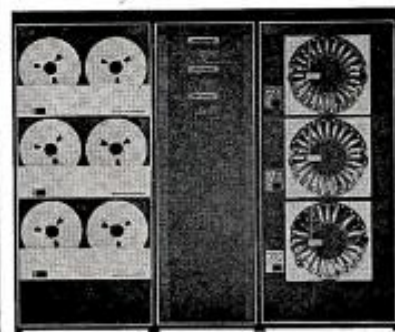
bec and British Columbia (in that order), with a scattering of operators in the prairie provinces and the Atlantic coast provinces.

President F. T. Metcalf of Guelph, Ont., who is also general manager of CJOY Guelph, reported that additional regulation by the Department of Transport has been stopped. This, he thought, is due to the expected June report on all phases of broadcasting from a special committee headed by Montreal industrialist R. M. Fowler.

Mr. Metcalf warned the CATV operators that the next big fight will be on the copyright question. The association, he said, is prepared to fight any copyright fees.

To prevent drastic government regulation, he urged the CATV industry to take a long look at customer service, to regulate its own operations and to cooperate with a survey soon to be made by the industry of all phases of CATV operations to obtain facts with which to battle regulatory moves.

Bell Contracts ■ Also discussed were new contracts being negotiated with the Bell telephone systems, the new Quebec 6% telecommunications tax, the growing value of CATV for educational TV



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in conjunction with provincial departments of education and universities, and reporting of local events where there are no local TV stations. Such local community services must be free of commercials, it was stressed.

The Canadian association recommended that the limited VHF channels should not be used for TV rebroadcasting stations of any power. It has presented to the Board of Broadcast Governors and the Department of Transport its view that translators should be on UHF channels, and that CATV operators could supply service in such areas because of the scarcity of UHF receivers in Canada. VHF channels should be reserved for originating TV stations, it said.

Rowan says USIA needs bigger budget

To perform its global functions adequately, the U. S. Information Agency would need a half-billion dollar budget according to Carl T. Rowan, director. Answering questions of newsmen at a dinner meeting of Sigma Delta Chi, national journalistic society, in Washington last Wednesday (May 19), Mr. Rowan said that in the current situation, USIA should have a budget three times its present appropriation of \$140,254,000. He did not advocate a half-billion dollar appropriation now because the organizational structure is not geared to

that tempo.

Mr. Rowan said USIA is "getting through" effectively both in the Vietnam war and in Santo Domingo. In Vietnam, he said, there is adequate evidence of the effect of Voice of America broadcasts in spite of attempts at jamming.

Increased funds, he said, are needed to expand TV operations of VOA and to enlarge broadcast coverage. Three 50 kw medium band transmitters are broadcasting in both Vietnamese and English on expanded schedules from installations in the Philippines. Santo Domingo is being covered through expanded Spanish language schedules as well as over stations on the island.

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Mr. Meads



Mr. Wierum

Walter F. (Chip) Meads, VP, creative supervisor and management supervisor, named to new position as administrator of creative services, J. Walter Thompson Co., New York. **Thornton Wierum**, member of legal department at J. Walter Thompson Co., New York, named administrator of broadcast department, succeeding **Richard Zimbert**, who joined ABC-TV West Coast (BROADCASTING, May 10).

Alfred L. Bonomolo, VP in charge of Canadian sales division of Weed & Co., station representatives, named account executive at Metro TV Sales, division of Metromedia Inc., New York.

Robert W. Orr, account executive at

Young & Rubicam Inc., New York, named account executive at **Weightman Inc.**, Philadelphia.



Mr. Van Dagens

department.

Kenneth P. Eikermann, salesman with KTVI(TV) St. Louis, named account executive with **Blair Television**, that city.



Mr. Munn

Albert R. Munn, regional sales director at **wsoc-tv** Charlotte, N. C., named assistant director of sales, responsible for local and regional sales at station.

Richard G. Fenton, president of **Pfizer International**, New York, elected board

chairman, succeeding **John J. Powers Jr.**, elected president of parent **Charles Pfizer & Co.**, that city.

Jerry Berens, with **WNNJ** Newton, N. J., named account executive at **WNJR** Newark, N. J.

Richard L. Burns, product manager at **Beecham Products Inc.**, Clifton, N. J., manufacturers of **Brylcreem** hair tonic, named account supervisor at **Daniel & Charles Inc.**, New York, with responsibility for **Hazel Bishop** and **Lanolin Plus** accounts.

Jack Clark, with **Harrington, Righter & Parsons**; **William L. Meyer**, with **Venard, Torbert & McConnell**, and **Thomas Rice**, with several agencies including **Campbell-Ewald Co.**, in media departments, join **The Katz Agency** in New York, Los Angeles and Detroit, respectively, on TV sales staffs.



Mr. Feinberg

Sheldon Feinberg, executive director for past four years of **ATD Catalogs Inc.**, New York, appointed advertising manager of **Amsco Industries** of **Hatboro, Pa.**, toy manufacturer, which has advertising budget of \$600,000, bulk of which is in spot TV.

James David Boaz, announcer and local salesman for **KGGM Albuquerque**, N. M., named national and regional sales manager.

M. Kathleen Ring, with **Frank Roth Industrial Design** and **Charles P. Reay**, designer, both St. Louis, joins **Stemmler, Bartram, Fisher & Payne Inc.**, that city, as art director.

King Harris, executive VP, **Campbell-Ewald Co.**, San Francisco, elected chairman of **American Association of Ad-**

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vertising Agencies western region board. **W. M. Starkey**, BBDO, Los Angeles is vice chairman. **Duncan Jennings**, Jennings & Thompson Advertising, Phoenix, is secretary-treasurer.

Peter Hall, with media department at Ted Bates & Co., New York, named media buyer at Kenyon & Eckhardt, that city.

John J. Kennedy, teacher at Rutgers University, and formerly radio-TV producer and account executive at BBDO, New York, named manager of radio sales, western division for Broadcast Communications Group, with headquarters in Chicago.

S. James Coppersmith, account executive at Feldman & Kahn Advertising Agency, Pittsburgh, named account executive at WTTG(TV) Washington.

A. E. (Bud) Donegan, general manager of KOIL Omaha, named western sales manager of The Star Stations (KOIL; WIFE Indianapolis, and KISN Vancouver, Wash.) with headquarters in Portland.

James O. Thompson, account executive of KHJ Los Angeles, elected president of Hollywood Advertising Club for 1965-66. Other new officers: 1st VP, **Wendell Campbell**, VP, Storer Broadcasting Co.; 2nd VP, **Jack McQueen**, VP, Foote, Cone & Belding, and public relations VP, **Bruce Robertson**, BROADCASTING.

Carol Lee Jones, formerly advertising director, Prescott Co., Denver, named assistant account executive, Vinti Advertising, New York.

Tom O'Dea, sales manager at wxyz-TV Detroit; **Marvin Davis**, with Benton & Bowles, Norman, Craig & Kummel and Grey Advertising, and **John Andariese**, salesman with Container Corp. of America, all named account executives at National Television Sales Inc., New York.

Arthur O. Angilly Jr., owner of Arthur Angilly Production Services, Miami, joins sales staff of WCKT(TV), that city.

Thomas F. Shields, salesman at WEEI-AM-FM Boston, named account executive at WNAC, that city.

Nick Ungard, local sales manager at WKEF(TV) Dayton, Ohio, named account executive at WHIO-AM-FM-TV, that city.

Frank Nestler, production manager for Malcolm Steinlauf Inc., Los Angeles, named production manager for Coleman-Parr Inc., Beverly Hills, Calif.

Albert Gerstein, senior copywriter for Robert A. Becker Inc., New York, named as member of creative development group assigned to Warner-Chilcott account of Sudler & Hennessey Inc., that city.

Lucien A. Lessard, in charge of tape department at Videotape Productions Inc., New York, and **David J. Byrnes**, assistant supervisor of firm's tape department, named director of creative services and senior editor of tape department, respectively, for company.

W. Thomas Peschel, with Benton & Bowles New York, for past seven years, named television account executive at Peters, Griffin, Woodward Inc., that city.

Richard N. Prince, copywriter for N. W. Ayer & Son, Philadelphia, named copy group director. **Garry W. Glissmeyer**, graduate of Art Center School, Los Angeles, joins art bureau of Ayer's Philadelphia office.



Mr. Richards



Mr. Simko

Arthur J. Richards Jr., television producer, and **George Simko**, associate media director, named VP's at Benton & Bowles, New York. Mr. Richards joined agency in 1950, Mr. Simko, 10 years later.

Charles A. White, member of sales staff, named general sales manager of WEW St. Louis. **James F. Taszarek**, former music director, joins station sales staff.

Constance C. Moore, formerly with D'Arcy Advertising, New York, appointed copy chief of Nides-Cini Advertising, Los Angeles.

Virginia Weigl, media buyer for Ben Sussman Advertising, Sherman Oaks, Calif., named to similar position at Coleman-Parr Inc., Beverly Hills, Calif.



Mr. Lewis

Donald S. Lewis, VP for finance at Foote, Cone & Belding Inc., Chicago, elected to board of directors.

Warren E. Kelly, copy supervisor for Compton Advertising, Los Angeles, named senior copywriter at Anderson-McConnell Agency, that city.

Arnie Winograd, formerly with Edward H. Weiss & Co., Chicago, joins Kenyon & Eckhardt, there, as supervisor on Pabst beer account reporting to **Frank Clayton** who recently was made VP in charge of all Pabst Brewing Co. products at K&E. Mr. Winograd succeeds **John Gardner** who moves back to agency's New York office in new

position to be announced later.

Gordon G. Hurt, director of advertising for Zenith Sales Corp., Chicago division of Zenith Radio Corp., elected VP. **Philip J. Wood**, VP for marketing at Zenith, elected to board of directors.

Thomas F. Desmond, general sales manager of household products division of Colgate-Palmolive Co., New York, joins Purex Corp., as special assistant to president with offices at Purex headquarters in Lakewood, Calif.

Thomas McClintock, associate media director at Papert, Koenig, Lois, New York, joins Guild, Bascom & Bonfigli, Los Angeles, as media director. **Herman L. Moekle**, account supervisor at Fuller & Smith & Ross, Los Angeles, joins GB&B as account executive on Suzuki account.

Paul Harvey, TV art director at Grey Advertising, New York, joins Pelican Films, New York, on directors' staff.

MEDIA

Kenneth W. Stowman, WFIL Philadelphia, elected president of Pennsylvania Association of Broadcasters at annual meeting last week in State College. Other officers elected: **Harold C. Lund**, KDKA Pittsburgh, 1st VP; **Ed K. Smith**, WCMB Harrisburg, 2d VP;



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Ward Quaal elected president of WGN Inc.



Mr. Quaal



Mr. Meyers



Mr. Dennis



Mr. Astrin



Mr. Jungers



Mr. Gates



Mr. Berentson

Ward L. Quaal, executive VP and general manager of WGN Inc., Chicago, elected president. **Carl J. Meyers**, VP and manager of engineering and planning, was reelected senior VP. **Bruce Dennis**, manager of news for WGN Inc., and **Marvin Astin** and **Richard Jungers**, general sales managers of WGN and WGN-TV, respectively, elected VP's of corporation. Mr. Dennis, VP, and **Charles E. Gates** and **Ben Berentson**, VP's and station managers of WGN and WGN-TV, respectively, elected directors on WGN Inc. board. Mr. Quaal is also president of

KDAL Inc. (KDAL-AM-TV Duluth, Minn.), and WGN Televents Inc., community antenna television system in Houghton-Hancock, Mich., both subsidiaries of WGN Inc. He is director of WGN Inc., KDAL Inc., WGN Televents, and WPIX Inc., licensee of WPIX(TV)-WPIX-FM, owned by *New York Daily News*. Mr. Dennis is director of KDAL Inc., and has been with *Chicago Tribune* since 1930. Mr. Astrin joined WGN's sales staff in 1957 and previously was with Tatham-Laird Inc., Weiss & Geller Inc., and BBDO. Mr. Jungers joined WGN as radio salesman in 1955, spent

four years with WMAQ and NBC Spot Sales, both Chicago, and returned to sales at WGN-TV. He was named general sales manager in 1963. Mr. Gates is director of WGN Televents, and is veteran of 38 years in Tribune organization. He joined WGN in 1940 and was elected VP in 1964. Mr. Berentson is treasurer and director of WGN Televents and was made VP in 1964. He joined *Tribune* in 1932 and WGN in 1940. WGN Inc., is subsidiary of Tribune Co. New York Daily News Co. owns WPIX(TV)-WPIX-FM, and newspapers are under cross-ownership.

Lester P. Etter, WLBR Lebanon, treasurer. Reelected secretary was **Thomas W. Metzger**, WMRF Lewiston.

Directors elected to two year-terms: **J. Wright Mackey**, WRAC Williamsport; **Franklin C. Snyder**, WTAE(TV) Pittsburgh; **John G. Stilli**, WFBG Altoona; **John O. Downey**, WCAU Philadelphia.

Directors for one-year terms: **Joseph T. Conway**, WIBG Philadelphia; **Theodore W. Pierce**, WEST Easton; **Myron Jones**, WJET Erie, and **George Williams**, WCED DuBois.



Mr. Barfield



Mr. Smith

J. D. Gay Jr., president of Gay-Bell Stations (WLEX-TV Lexington, Ky., and WCOV-AM-TV Montgomery, Ala.), elected board chairman. **H. G. Bell** succeeds him as president. **W. B. Gess** and **John C. Atchison** will serve as VP and secretary, respectively. Mr. Gay is also treasurer. **Harry C. Barfield**, station manager of WLEX-TV, named VP and general manager. **Hugh M. Smith**, general manager of WCOV-AM-TV, named VP and general manager. **Henry Amereson**, station manager and commercial manager of WCOV, named manager of

WCOV and assistant manager of WCOV-TV. **J. W. Robertson**, chief engineer of WLEX-TV, made director of engineering for Gay-Bell stations.



Mr. Mikita

engineering, labor relations, management development and general administrative functions.

A. L. Anderson, announcer at KMNS Sioux City, Iowa, named general manager of KVOC Casper, Wyo.

Hudson G. Stoddard, with Earl Newsum & Co., public relations counsel, named VP for development of Educational Broadcasting Corp. (WNBT-TV Newark-New York) responsible for all fund-raising and development activities of station.

Joseph B. Young, promotion manager at WBT Charlotte, N. C., named research director for Jefferson Standard Broadcasting Co. (WBT-AM-FM, WBT(TV), all Charlotte; WBTW(TV) Florence, S. C., and Jefferson Productions).

Morris E. Greiner Jr., station manager of WMCT(TV) Memphis, named assistant

general manager of WMC-AM-FM and WMCT, all Memphis.

Stan Hamilton, program and sales manager, WMAL-FM Washington, named station manager, WNCN(FM) New York.

Bruce G. Sundlun, secretary and general counsel for The Outlet Co., Providence, R. I. (WJAR-AM-TV Providence; WDBO-AM-FM-TV Orlando, Fla.), elected corporate VP. **Ralph Bucci**, formerly corporate controller for broadcast division, elected treasurer, and **Gene M. Kondrat**, controller, elected assistant treasurer. Also elected to posts for coming year: **George O. Griffith**, chairman of board; **Joseph S. Sinclair**, president; **Kenneth Logowitz**, executive VP; **Madeleine A. Trowbridge**, assistant secretary; **Kenneth N. Hill**, assistant secretary.

Daniel T. Kawakami, general manager of KHVH-AM-TV Honolulu, named general manager of KONA-TV, there, **Stanley Anderson**, assistant manager and general sales manager of KHVH-AM-TV, named assistant manager and general sales manager of KONA-TV. **Kenneth K. Kwock**, local sales manager of KHVH-TV, named local sales manager of KONA-TV, and **Wayne Collins**, news director of KTRG-TV Honolulu, joins KONA-TV, there, in similar capacity. New personnel is result of new ownership, **Arthur H. McCoy**, president.

William Merrick, KBMN Bozeman,

elected president of Montana Broadcasters Association at annual meeting in Missoula. Also elected: **Richard E. (Shag) Miller**, KBOW Butte, VP, and **W. C. Blanchette**, KFBB Great Falls, secretary-treasurer. Elected to board of directors were **Earl Morgenroth**, KGOV Missoula, and **Ken Nybo**, KBMY Billings.

PROGRAMMING

Bud Wilkinson, former Oklahoma University football coach and special consultant to President John F. Kennedy on youth fitness, joins NBC sportscasting team. His primary assignment will be post, pre-game and color reporting of NCAA college football telecasts on NBC-TV.

Jack Arnold, producer of *Gilligan's Island* on CBS-TV, will become executive producer of series next season, when he will also develop new series and pilots for network. **Sherwood Schwartz**, who created *Gilligan's Island* and has been its executive producer, will revert to his original post as producer.

Lou Roller of program staff of KCOP (TV) Los Angeles, promoted to staff producer, in charge of *Travel Quiz* and *Movie Quiz* plus various special broadcasts.

Collier Young named producer of new hour CBS-TV series, *The Wild, Wild West*. He succeeds **Ben Brady**, who will produce another hour CBS-TV series, *Rawhide*, instead. Mr. Young was producer of *The Rogues* at Four Star Television for NBC-TV during 1964-65 season.

Don Leonard, assistant to producer of *Mr. Novak*, named to similar position for MGM-TV's *A Man Called Shenandoah* to be seen on ABC-TV this fall.

Leonard (Buzz) Blair, director of program activities for CBS-TV Hollywood, named director of program develop-

ment, there. He replaces **Peter Robinson**, who joins Warner Bros. TV in similar capacity. **Ethel Winant**, associate director of program development, named director of new program projects for CBS-TV Hollywood.



Mr. Hassett
with headquarters in Atlanta.

Robert Pittack signed by MGM-TV as director of photography for *Please Don't Eat the Daisies*, on NBC-TV this fall.

Arthur Alsberg, associated with *Bachelor Father*, *Pete and Gladys* and *Our Miss Brooks*, named as script consultant on Screen Gems' *I Dream of Jeannie* for NBC-TV. **Danny Arnold**, producer of *Bewitched*, signed to write script for *Lazarus*, historical story of Lazarus Benjamin, Negro gunfighter, to be shot in color. **Ed Simmons**, head writer for *The Red Skelton Show*, named to newly created post of director of program projects for Screen Gems, responsible for developing new properties and providing production guidance on series and new projects.

Gene Kelly, sportscaster in St. Louis and Cincinnati, moves to Philadelphia area as head of sports staff of WKBS (TV) Burlington, N. J. Mr. Kelly will also announce Notre Dame football for ABC Radio.

John Lynker, with news staff of WWJ-AM-FM Detroit, named program director of WWL New Orleans.

Ralph Anderson, sportscaster for KGUN-TV and KOLD, both Tucson, Ariz., named to announcing staff of KPHO-TV Phoenix.

Jack Harris, announcer at WJR Detroit from 1956 until 1964, rejoins announcing staff after freelance commercial stint in Los Angeles and New York.

Herbert Bonis, supervisor on *The Danny Kaye Show*, named executive producer.

Weldon Walker, newscaster at WTTG (TV) Washington, and WJMD(FM) Bethesda, Md., joins announcing staff of WQMR-WGAY(FM) Silver Spring, Md.-Washington.

Nick Vanoff, **William O. Harbach** and **Dwight Hemion**, assume responsibilities for ABC-TV's *Nightlife* late evening programs replacing **Daryl Duke**, who is resigning from ABC in June.

Dave Allen, program director at KLUE

Longview, Tex., joins KEEL Shreveport, La., as newscaster-announcer.

Nedd Flemming, announcer at WEEW Easton, Pa., named music director.

Bob Walters, program director for WMFJ Daytona Beach, Fla., joins WFLA-AM-FM Tampa, Fla., as manager of programs and operations.

Paul R. Picard, production manager WNDT(TV) Newark, N. J.-New York, noncommercial station, named director of daytime programming, West Coast, ABC-TV Hollywood.

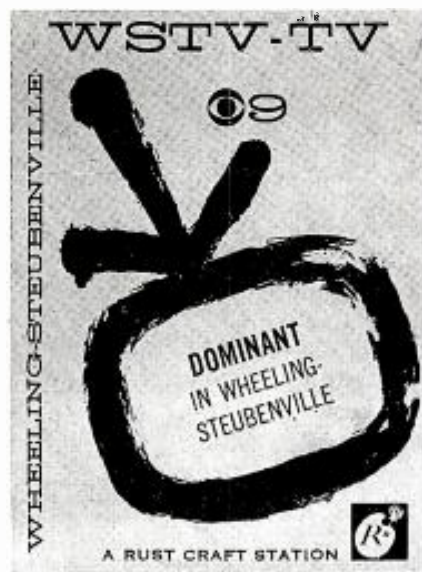
William F. Rasmussen, play-by-play sports announcer at WWLP(TV) Springfield, Mass., named sports director, succeeding **Rollie Jacobs**, named general manager of UHF to be built in Raleigh, N. C. (BROADCASTING, May 17).

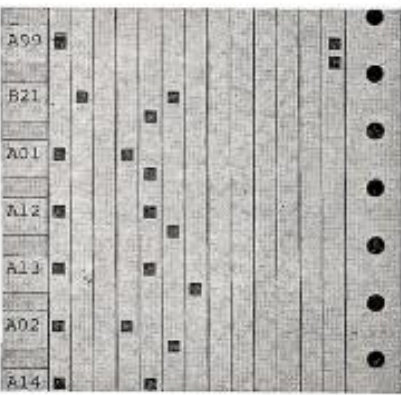
NEWS

John Henning, newscaster and writer of documentaries for WGBH-TV Boston noncommercial, joins news staff of WNAC-TV, that city.

Bob Chandler, music director at WOL-AM-FM Washington, joins news department of WQMR-WGAY(FM) Silver Spring, Md.-Washington.

Michael O'Neil, with news staff of WGBS Miami, named news director, succeeding **Spencer Danes**, who became





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Rollins Inc. makes personnel changes



Mr. Wilson



Mr. Johnson



Mr. Arnold



Mr. Barondess



Mr. Boutin

John Wilson, Chicago manager of Continental Broadcasting, national sales division of Rollins Inc., named general manager of WBEE, that city, as additional responsibility.

Elbert Johnson, merchandising director, named assistant manager of WBEE. **Gary Arnold**, with WBBM-TV Chicago, named sales manager of WBEE. **Stuart Barondess**, sales manager of Rollins' WRAP Norfolk, Va.,



Mr. Randell



Mr. Mirelson

named general manager. **Lon Boutin**, sales manager of KDAY, Santa Monica, Calif., named Los Angeles manager of Continental. **Neil Randell**, New York sales manager of Continental, named general manager of Rollins' WNJR Newark, N. J., replacing **Len Mirelson**, general manager of WNJR, named station regional manager, responsible for sales in entire Newark-New York area.

program manager earlier this year.

Linda Gist, production assistant with National Educational Television, New York, named news reporter at KGW-TV Portland, Ore.

Robert W. Russell, news director of KORK-AM-TV Las Vegas, and KOLN Reno, named radio-TV reporter for Broadcasters News, California capital syndicated news series.

Paul M. Clifford, night editor of Milwaukee Associated Press bureau, named regional membership executive for Wisconsin and Minnesota with headquarters remaining in Milwaukee. He previously worked for WAUK, that city.

Charles Caton, assistant news director at WIS-AM-TV Columbia, S. C., named news director of stations, succeeding

Bob Hickman, who resigns to become news secretary to Governor Robert McNair.

Bob Hagen, newscaster and editor at KYW-AM-FM Cleveland, named news director.

Les Smith, news director at WIOD-AM-FM Miami, elected president of Florida Associated Press Broadcasters, succeeding **Dick Eyrich**, with WSIR Winter Haven.

Michael Kutchins, with news staff of WSOY Decatur, Ill., named newscaster-photographer at WSOC-TV Charlotte, N. C.

Ralph Pizzella has joined news staff of KSFO San Francisco, while continuing his studies at San Francisco State, that city.

EQUIPMENT & ENGINEERING

Robert E. Lauterbach, district sales manager in St. Louis and Kansas City, Mo., for General Electric broadcast and closed-circuit TV equipment, named manager of broadcast sales for GE's visual communications products, succeeding **John Wall**, recently named manager of industry relations for visual communications products at GE. Both will have headquarters in Electronics Park, Syracuse, N. Y.

Don Davis, regional sales manager of Altec Lansing, division of Ling-Temco-Vought Inc., named general sales manager of company's audio controls line of products.

Robert H. Beisswenger, executive VP of The Jerrold Corp., Philadelphia, named to board of directors.

Elmer Snow, chief engineer at WAST (TV) Albany, N. Y., named director of engineering for broadcast division of Sarkes Tarzian Inc., Bloomington, Ind. **Stephen J. Stanley** and **Joseph Kosko**, both with engineering staff of station, named chief engineer and studio supervisor, respectively, for WAST.

Dr. Thomas E. Charlton appointed director of advanced development for Andrew Corp., Chicago, responsible for company's research and development work in advanced antenna concepts, guided waves and propagation.

John Maxwell, transmitter supervisor at WTVM(TV) Columbus, Ga., and **Gerald McCook**, chief engineer at WALB-TV Albany, Ga., named engineer and studio supervisor, respectively, at WLCY-TV Largo, Fla.

ALLIED FIELDS



Mr. Griffin

John Griffin, account executive for American Research Bureau eastern station sales office in New York, named manager of eastern station services with responsibility for all stations in eastern U. S. except those in New York. Mr. Griffin previously was national sales manager of Roger O'Connor Inc., station representatives.

Wallace A. Smith, graduate student in department of telecommunications at U. of Southern California, elected national president of Alpha Epsilon Rho, honorary radio-TV fraternity.

FANFARE

Dennis F. Shanahan promoted to director of public relations at Lennen & Newell, Los Angeles. **Roanne Pasco**, from radio-TV department of Doyle



Dane Bernbach, that city, joins L&N as assistant to Mr. Shanahan.

Pres Ellington, with Braun & Co., Los Angeles public relations firm, named account director at Kennett PR Associates, that city.

Robert E. Elson, previously with NBC's advertising department and currently with A. P. S. Inc., broadcast public relations firm in New York, named VP.

Harry N. Handley, in promotion at WLS Chicago, named director of advertising and promotion, WABC New York. Mr. Handley worked in public affairs section at John F. Kennedy Space Center, Cape Kennedy, Fla., from 1961-64.

Don Whiteley, assistant promotion manager at KTVI(TV) St. Louis, and **Barry Ellis**, news director and program director at KBTR Denver, named promo-

tion director and assistant promotion director, respectively, at KBTB(TV) and KBTR Denver, both stations owned by Mullins Broadcasting Co.

Joel W. Caesar, press information officer for 431st Air Refueling Squadron, U. S. Air Force, El Paso, Tex., named assistant manager of press information for CBS Radio, New York.

INTERNATIONAL

S. Dean Peterson, president of own production company at Toronto, elected president of Association of Motion Picture Producers and Laboratories of Canada. **Roger J. Beaudry**, Pathe-DeLuxe, Toronto, elected VP.

Gustavo Aguilera, operations manager at KMEX-TV Los Angeles, named to sales staff of Visual Electronics Corp., with responsibility for broadcast-account

servicing in Central and South America.

Albert M. Odell, film distribution executive with 25 years experience in Orient, named assistant supervisor in Far East for Buena Vista International, distribution arm of Walt Disney Productions. He will be based in Singapore as assistant to **Alex Caplan**.

DEATH

Carroll Alcott, 63, veteran newsman on staff of KNX Los Angeles, died May 14 in French hospital, Los Angeles, following apparent heart attack. Foreign correspondent in Far East in 1930's, he began broadcasting on XMHA in Shanghai, starting his stateside radio career on WLW Cincinnati in 1941. Ten years later he joined KNX. He is survived by one daughter, one brother and sister.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 13 through May 19 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standard 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 authorization. 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

ACTION BY FCC

*Topeka, Kan.—Washburn University of Topeka. Granted CP for new TV on VHF channel 11 (198-204 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,004 feet, above ground 948.7 feet. P.O. address Washburn University of Topeka,

Topeka. Estimated construction cost \$427,872; first year operating cost \$106,700. Studio and trans. locations both Topeka. Geographic coordinates 39° 03' 51" north latitude, 95° 45' 49" west longitude. Type trans. RCA TT-50AH, type ant. RCA TF-12AH. Legal counsel Scharfeld, Bechhoefer, Baron and Stambler; consulting engineer David Steel and Associates, both Washington. Principal: board of regents. Action May 14.

APPLICATION

Wichita, Kan.—Consolidated Broadcasting Co. UHF channel 16 (482-488 mc); ERP 238 kw vis., 47 kw aur. Ant. height above average terrain 399 feet, above ground 444 feet. P.O. address 1713 Calhoun Street, Chillicothe, Mo. Estimated construction cost \$389,200; first year operating cost \$250,000; revenue \$275,000. Studio and trans. locations both Wichita. Geographic coordinates 37° 43' 34" north latitude, 97° 25' 03" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, consulting engineer George C. Davis, both Washington. Principals: Ed Wolter, Edgerton Welch, F. A. Lionberger, Arlie L. Howard and J. P. Morgan (each 20%). Mr. Wolter owns lending and finance company and others have assorted business interests in Chillicothe. Ann. May 5.

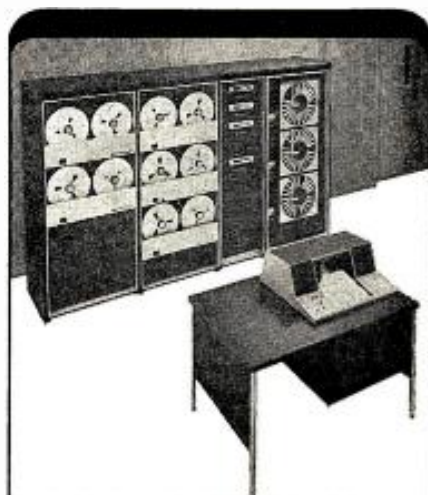
Existing TV stations

ACTIONS BY FCC

KBAY-TV San Francisco—Was advised that applications (1) for additional time to construct station and (2) for assignment of CP to D. H. Overmyer Communications Co.

for \$6,000 and additional \$50,000 not to compete in San Francisco and for consulting services indicate necessity of hearing. Commissioners Hyde and Lee dissented; Commissioner Wadsworth not participating. Action May 12.

■ By decision, commission granted application of Sunbeam Television Corp. for



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renewal of license of WKCT(TV) on channel 7 in Miami and denied application of Community Broadcasting Corp. for new TV on that channel. July 31, 1964, initial decision looked toward action. Action May 12.

■ Commission granted application of Loyola University for renewal of licenses of WWL-TV (ch. 4) New Orleans and, in so doing, dismissed opposing petition by American Federation of Musicians, AFL-CIO. Action May 12.

New AM stations

ACTIONS BY FCC

Payette, Idaho.—Payette Radio Inc. Granted CP for new AM on 1450 kc, 250 w, unl. P.O. address Box 57, Payette. Estimated construction cost \$8,000; first year operating cost \$36,000; revenue \$36,000. Principals: Howard Matthews (44.5%), H. A. Beal (44.5%), J. Kim Henry (6%) and John K. Gatchel (5%). Mr. Matthews has interest in motion picture theaters. Mr. Gatchel is attorney. Mr. Henry was traffic manager of KLAS-TV Las Vegas. Action May 13.

East Syracuse, N. Y.—Wide Water Broadcasting Co. Granted CP for new AM on 1540 kc, 1 kw, D. P.O. address 210 Concord Place, Fayetteville, N. Y. Estimated construction cost \$35,646; first year operating cost \$83,000; revenue \$90,000. Principals: Claude A. Parton, Albert R. Webb (each 30%) and others. Mr. Webb is employed at WNDR Syracuse. Action May 19.

APPLICATIONS

Huntsville, Ala.—Rocket City Broadcasting Inc. 1000 kc, 10 kw, D. P.O. address Box 1334, Huntsville. Estimated construction cost \$70,047; first year operating cost \$81,629; revenue \$96,000. Principals: Hudson C. Millar Jr. (55%), James J. Bullard (30%), Peter T. Miller and Zula M. Giles (each 7.5%). Mr. Millar owns WKUL Culman, Ala., and WARF Jasper, Ala. Zula M. Giles has 15 minute program on WAAY-TV Huntsville. Mr. Miller owns firm engaged in technical consulting and manufacturers representation in space electronics industry. Ann. May 13.

Hot Springs, Ark.—Christian Broadcasting Co. 1420 kc, 5 kw D. P.O. address Route 1, Box 8, Hot Springs. Estimated construction cost \$33,181; first year operating cost \$35,000; revenue \$40,000. Principals: Forrest and Aleene Eddy (each 49%) and L. C. Eddy (2%). Eddy family has interest in Buena Vista Resort Inc. Ann. May 12.

Estherville, Iowa.—Emmet Radio Corp. 1070 kc, 250 w, D. P.O. address Fleming Building, Des Moines, Iowa. Estimated construction cost \$43,456; first year operating cost \$52,000; revenue \$58,000. Principals: Robert D. Ray (75%) and Dan Sanderson (25%). Messrs. Ray and Sanderson are attorneys. Law firm in which Mr. Ray is partner has 2.7% interest in KGRN Grinnell, Iowa. Ann. May 13.

Anthony, Kan.—Harper County Broadcasting Co. 1130 kc, 1 kw, D. P.O. address 124½ South Bluff, Anthony. Estimated construction cost \$44,655; first year operating cost \$23,600; revenue \$38,400. Principals: Herschel Roach, Charles Masner, Dr. J. F. Duffy, Jim Chism, Floyd Hayter, Elmer Drosselmeyer and Perry Thurman (each 14.29%). All have nonbroadcast business interests in Anthony. Ann. May 13.

Natick, Mass.—Natick Broadcasting Associates Inc. 1060 kc, 1 kw, D. P.O. address 203 Pond Street, Natick. Estimated construction

cost \$116,500; first year operating cost \$106,260; revenue \$112,000. Principals: Edward F. Perry Jr. (9%), Roland J. Boucher Jr. (9%), William F. Miller (9%), Leon M. Fox (6%), Stanley H. Feldberg (13.4%), Sumner L. Feldberg (13.4%), Newell B. Kurzon (26.8%) and Richard A. Smith (13.4%). Mr. Perry is employed by Ratheon. Mr. Boucher is engineering technician at WHS-TV Boston. Mr. Miller is news editor and documentary writer for WHDH Boston. Mr. Fox is attorney. Ann. May 17.

Wanchese, N. C.—Outer Banks Radio Co. 1530 kc, 500 w, D. P.O. address Box 632, Leaksville, N. C. Estimated construction cost \$32,630; first year operating cost \$42,000; revenue \$45,000. Principals: Douglas L. Craddock and Lacy P. Wicker (each 50%). Mr. Craddock owns WLOE-AM-FM Leaksville. Mr. Wicker owns 55.83% of theater equipment supplier. Ann. May 10.

New FM stations

ACTIONS BY FCC

Quincy, Fla.—Big Ben Broadcasting Corp. Granted CP for new FM on 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 200.4 feet. P.O. address Box 630, Quincy. Estimated construction cost \$13,870; first year operating cost \$10,000; revenue \$12,000. Principals: William B. and Dorothy C. Dodson (each 49.4%) with A. K. Harmon (1.2%). Big Ben is licensee of WCNH Quincy. Action May 17.

*Fargo, N. D.—North Dakota State University. Granted CP for new FM on 91.9 mc, channel 220, 1.26 kw. Ant. height above average terrain 125 feet. P.O. address Fargo. Estimated construction cost \$12,366; first year operating cost \$13,500. Principal: state board of higher education. Action May 17.

Richland, Wash.—Three Rivers Broadcasting Inc. Granted CP for new FM on 95.1 mc, channel 236, 41 kw. Ant. height above average terrain 835 feet. P.O. address 2122 Harris, Richland. Estimated construction cost \$21,692; first year operating cost \$14,400; revenue \$22,000. Principals: Bjorn Lih, Maloy Sensney, Kenneth L. England, Harry A. Kornberg, Robert R. Zirk, Frank T. Cech and M. L. Kirkpatrick (each 14.3%). Mr. Sensney is attorney while others have business interests in Richland and vicinity. Action May 5.

Oshkosh, Wis.—Kimball Broadcasting Inc. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 678, Oshkosh. Estimated construction cost \$55,222; first year operating cost \$48,000; revenue \$36,000. Principal: Miles Kimball Co. which is owned by Alberta S. Kimball (39.6%), Ted Leyhe (1%), Chester T. Price, trustee for estate of Miles Kimball (17%), Kimball Ventures and Godshall Paper and Box Corp., both owned by Alberta S. Kimball (100%). Action May 14.

APPLICATIONS

Anchorage—Willis R. Harpel. 103.9 mc, channel 280A, 2.8 kw. Ant. height above average terrain 54 feet. P.O. address Pouch 7-016, Anchorage. Estimated construction cost \$14,095; first year operating cost \$8,400; revenue \$8,400. Mr. Harpel owns 82% of KHAR Anchorage and is applicant for new VHF TV in Anchorage on channel 13. Ann. May 10.

Newport, Ark.—Newport Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 220 feet. P.O. address

Radio Station KNEY, Newport. Estimated construction cost \$2,000; first year operating cost and revenue listed as having no change from KNEY. Principals: Harold L. Sudbury and others. Newport Broadcasting owns KNEY Newport. Ann. May 12.

*Torrance, Calif.—Torrance Unified School District. 89.7 mc, channel 209, 9.1 w. Ant. height above ground 100 feet. P.O. address 3620 West 182nd Street, Torrance. Estimated construction cost \$2,400; first year operating cost \$600. Principal: board of education, Dr. Henry Hull, superintendent of schools. Ann. May 10.

Monticello, Ind.—Fidelity Broadcasting Inc. 95.3 mc, channel 237A, 320 w. Ant. height above average terrain 57 feet. P.O. address Box 1033, Kokomo, Ind. Estimated construction cost \$5,520; first year operating cost \$16,600; revenue \$18,750. Principals: Joseph P. and Patricia A. Sweeney (99.4%), Flora M. Smith (0.2%) and Anna Sweeney (0.4%). Fidelity Broadcasting owns WFKO Kokomo, and has interest in WGLM(FM) Richmond, Ind. Ann. May 10.

Natchez, Miss.—Old South Broadcasting Inc. 95.1 mc, channel 236, 100 kw. Ant. height above average terrain 330 feet. P.O. address Box 828, Natchez. Estimated construction cost \$75,270; first year operating cost \$15,000; revenue \$17,000. Principal: William S. Perkins (100%). Mr. Perkins owns WNAT Natchez. Ann. May 10.

Bamberg, S. C.—William V. Whetstone Jr. 92.7 mc, channel 224A, 3 kw. Ant. height above average terrain 272 feet. P.O. address Box 543, Bamberg. Estimated construction cost \$12,660; first year operating cost \$4,200; revenue \$7,800. Mr. Whetstone owns WWBD Bamberg. Ann. May 13.

Manitowoc, Wis.—Eastern Wisconsin Broadcasting Corp. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 165 feet. P.O. address 2500 Mirror Drive, Manitowoc. Estimated construction cost \$22,000; first year operating cost \$12,000; revenue \$12,000. Principals: John E. Severson and others. Eastern Wisconsin Broadcasting owns WCUB Manitowoc. Ann. May 4.

Ownership changes

ACTIONS BY FCC

WFMH-AM-FM Cullman, Ala.—Granted assignment of license from B. C. W. N. and John O. Eddins d/b as Voice of Cullman, to B. C. Eddins tr/as Voice of Cullman. No financial consideration. Action May 12.

WARF Jasper, Ala.—Granted assignment of license from Walker County Broadcasting Inc., owned by Hudson C. Millar Jr. (100%), to Radio South Inc., owned by Paul D. Nichols, Houston L. Pearce, Fred H. Davis, and Charles R. Wiggins Jr. (each 25%). Consideration \$102,500. Mr. Davis has 51% interest in WBIB Centerville, Ala. Messrs. Nichols and Pearce own WPRN Butler, Ala., and have 24.5% interest in WBIB. Action May 17.

WJDE Thomasville, Ala.—Granted acquisition of control of licensee corporation, WJDE Radio Inc., by Cecil Goodreau (10% before, 100% after) through purchase of stock from J. Dige and Julia H. Bishop (90% before, none after). Consideration \$71,732. Action May 12.

KYOR Blythe, Calif.—Granted transfer of control of licensee corporation, KYOR Inc., from W. E. Dyche Jr., John Blake, Tolbert Foster, Tom E. Foster and Edgar B. Younger (each 20%), to Blythe Broadcasting Inc., owned by Robert Roddy (50%), Daniel Anderson, John P. Barry and John Claypool (each 16⅔%). Consideration \$90,000. Mr. Anderson is personnel director for RCA Los Angeles. Dr. Barry is physician and surgeon. Mr. Roddy is general manager of KYOR. Mr. Claypool is store manager. Action May 14.

KECR(FM) El Cajon, KEBR(FM) Sacramento, and KEAR(FM) San Francisco.—Granted transfer of control of licensee corporation, Family Stations Inc., from Harold Camping, Lloyd Lindquist and Richard Palmquist, to Harold Camping, Scott L. Smith and Peter Sluis. No financial consideration. All are noncommercial religious facilities with on stock issued and all corporate power vested in three directors. Action May 17.

WRCW(FM) Santa Barbara, Calif.—Granted assignment of license from Richard W. Johnston, to News-Press Publishing Co., owned by Bulletin Co. which owns McLean Publishing Co., owned by Stuart S. Taylor (55.5%) and Paul Veblen (44.5%). Consideration \$51,000. News-Press Publishing owns KTMS Santa Barbara. Action May 17.

KUBA Yuba City, Calif.—Granted transfer of control of licensee corporation, Peach Bowl Broadcasters Inc., from Roger R. Hunt (33⅓% before, none after) and Chester V. Ullom (66⅔% before, none after), to Sidney A. and Della G. Grayson (100% jointly).

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Consideration \$180,000 and \$50,000 covenant not to compete in radio for seven years in Yuba City-Maryville, Calif. Mr. Grayson has real estate interests. Action May 12.

WARN-AM-FM Fort Pierce, Fla.—Granted assignment of license from C & P TV Inc., owned by Charles M. Amory and others, to Walker Broadcasting Corp., owned by Henry G. Walker (51%) and Robert B. Morse (49%). Consideration \$150,000 and agreement not to compete for five years within 50 miles of Fort Pierce. Mr. Walker is photographer for *Life Magazine*. Mr. Morse owns 80% interest in firm which manufactures commercial decals. Action May 12.

WATL-TV Atlanta—Granted assignment of CP from Robert W. Rounsaville, to Daniel H. Overmyer. Consideration \$100,000. Mr. Overmyer owns WNOF-TV Newport, Ky., and WDHO-TV Toledo, Ohio, with applications for new UHF-TV's in Dallas (ch. 29), and Rosenberg, Tex. (ch. 18). Mr. Overmyer also has applications pending to purchase KEAY-TV San Francisco, and WAND-TV Pittsburgh. Action May 12.

WKYX-AM-FM Paducah, Ky.—Granted assignment of license from Arthur C. Schofield to KICKS of Kentucky Inc., owned by Arthur C. Schofield (40%), George G. Beasley, William R. Britt and James E. Harrelson (each 20%). Consideration, assumption of \$150,000 liabilities and cancellation of \$12,000 indebtedness. Mr. Beasley owns WPYB Bensen, N. C. Mr. Britt is attorney and Mr. Harrelson is manager of WKYX. Mr. Schofield is employed at WORL Knoxville. Action May 18.

WCND Shelbyville, Ky.—Granted assignment of license from J. B. Crawley and W. B. Kelly d/b as Shelby Broadcasting Co., to WCND Inc., owned by Messrs. Crawley and Kelly. No financial consideration, transaction of asset transfer. Action May 17.

WSME Sanford, Me.—Granted assignment of license from York Broadcasting Co., owned by Melvin L. Stone, John Carlson and Herbert S. Hoffman (each 33 1/3%), to Sound Enterprises Inc., owned by William R. Sweeney (100%). Consideration \$75,000. Mr. Sweeney is local businessman. Action May 14.

WMRR Marshall, Mich.—Granted relinquishment of positive control of licensee corporation, Marshall Broadcasting Co., by Barry Broadcasting Co. (56.14%) through distribution of stock to Kenneth R. Radant (12% before, 18.5% after), Angie M. Hawthorne (24% before, 21.3% after), Frank S. Greig (8% before, 8.5% after) and others. No financial consideration. Action May 12.

KXTR(FM) Kansas City, Mo.—Granted assignment of license from Gene A. DeLeve, receiver, to Synthesound Broadcasting Association Inc., owned by Wilmer C. Andes, R. Edwin Browne, Dwight D. W. Davis, Joseph T. Knoche, William A. Piedimonte, Gerald E. Resch, Paul L. Roberts (each 1.9%) and others. Consideration \$47,500. Mr. Knoche is engineer at KMBC-AM-FM TV Kansas City. Mr. Browne is director of KANU and KFKU Lawrence, Kan. Action May 14.

WBNS-TV Columbus, Ohio—Granted assignment of license from Dispatch Printing Co., owned by John W. Wolfe (12.94%), Wolfe family and others, to WBNS-TV Inc., owned by Dispatch Printing Co. No financial consideration, transaction of asset transfer. Action May 18.

WTOI-TV Toledo, Ohio—Granted assignment of license from Community Broadcasting Co., owned by Broadcasting Co. of South, to Broadcasting Co. of South which is owned by G. Richard Shaffo (5.54%), B. Calhoun Hipp (11.91%), Francis M. Hipp (12.19%), Herman N. Hipp (12.39%) and others. BCS also owns WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala. Action May 7.

KGMG(FM) Portland, Ore.—Granted assignment of license from KGMG Inc., owned by Rogan Jones (85.4%), International Good Music Inc. (4%) and others, to Seattle, Portland and Spokane Radio which is owned by Dena Pictures Inc., owned by Danny Kaye and Alexander Broadcasting Co. which is owned by Lester M. Smith. Consideration \$105,000. Messrs. Smith and Kaye own KJR Seattle; KXL Portland, Ore., and KNEW Spokane, Wash. Mr. Kaye is TV entertainer. Action May 13.

WIOO Carlisle, Pa.—Granted assignment of licensee from James B. Holder, (50%), Norman and Harold Swidler, (each 25%), to WIOO Inc., owned by same individuals with same interest. No financial consideration, transaction of incorporation. Action May 12.

WSIB Beaufort, S. C.—Granted assignment of license from Lee J. Berry, T. D. Hiers, Julian S. Levin and T. R. Sams d/b as

Sea Island Broadcasting Co., to Sea Island Broadcasting Corp. of South Carolina, owned by Charles E. Bell (49.33%), Bobby S. Merritt (24.66%), Emil H. Klatt Jr. (24.66%) and Ernest F. Hollings (1.35%). Consideration \$45,000 and assumption of \$11,000 liabilities. Mr. Bell is chief engineer at WSIB. Messrs. Merritt and Klatt have nonbroadcast business interests in Beaufort. Mr. Hollings is attorney. Action May 18.

WCRC Cheraw, S. C.—Granted assignment of license from Ben Akerman tr/as Radio Cheraw, to Dispatch Broadcasting Inc., owned by Mrs. Fred O. Sink (50.3%), Joe S. Sink (20%), Fred O. Sink Jr. (19.4%) and C. V. Sink (10.3%). Consideration \$65,000. Dispatch Broadcasting owns WGCD Chester, S. C. Principals also own Dispatch Publishing Inc., Lexington N. C., newspaper publisher. Mr. Fred O. Sink Jr. has 25.5% interest in Denton Publishing Co., Denton N. C., weekly newspaper publisher. Action May 12.

APPLICATIONS

WPID Piedmont, Ala.—Seeks assignment of license from Cary L. Graham, to Terrance J. Gladden tr/as WPID Radio Station. Consideration \$40,000. Mr. Gladden is chief engineer at WDGL Douglasville, Ga. Ann. May 11.

KLFM(FM) Long Beach, Calif.—Seeks assignment of license from Harriscope Music Corp., owned by Irving B. Harris (50% before), Burt I. Harris (30% before) and Donald F. Nathanson (20% before), to Harriscope Inc., owned by Messrs. Harris and Nathanson and others. No financial consideration, transaction of asset transfer. Ann. May 11.

WKOS Ocala, Fla.—Seeks assignment of license from WKOS Inc., owned by Robert L. Gilliam (100%), to Greater Ocala Broadcasting Corp., owned by O. W. Myers, John E. Jenkins Jr., Edward E. Gurney and Flem J. Evans (each 25%). Consideration \$70,000. Mr. Myers is vice president and general manager of WHTN-TV Huntington, W. Va. Mr. Jenkins is attorney. Mr. Gurney is trans. supervisor of WHTN-TV. Mr. Evans is radio consultant. Ann. May 17.

WTVH(TV) Peoria, Ill.—Seeks assignment of license from Metromedia Inc., John Kluge, president, to Twelve-Ninety Radio Corp., owned by Kankakee Daily Journal Co. (100%) which is owned by Byrrell L. Small and Len H. Small (each 42.47%), estate of Arthur L. Berkman (8.92%), Mrs. Grace Small (3.47%) and others. Consideration \$2.2 million. *Kankakee Journal* owns WIRE Indianapolis; WKAN Kankakee, and 70% of WQUA Moline, Ill. Twelve-Ninety owns WIRL Peoria. *Kankakee Journal* owns Kankakee TV Cable Co., Kankakee. Ann. May 5.

WIZZ-AM-FM Streator, Ill.—Seeks assignment of license from Stephen P. Bellinger (36%), Charles Vandever (20%) deceased, Joel W. Townsend (9.75%), Ben H. Townsend (9.75%), Morris E. Kemper (19.25%), and T. Keith Coleman (15.25%) d/b as Streator Broadcasting Co., to Stephen P. Bellinger (30%), Joel W. Townsend (10.75%), Ben H. Townsend (10.75%), Morris E. Kemper (21.5%), T. Keith Coleman (17%) and John R. Hallstrom (10%) d/b as Streator Broadcasting Co. Consideration \$45,000. Ann. May 12.

WBRN-AM-FM Big Rapids, Mich.—Seeks transfer of control of licensee corporation, WBRN Inc., from John A. and Elaine E. White (100% before, none after) to J.A.V. Co. and E.E.W. Co., joint tenants (none before, 100% after). No financial consideration. Ann. May 10.

KWFM(FM) Minneapolis—Seeks transfer of control of licensee corporation, Fidelity Broadcasting Co., from Northwestern Television and Electronics Institute (100% before, 49% after), through sale of stock to Robert A. Smith (none before, 51% after). Consideration \$35,000. Mr. Smith is salesman at KWFM. Ann. May 10.

KPTL Carson City, Nev.—Seeks assignment of license from Capitol Broadcasting Co. of Nevada, owned by Joe E. Vernon (100%), to Coastal Communications Corp., owned by John F. Kraetzer (0.08%) and Wadsworth Manufacturing Associates Inc. (99.92%), owned by Howard M. Wadsworth (90%) H. Duane Wadsworth and Ralph R. Whitney Jr. (each 5%). Consideration \$168,000. Wadsworth Manufacturing engages in sale of electronic sub-component parts. Ann. May 10.

WRVM Rochester, N. Y.—Seeks assignment of license from Johnston-Taylor Broadcasting Inc., owned by James M. Johnston (51%) and Francis G. Taylor (49%), to Malrite Inc., owned by Wright & Maltz Inc., which is owned by Robert Wright and Milton Maltz (each 50%). Con-

sideration \$325,000. Messrs. Wright and Maltz own WTTT Cablevision, Tiffin, Ohio; WBRB-AM-FM Mt. Clemens, Mich.; WTTT-AM-FM Tiffin, Ohio, and have majority interest in WERE Garden City, Mich., with minority interest in WOKY Milwaukee; WADO New York, and KCBQ San Diego. Ann. May 12.

WTRA Latrobe, Pa.—Seeks assignment of license from Henry J. Mahady, Paul W. Mahady, Louis Rosenberg, Kenneth E. Rennekamp and L. Kenneth Harkins, deceased, d/b as Latrobe Broadcasters, to Gerald N. Ziskind, receiver. No financial consideration. Ann. May 12.

WJMJ-AM-FM Philadelphia—Seeks assignment of license from WJMJ Broadcasting Corp., owned by Rust Craft Broadcasting of Pennsylvania Inc., owned by Rust Craft Greeting Cards Inc., to Rust Craft Broadcasting of Pennsylvania Inc. No financial consideration. Ann. May 13.

WCAS(FM) Knoxville, Tenn.—Seeks assignment of CP from Knoxville Ra-Tel Inc., owned by Henry T. Ogle and others, to South Central Broadcasting Corp., owned by John A. Engelbrecht (39.6%), George F. Stoltz (39.6%), Leighman D. Groves (19.8%), Eileen O. Stoltz and Bette G. Engelbrecht (each 0.5%). Consideration \$2,800. South Central Broadcasting owns WKY-AM-FM Evansville, Ind., and WTVK(TV) Knoxville, Tenn. Ann. May 4.

KVIL-AM-FM Highland Park, Tex.—Seeks transfer of control of licensee corporation, University Advertising Co., from John J. Coyle (51% before, none after), to Troy V. Post (36% before, 87% after). Consideration \$20,200. Ann. May 12.

KTXO Sherman, Tex.—Seeks transfer of control of licensee corporation, O'Connor Broadcasting Corp., from J. P. Fisher (26% before, none after) and Eloise Fisher, executrix of estate of K. M. Fisher (26% before, none after), to Thomas E. Spellman and William A. Jaco (each 24% before, 50% after). Consideration \$57,500. Ann. May 6.

WAUK-AM-FM Waukesha, Wis.—Seeks acquisition of positive control of licensee corporation, Midwest Broadcasting Co., by Triad Stations Inc. (12.7% before, 88.9% after) through transfer of stock by J. C. Bedient (1.1%), L. S. Bisbee Jr. (2.8%), D. G. Fox (1.7%), Jack Kelly Farms Inc. (5.5%), L. W. Snow (2.8%) and C. W. Wright (38.8%) to Triad. Consideration exchange of stock. Ann. May 12.

Hearing cases

OTHER ACTIONS

■ Commission gives notice that supplemental initial decision (adopted as memorandum opinion and order on March 23) which looked toward (1) granting application of Wide Water Broadcasting Inc., for new daytime AM on 1540 kw, 1 kw, in East Syracuse, N. Y., and (2) dismissing with prejudice application of Radio Voice of Central New York Inc., for new daytime AM same frequency with 50 kw, DA, in Syracuse, became effective May 12 pursuant to section 1.276 of rules. Action May 19.

■ Following annual practice, commission will schedule no hearings or oral arguments during August, and will hold statutory-required monthly meeting on Tuesday, August 31. Summer recess is convenience to vacation and other planning by those who do business with commission. Different commissioners will be present in August to handle emergency matters and expedite commission's routine business. Ann. May 19.

■ By memorandum opinion and order in Grand Rapids, Mich., TV channel 13 proceeding, commission approved joint agreements pursuant to which West Michigan Telecasters Inc., winning applicant, will pay \$130,000 which includes equities in interim operating corporation (or \$120,000 if shorter term of payment is desired) each to losing applicants Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co. in return for dismissal of latter's applications and dismissal of their court appeals. Action May 18.

■ By decision, commission (1) granted petition by Minnesota Microwave Inc. for leave to amend applications to reflect contemplated change in ownership of prospective CATV customer at Brainerd, Minn., from Cable Inc., affiliated corporation, to Jack Kent Cooke Inc., unaffiliated corporation, and accepted into evidence and made part of record proffered agreement between Cable Inc. and Cooke and (2) granted applications of Minnesota Microwave for renewal of license for domestic public point-to-point microwave KAY61 Willmar, Minn., and for CP's for new stations at Roseville,

Rockford, Cold Springs, Little Falls, Willmar, Benson and Montevideo. Grants are subject to interim non-duplication conditions set forth in notice of proposed rule-making in Doc. 15233 and to further condition that sale of Brainerd CATV system from Cable Inc. to Cooke is consummated so that CATV customer for common carrier service at Brainerd is independent subscriber not affiliated with or related to Minnesota Microwave and, in event CATV systems at Marshall and/or Montevideo are constructed and common carrier microwave services from Minnesota Microwave are contemplated to serve such CATV systems, CATV customers be independent subscribers not affiliated with Minnesota Microwave. Commission denied for lack of standing petition on behalf of cities of Marshall, Benson and Montevideo for leave to submit official resolutions. Commissioner Bartley concurred in result but dissented to imposition of conditions; Commissioner Cox dissented and issued statement. Action May 12.

■ By memorandum opinion and order, commission reopened record in Rochester, N. Y., channel 13 proceeding and remanded proceeding to examiner for further hearing to determine whether alternative means are available for broadcast of type of educational programming which Rochester Area Educational Television Association Inc. proposes, and whether share-channel applicant such as Rochester Telecasters Inc. would provide effectively competitive outlet for third network service, including question whether American Broadcasting Co. would affiliate with such applicant. Commissioner Bartley dissented to remand. Commission also afforded all applicants period of 90 days to up-date applications to show involuntary changes in stockholdings or in officers and directors (resulting from death or disability), setting forth backgrounds of any replacements so that comparative qualifications of applicants may be fully evaluated, and to reflect any changes in programming proposals. American Broadcasting-Paramount Theatres Inc. and University of State of New York, State Education Department, were made parties to proceeding, with limited participation. After hearing procedures have been fol-

lowed, presiding officer will issue document in nature of supplemental initial decision and thereafter parties may direct appeals, if any, to commission. Action May 12.

■ By order, commission, on petition by Ponce Broadcasting Corp., removed from hearing docket and granted application for new AM on 1080 kc, 250 w, unli. in Cayey, P. R., conditioned that it accept any interference resulting from grant of application of Abacoa Radio Corp. to increase daytime power of WMLA Arecibo, P. R., on 1070 kc from 500 w to 5 kw, continued nighttime operation with 500 w. Abacoa has pending application for review of that portion of Feb. 17 decision of review board which denied application, but not that portion of decision granting Ponce's application. Action May 12.

■ Commission instructed staff to draft document which would deny petition by Midwest Program on Airborne Television Instruction Inc. (MPATI) for regular use of service on six channels in upper UHF television broadcast band. Document would point out, however, that commission would permit continuation of MPATI operation if conducted on six frequencies in Instructional Television Fixed Service (2500-2890 Mc). MPATI would be permitted to continue present experimental operation on channels 72 and 76 for a period of five years in order to amortize present equipment. Action May 12.

■ By memorandum opinion and order, commission denied petitions by National Association of Broadcasters and law firm of Grove, Paglin, Jaskiewicz, Sells, Gilliam and Putbrese on behalf of number of broadcast stations and applicants, for stay, pending action on petitions for reconsideration, of May 14 effective date of report and order in Doc 14864 which amended broadcast rules to provide for maintenance of local public reference file by broadcast applicants, permittees and licensees of duplicate copies of certain applications and related information contained in open reference files at commission's Washington offices. Annual financial reports need not be kept in local public file unless they are incorporated by reference in material in local file. Commissioner Hyde dissented. Action May 12.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In Duluth, Minn., TV channel 10 proceeding in Doc 15872-4, granted request by Northland Television Corp. to extend time to May 24 to reply to three pleadings in response to motion to enlarge issues. Action May 19.

■ In proceeding on applications of Chapman Radio & Television Co. and Anniston Broadcasting Co. for new TV on channel 70 in Anniston, Ala., in Doc. 15856-7, granted motion by Anniston to extend time to May 27 to reply to opposition of Broadcast Bureau to applicants' motion to approve contract between parties, dismiss Chapman application and grant Anniston application. Action May 19.

■ In proceeding on applications of American Homes Stations Inc., Orange County Broadcasters and Orlando Radio & Television Broadcasting Corp. for new FM in Orlando, Fla., in Doc. 15830-2, dismissed motion by American Homes to enlarge issues as to Orange County. Member Nelson not participating. Action May 18.

■ By memorandum opinion and order in proceeding on applications of Central Broadcasting Corp. and WCRB Inc., for new FM's in Ware and Springfield, Mass., respectively, approved applicants' agreement to extent of permitting Central's application to be withdrawn and Allen W. Roberts, sole stockholder, to be reimbursed \$2,250 for out-of-pocket expenses (but disallowed option and employment agreement). If applicants approve ruling, Central would be required to comply with publication provisions of sec. 1.525(b) to afford further opportunity for other persons to apply for facilities. Parties were afforded five days to notify board should they not be willing to accept disposition. Member Pincock abstained from voting. Action May 18.

■ By memorandum opinion and order in proceeding on application of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in Barbourville in Doc. 15769-70, denied petition by latter to enlarge issues as to WBVL. Member Slone dissented and issued statement in which Member Berkemeyer joined. Action May 18.

■ By memorandum opinion and order in

proceeding on applications of Integrated Communication Systems Inc. of Massachusetts and United Artists Broadcasting Inc. for new TV on channel 25 in Boston, granted applicants' joint request for approval of agreement to extent that United Artists would be reimbursed \$12,104 by Integrated for funds "legitimately and prudently expended" in preparing, filing and prosecuting application in return for withdrawal; further ordered that if, in view of circumstance, parties wish to proceed with hearing, they shall advise board within five days, otherwise United Artists' application will be dismissed. Action May 17.

■ Scheduled oral argument for June 15 in proceeding on AM applications of Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa., South Jersey Broadcasting Co. (WKDN), Camden, N. J., and Eaglecon, Rockville, Conn. Action May 14.

■ Granted petition by Broadcast Bureau to extend time to May 21 to file responsive pleadings to joint request by Gross Broadcasting and California Western University of San Diego for approval of agreement in proceeding on applications for new TV on channel 51 in San Diego. Member Nelson not participating. Action May 14.

■ Granted petition by Billy Walker to extend time to May 20 to file replies to petition by Prattville Broadcasting Co. for further enlargement of issues in proceeding on applications for new AM in Prattville, Ala. Action May 13.

ACTIONS ON MOTIONS

By commission

■ Commission granted requests by Kate F. Fite and Greene Information Center Inc. to extend time from May 14 to May 28 to file reply comments in FM rulemaking proceeding on various proposals—Fite insofar as RM-721 only is concerned (involving Hamilton, Ala.) and Greene insofar as RM-714 only is concerned (involving Xenia, Ohio). Action May 19.

By Chief Hearing Examiner James D. Cunningham

■ In proceeding on applications of American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp. for new FM in Orlando, Fla., in Doc. 15830, 15832, scheduled conference for May 21 on petition of American Homes for field hearing. Action May 18.

■ In proceeding on applications of Smiles of Virginia Inc. and Petersburg Broadcasting Inc., for new FM in Petersburg, Va., in Doc. 15877-8, granted petition by Smiles of Virginia Inc. to continue May 25 prehearing conference to July 14. Action May 14.

■ Designated Examiner David I. Kraushaar to preside at hearings in Rochester, N. Y., TV channel 13 remand proceeding. Action May 14.

■ Designated Examiner Walther W. Guenther to preside at hearings in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif.; scheduled prehearing conference for June 4 and hearing for July 21. Action May 10.

By Hearing Examiner Basil P. Cooper

■ Granted joint petition by 5 Kw Inc. and Marietta Broadcasting Co. and continued all procedural steps for period of 30 days in proceeding on applications for new FM in Marietta, Ohio, and continued June 7 evidentiary hearing to date to be subsequently specified. Action May 14.

■ Granted petition by Billy Walker insofar as it relates to pleading addressed to examiner and extended to May 20 time to reply to filing by Prattville Broadcasting Co. in proceeding on applications for new AM in Prattville, Ala., in Doc. 14878-9. Action May 12.

By Hearing Examiner Thomas H. Donahue

■ On own motion, in proceeding on applications of Birmingham Broadcasting Co. and Dorsey Eugene Newman for new AM in Irondale, Ala., continued hearing from May 12 to June 14. Action May 12.

By Hearing Examiner Charles J. Frederick

■ Rescheduled time of May 24 prehearing conference from 9:00 a.m., to 1:45 p.m., in proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee for new FM in Knoxville, Tenn. Action May 17.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 19

	Lic.	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	4,027	40		74	434
FM	1,304	25		232	292
TV	551 ¹	42		101	208

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 19

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

■ Granted petition by Broadcast Bureau to extend time from May 20 to June 7 to file proposed findings and from June 10 to June 28 for replies in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM in Lubbock, Tex. Action May 12.

By Hearing Examiner Millard F. French

■ In proceeding on applications of James B. Childress and Denton Radio Co. for new AM's in Burnsville and Denton, N. C., respectively, in Doc 15883-4, granted request by Childress to reschedule May 14 date for exchange of exhibits for May 17. Action May 14.

■ In proceeding on AM applications of Dennis A. Sleighter and Willard D. Sleighter (WWDS), Everett, Pa., and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc 15942-3, granted request by WWDS to continue May 17 prehearing conference to May 20. Action May 14.

■ In proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV on channel 51 in San Diego, granted motion by Gross Broadcasting to continue May 17 date for preliminary exchange of engineering exhibits to June 1. Action May 14.

■ Formalized agreements and rulings made at May 10 prehearing conference in proceeding on FM applications of John N. and Alvera M. Traxler, Delray Beach, Fla., in Doc 15803 et al., scheduled certain procedural dates and continued May 18 hearing to May 27. Action May 12.

By Hearing Examiner Isadore A. Honig

■ On own motion, further continued May 24 comparative hearing to June 24, in proceeding on applications of Southern Broadcasting Co. and Hall County Broadcasting Co. for new FM in Gainesville, Ga., pending completion by review board of consideration of applicants' joint petition for approval of agreement looking toward dismissal of Southern's application and grant of Hall's application. Action May 18.

■ Pursuant to agreements reached at May 17 prehearing conference in proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Inc. (WKLF-FM), Clanton, Ala., scheduled certain procedural dates and continued June 9 hearing to July 7. Action May 17.

By Hearing Examiner David I. Kraushaar

■ Dismissed motion by Hi-Desert Broad-

casting Corp. (KDHI), Twenty-Nine Palms, Calif., for waiver of sec. 1.261 of rules; granted motion to correct transcript of hearing in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif. Action May 12.

By Hearing Examiner Jay A. Kyle

■ Rescheduled June 9 hearing for June 14 in proceeding on application of Effingham Broadcasting Co. for license to cover CP for power increase for WCRA Effingham, Ill. Action May 18.

■ Granted joint petition by WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), all Minneapolis, and revised certain procedural dates established by order of April 25 and ordered that hearing shall commence as scheduled on July 19 in proceeding on applications. Action May 17.

■ Scheduled hearing for June 7 in proceeding on application of Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio. Action May 14.

By Hearing Examiner Forest L. McClenning

■ Granted requests by WCOV Inc. to extend date for preliminary exchange of engineering exhibits from May 21 to May 28, and to modify procedures to permit formal exchange of exhibits to be offered into evidence through witness Richard P. Doherty and taking of testimony of witnesses to be subsequently specified in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala. Action May 17.

■ In 1110 kc Pasadena, Calif. area AM proceeding, in Doc 15751-66, granted petition by KFOX Inc. (KFOX), Pasadena, to extent of dismissing application, but with prejudice. Action May 11.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In Fairfield-Homewood, Ala., TV channel 54 proceeding, denied motion by Chapman Radio and Television Co. to dismiss application of Symphony Network Association Inc. Action May 14.

■ Granted petition by Broadcast Bureau to extend time to June 2 to file proposed findings and to June 16 for replies in proceeding on applications of Symphony Network Association Inc. and Chapman Radio & Television Co. for new TV's in Fairfield and Homewood, Ala., respectively. Action May 12.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Carolina Radio Broadcasting Co. for late acceptance of notice of appearance in proceeding on application for new AM in Spartanburg, S. C. Action May 14.

■ In Houston, Boston, Lorain, Ohio, TV proceeding in Doc 15213 et al., granted applicants' request to extend dates as shown, with same terms and conditions as stated April 29 to govern further conduct of proceeding: June 15—further hearing; May 21—exchange additional exhibit and other written material; June 1—notify United Artists Broadcasting Inc., to produce witnesses for cross-examination. Action May 12.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 18

WFBA San Sebastian, P. R.—Granted license for AM, and specify type trans.

WOKY Milwaukee—Granted license covering increase in daytime power, changes in DA and ground systems, change from DA-1 to DA-2, and installation of new daytime trans. (2 main transmitters).

WFIL-TV Philadelphia—Granted CP to change type trans., and aur. ERP to 14.8 kw (main trans. and ant.).

WPIX(TV) New York—Granted CP to change type trans., use old main trans., as an alternate main trans., and reduce aur. ERP to 19.5 kw.

WTHI-TV Terre Haute, Ind.—Granted CP to use presently licensed main trans. as auxiliary trans.

KPAL Palm Springs, Calif.—Granted license covering increase in daytime power and installation of new trans.

WBIE Marietta, Ga.—Granted license covering change in frequency, increase in power, installation of new trans. and directional ant. system, changes in ground system, and change in ant. location; specify type trans.; conditions.

WILM Wilmington, Del.—Granted license covering change in auxiliary ant.-trans. location.

KPOB-TV Poplar Bluff, Mo.—Granted mod. of license to reduce aur. ERP to 1.58 kw.

KOMU-TV Columbia, Mo.—Granted mod. of license to reduce aur. ERP to 49 kw.

WOPA-AM-FM Oak Park, Ill.—Granted mod. of licenses to change name to Goodman, Loundy, Sonderling and Sonderling Broadcasting Corp., d/b as company of same name.

KFLY Corvallis, Ore.—Remote control permitted by employees only (2nd remote control point); condition.

WBRB-FM Mt. Clemens, Mich.—Granted CP to decrease ERP to 17 kw, increase ant. height to 400 feet, make changes in ant. system, install new ant., and make engineering changes; remote control permitted; waived sec. 73.205(a) of rules to extent of permitting establishment of main studio outside corporate limits of Mount Clemens; condition.

WMBI-FM Chicago—Granted CP to increase ERP to 100 kw, and change type trans.

K12XIN Ferguson, Mo.—Granted mod. of CP to make changes in ant. (increase height) at test site #3 for experimental instructional TV.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KIFG Iowa Falls, Iowa; WIXN Dixon, Ill.; WKYX AM-FM and SCA Paducah, Ky.

■ Following were granted extensions of completion dates as shown: WPRC Lincoln, Ill., to Nov. 1; WHBQ Memphis, to July 1; KASA Phoenix, to Nov. 23; WDCY Minneapolis, to Dec. 1; WITA-FM San Juan, P. R., to Aug. 1; WMMB-FM Melbourne, Fla., to Dec. 15; KFHF-FM Wichita, Kan., to Aug. 1; KQRS-FM Golden Valley, Minn., to July 1; WBMK-FM West Point, Ga., to Sept. 1; KERI(FM) Bellingham, Wash., to July 5; WKIZ-FM Key West, Fla., to Nov. 15; WLAM-FM Lewiston, Me., to Nov. 15; KTFC(FM) Sioux City, Iowa, to Nov. 1; WGNO(FM) Madison, Ill., to Oct. 15; KZIX-FM Fort Collins, Colo., to Nov. 15; KSIT-FM San Angelo, Tex., to Oct. 1; WRAD-FM Radford, Va., to July 1; KGRI-FM Henderson, Tex., to Dec. 1; KLBS-FM Los Banos, Calif., to Dec. 1; KGBC-FM Galveston, Tex., to Nov. 1; WNRE(FM) Circleville, Ohio, to Sept. 1.

Actions of May 17

K79AA Blythe, Calif.—Granted CP to replace expired permit for changes in

Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for small Southern single market daytime with first class ticket and sales ability. Opportunity to buy interest to right party. Box E-278, BROADCASTING.

Leading, established Chattanooga, Tennessee radio station desires aggressive manager, under 32. Excellent potential. Replies treated confidentially. Give full particulars. Box E-313, BROADCASTING.

A small market . . . first station of a rapidly expanding organization, looking for young, large market, modern format production background, with ability to enter sales and management. Request tape, resume and photograph. Box E-322, BROADCASTING.

North Dakota radio manager. Population 2,000. Excellent area over dozen good towns. Progressive community, new equipment. Sales experience necessary. Absentee owned. Apply Q. P. Coleman, with reference to KOLY, Mobridge, S. D.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-390, BROADCASTING.

Sales manager for San Francisco classical stereo FM format. Retail and agency accounts. Send documented sales record, background—first letter—excellent guaranteed draw and liberal commission arrangement. Box D-277, BROADCASTING.

Young salesman for top S. F. classical stereo FM station. Send documented former sales record, background—first letter—good starting draw and high commission. Box D-278, BROADCASTING.

Detroit . . . "Select situation" for man who loves to sell. Capable of/or managing now. Multiple group. Box E-228, BROADCASTING.

Salesman. Experienced. Eastern medium market. \$400 plus. Box E-250, BROADCASTING.

Texas small market needs top salesman. The right man will be station manager within 6 months. Salary plus commission. References. Box E-288, BROADCASTING.

Excellent earnings yours if you are an aggressive salesman. Sell top-rated station in this fastest growing Florida market. Opportunities unlimited; market competitive, no order takers need apply. Send complete resume, past billing history, recent photo, references to Box E-302, BROADCASTING.

Major entertainment industry trade publication seeks top advertising space salesman for sales manager. Requires specialized background in television and radio. Resumes held in confidence. Box E-344, BROADCASTING.

Ne. Kansas—5 day week, draw commission. KNDY, Marysville.

Wanted: Professional salesman. No beginners. Dale Low, KWIX, 300 West Reed, Moberly, Mo.

Wanted professional Salesman, announcer. No beginners. Send tape, resume, references, salary requirements to Jim Wychoe, Mgr., KWOA, Worthington, Minnesota. Great opportunity. Our sales manager is retiring.

Sales—(Cont'd)

Need 2 experienced salesmen. Must be sales manager material. Must have proven sales record that will stand investigation. Annual income \$7,000-10,000. Send complete resume, recent snapshot. Harry Dougherty, KXEO, Mexico, Missouri.

2 Iowa sales openings. Contact manager, KSMN, Mason City or KXGI, Ft. Madison.

Madison, Wisconsin. Station, outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Bill Walker, WISM Madison, Wisconsin.

Chattanooga . . . person who likes to sell who has ability to assume responsibility in time of sales manager and assistant station manager. Profit sharing and ownership available to right man. Contact: Al Dick, WMOC Radio, P.O. Box 886, Chattanooga.

Announcers

Excellent opportunity for young announcers with first phone. Western Kentucky top 40. Send tape, resume, photo. Box E-104, BROADCASTING.

Staff announcer for medium market, conservative modern format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prefer all around man capable of handling news, production, and DJ work. Send resume stating full background, experience, including salary requirements to Box E-143, BROADCASTING.

Strong, resonant voice, W. Penna. middle of road station, music, news, production. Salary open send resume, picture, tape. Box E-231, BROADCASTING.

Midwest major market power station has opening for late afternoon and night personality. Non-rock but bright, tight production necessary with emphasis on natural ability. Send tape with your record work, news and commercial delivery. Include complete resume. Box E-247, BROADCASTING.

Announcers. Two, experienced, medium market, 3rd phone. Box E-251, BROADCASTING.

Announcer. Experienced. First phone \$125. Send resume Box E-252, BROADCASTING.

Expanding chain is looking for an announcer with at least 5 years experience who wants to build a career and grow in one of the nation's top 10 markets. Top money for top talent. Contemporary music but no screamers. Send air check, photo & resume to Box E-262, BROADCASTING.

First class ticket man for 5000 watt network affiliate, Rocky Mountain West. Permanent position, salary open. Full information first letter to Box E-304, BROADCASTING.

Combo—first class announcer-engineer, no maintenance, for New England chain. Send tape with resume to Box E-307, BROADCASTING.

Bright sounding morning announcer-newsman for middle of the road music and news station in mid-west market. Write Box E-319, BROADCASTING.

5-thousand watt regional station with FM in small community in Southwest Virginia coal fields needs pro interested in settling down. References checked. Rush tape, resume and salary. Box E-337, BROADCASTING.

Experienced chief engineer. Must know maintenance. A better job if you can announce. Send complete resume 1st letter. This is a midwest small market, fulltime AM going FM soon. Box E-349, BROADCASTING.

Announcers—(Cont'd)

If you are a respected announcer in your market and take pride in the radio profession, you may be the man we need. One of the outstanding stations in Arizona requires an announcer who has radio "know how," is capable of good professional production, and who understands the technique of sell without scream. A great deal of experience is not necessary, but we must have a mature voice and a mature mind—a man who is aware of the world around him and can think of ways to use his experience and knowledge to interest his listeners. If you aren't aware of current events, if you read only comic books, and think slang is "in," please do not apply. Send your tape of commercials, record introductions and other material to Radio KCEE, Box 5803, Tucson. You must have a first class license, but maintenance experience is not important.

5,000 watt station, KTOE, Mankato, Minn. needs experienced combo man with 1st class ticket. No drifters. Send tape and resume.

Opportunity knocks? Wanted good announcer for bright, happy middle of the road format. Send tape, resume & salary required: KVBR radio, Brainerd, Minnesota.

Northern Arizona AM and FM station needs announcer with good news delivery and third class license. Good straight radio. No "personalities." KVWM, Show Low, Arizona.

Great opportunity for all-round experienced announcer with mature voice, capable of gathering, writing, broadcasting news, producing spots, handle board shift. Right man can also have sales opportunity with big coverage AM FM regional station. Send tape, resume, references, salary requirements to Jim Wychoe, Mgr., KWOA Worthington, Minnesota.

Needed at once, a good experienced combo announcer with 3rd class broadcast endorsed ticket. Good station—benefits. Must stand rigid examination. Send complete resume including tape and picture to Mr. Harry Dougherty, KXEO, Mexico, Missouri.

DJ-announcer, must be a man of integrity, willing to work. Contact Rick Rawlins, WFIN, Findlay, Ohio.

Top 40 announcer with first phone no maintenance. Send tape and resume air mail, special delivery to John Thacker, Program Director, WIRK, West Palm Beach, Fla.

WPVL—Growing with Ohio's fastest growing market needs 1st phone combo for light announcing duties and maintenance. Write WPVL, 713 Fobes St., Painesville, Ohio.

Announcer, experienced, for good small market operation. All around staff man. No selling. 215-696-3690.

Become deejay! Taped home instruction! FREE! "Your Deejay Career!" Fisher, 678 Medford Avenue, Patchogue, New York 11772.

Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

Technical—(Cont'd)

First phone combo man, adult station, religious emphasis. Good music. Also country-western. No smoking or drinking, please. Box E-196, BROADCASTING.

Wanted AM-FM chief engineer experienced in AM-FM remote control, automatic logging, directional antennas, and administrative ability. (Major Market). Box E-216, BROADCASTING.

Ready for chief? Technically competent first phone with DA experience. Some announcing. Eastern Central states. Box E-230, BROADCASTING.

Very capable chief for complete maintenance AM-FM Eastern smaller market. Good salary for competent, settled man. Resume, present earnings to Box E-265, BROADCASTING.

Florida FM station needs chief who is qualified to carry a large part of the non-technical load also. If you can write copy, and/or sell, announce, keep books, run the office, we need you. Equipment is new and first-class. Box E-281, BROADCASTING.

Chief engineer, AM-FM maintenance experience. Some board work. WBRD, Bradenton, Florida.

Help! Expanding 5 kw full-time AM with CATV in the offing looking for good technical men with or without experience. Stable operation with profit-sharing plan, benefits, paid vacations. Call Chief Engineer at 215-384-2100 or write WCOJ, Coatesville, Pa. (40 miles West of Phila.).

First class commercial radio engineer to install and operate new 3 kw stereo-FM only station in Urbana, Ohio, and combine announcing or sales. Complete resume and references to C. J. Brown, Jr., Daily Citizen, Urbana, Ohio.

NEWS

Westchester county. Experienced news reporter. 3rd class license. Send resume and salary requirements to Box E-218, BROADCASTING.

Top money for top newsman with experience in digging out, writing and delivering the news. . . . Join a fast expanding chain in one of the nation's top 10 markets. Energy, intelligence and dedication can be your key to a successful career with a progressive company. Send tape, photo and resume to Box E-261, BROADCASTING.

Quality newsmen—major NBC news conscious affiliate needs two aggressive professionals. (1) combination inside-outside newscaster-reporter. (2) Specialist to handle interviewing, editorial research and writing. Send resume, tape, writing samples and photograph to Box E-320, BROADCASTING.

Newsman with mature, authoritative delivery to gather, write and report local news. Nice city, established news sources, AP wire, UPI audio and FM remote equipment. Send tape and resume to Manager, Box 203, Eau Claire, Wisconsin 54701.

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

Somewhere a good newsman is ready to move up to news director of good fully equipped station. Must be capable of taking charge and building a top flight news department. All equipment needed already here—Mobiel units—beepers—tape recorders. Send complete resume including tape and picture in 1st letter. Harry Dougherty, KXEO, Mexico, Missouri.

Newsman wanted for top Pulse and Hooper rated AM/FM contemporary station using five cruisers, 5 day split shift, mainly newscasts. Fast-paced delivery sense of humor. Resume, tape, photo, returnable. WBBQ, Augusta, Georgia.

Production—Programing, Others

Immediate opening—Mature dj with bright, happy sound. Good opportunity for experienced man who likes sports. Adult music station in attractive Indiana City. Tape, resume to Box E-311, BROADCASTING.

Farm oriented 5 kw regional needs farm director. Must have farm and/or ranch background. Send resume to KFKA, Greeley, Colo.

Program director for good music regional station. Emphasis on copy and production with some air work. Above average salary. Write or call WCCW, Traverse City, Michigan. 946-6211.

Production—Wanna swing with Virginia's leading top 40 operation entering it's eighth year as the number one station in this major East coast market? Ya gotta be an excellent production man to earn an above average salary with us. Don't telephone. send non-returnable tape, resume and picture to Roger Clark, Program director, WGH, Norfolk, Virginia.

Situations Wanted—Management

General Manager—AM and TV management experience with history of establishing profitable properties and creating productive sales staffs. Astute administrator. Will relocate with company of aggressive capacity. Box E-173, BROADCASTING.

General Manager. Trained, seasoned executive, radio and television background, major market experience, wishes to relocate New Jersey, New York, New England coast. Strong on sales, programing, promotion, research. Will consider position as sales manager in major market only. Box E-189, BROADCASTING.

Manager available June 28th . . . currently managing successful FM operation, billing \$11,000 monthly in 8 station market. Prefer AM operation; strong on sales promotion, programing and administration. 15 years experience, all phases announcing, program director, sales, promotion, guarantee audience rating and programing . . . family man, age 40. Experience large and small market. Not interested in full responsibility without full authority. Box E-271, BROADCASTING.

M.S., B.S. marketing, aggressive, married, 26. First phone w/engineering. Presently top-rated 50 kw air personality. Desire station or operations manager slot. Excellent references. Box E-305, BROADCASTING.

Managing Midwest medium market station at present. 15 years experience management and sales management, with creative, hard-hitting sales a specialty. Dependable family man with fine personal and trade references. Box E-335, BROADCASTING.

Sales

Sales manager—will buy 10% or more of small market Southeastern station. 12 years experience sales, announcing and sports. 31, college graduate, family and excellent character. Box E-276, BROADCASTING.

January university graduate in radio-TV, seeks sales job in medium to large market. Some experience in both radio-TV sales. Box E-340, BROADCASTING.

Situations Wanted

Announcers

DJ, announcer, tight board trained beginner, available now. Box E-133, BROADCASTING.

Mature, 24 years old, radio school graduate. Desires position in radio. 1 year experience in radio. Will settle anywhere. Box E-212, BROADCASTING.

DJ—prefers top 40. Presently employed ad PD. 22, experienced, draft exempt. Midwest. Box E-224, BROADCASTING.

Female announcer available—news gathering—womans program—dj—traffic—sales—dependents. East please (student). Box E-233, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box E-240, BROADCASTING.

Announcers—(Cont'd)

Personality in one of the top fifty markets, first ticket. Box E-264, BROADCASTING.

Northeastern metros—5 years experience—personality rock or middle—versatile. Box E-274, BROADCASTING.

Part time. Chicago or Eastern Illinois. Evenings or weekends. Experienced announcer, newsman, deejay. Presently VP of rep firm in Chicago. Have been general manager of both AM and FM stations; news director; sales manager; staff announcer. Know radio. Enjoy radio, but make more money in rep business than in announcing. Would like to announce for the pleasure (and maybe a little money?) Available for interview. Box E-275, BROADCASTING.

Top contemporary personality in 16 station metro market available. I'm not out to set the world on fire, just your market. Reply E-280, BROADCASTING.

Experienced announcer seeks Lancaster, Pennsylvania area. 203—249-3149 or Box E-283, BROADCASTING.

Top 40 stations, anywhere in California. Experienced personality dj, recently relocated from East coast. Single, third class endorsement. Available immediately. Box E-284, BROADCASTING.

One in a million—swinging, good music dj, programing, mature, loads of experience—minimum salary \$150-\$200. Available immediately. Write Box E-285, BROADCASTING.

DJ — 1 year middle of road experience. Single. Prefers Northeast. Box E-286, BROADCASTING.

Combo man—1st phone. Good "good music" sense. Sensible, non-frantic, family man. Midwest to West. Box E-292, BROADCASTING.

Announcer/1st phone . . . available July 1st (after honeymoon) . . . in radio, commercially, since September . . . able to write copy . . . desires position with news-oriented, good music station. Box E-299, BROADCASTING.

Female dj, announcer, continuity, traffic, young, non floater, will relocate. Box E-300, BROADCASTING.

Swing dj, bright sounds, run tight board. No prima donna, 3rd ticket. Box E-303, BROADCASTING.

DJ, announcer, want rock, good production, 3rd phone, non floater, relocate. Box E-309, BROADCASTING.

First phone—dj-announcer—farm director. C&W specialist, also contemporary. Presently employed, top Midwest farm area. Excellent audience rating and response. Top billing. Sober, responsible family man. Seeking station willing to share the fruits of hard work and diligence. What have you to offer? Box E-314, BROADCASTING.

Married country music personality with 6 years commercial experience looking for growth opportunity with modern country station. Currently employed and enjoying top ratings with top country station in market. I'm looking for security and a chance for advancement. In return I will offer an air personality who is well versed in the growing field of country music. Box E-315, BROADCASTING.

Ready to move to Top 40—progressive middle roader, dj, good sound, tight board. Know news and production. 3 years experience. Write Box E-316, BROADCASTING.

Announcer, newsman, some experience, willing to relocate immediately. 3rd class ticket endorsed. Top 40 preferred. Box E-317, BROADCASTING.

Announcer, dj. Bright. Mature sound, experienced, 3rd phone, relocate. Box E-323, BROADCASTING.

DJ-announcer, news caster, experienced. Family man, settle New York area. 3rd phone, tight board. Not a floater. Box E-326, BROADCASTING.

Negro newsman—recent grad. 3rd endorsed—desires immediate position. Will relocate. Box E-327, BROADCASTING.

Announcers—(Cont'd)

Young Negro staff announcer, dj, newsman w/professional sound 'n attitude can fit your format. Seeks first legitimate brake—good news, commercials, knows prod. Some sales experience, 3rd endorsed. Available now. Box E-330, BROADCASTING.

Please! Do yourself a favor . . . swinging, good music dj available immediately. Ten years experience in all phases of broadcasting, including TV; also experienced as pd. Write Box E-333, BROADCASTING.

First license, 10 years experience. Classical, better pops. Near Washington. Available immediately. Box E-334, BROADCASTING.

Mid Atlantic—7½ years experience. Sharp production—smooth sound. Phone 301-435-4655 or write Box E-336, BROADCASTING.

Announcer-salesman—1st class license, married, 2 children. Would like job with good music station. 6 years experience 6 a.m.-9 a.m. shift. Stations top salesman—presently employed. Rocky Mountain or Southwest. Box E-339, BROADCASTING.

This ad is being placed by present employer of top rated female disc jockey. Change of ownership facilitates move. Pleasant on the air style with tight production and fast paced programming. Excellent in commercial production and continuity. Dependable, talented professional. Picture, tape and resume on request. Box E-342, BROADCASTING.

Please — Female announcer available immediately . . . Telephone Greenville, Ohio 513-547-1110.

Do you have room in your organization for a creative music man? One who knows music from Bach to Brubeck and likes Herman, Kenton, Miller, Sinatra, Cole and the current good pops—who programs carefully, includes humor, and takes pride in production. I am married, no children, with M.A. in broadcasting, presently employed (with hands tied), nine years' experience. Available immediately for air shift, program directorship, you name it. Prefer large city. Pay me well and I'll produce for you, but I can't get excited by gaslight formats. You are welcome to investigate me thoroughly, so don't give me any blue sky. Rod Baum, 250 Royal Garden Terrace, Salt Lake City, Utah (801-262-3201).

Broadcasting school, 3rd ticket, some experience in basketball play-by-play. Heavy knowledge sports. Trained in news, commercials and records. Write Rick Rodefer, 835 Tark, South Bend, Indiana 234-1705.

Negro dj age 20 desires start. Little experience—can run own board, 3rd phone . . . Relocate. James Steward Sr., 1517 Double Branch Road, West Columbia, South Carolina.

First phone announcer—5 kw network station. Must relocate—ownership change. Two years college, speech major. Married, 20. Excellent references from manager and PD. Paul Roberts, 350 N. Palm Dr., Boynton Beach, Fla. Telephone 305-278-2895.

Good combo, first phone, best at C&W, formerly W4ZKZ ham wants position, preferably vicinity New Jersey. Phone 352-0664, Jackson, Miss.

Situations Wanted—Technical

First class license. No experience, willing to learn. Presently radio operator for airline. Box E-267, BROADCASTING.

Chief engineer, 35, employed three years medium power DA. seeking permanent position, with responsibility. Experienced in construction, proof of performance, DA's, everyday maintenance. References on request. Box E-277, BROADCASTING.

Chief engineer—experienced, construction, maintenance, directionals, proofs. AM-FM to 50 kw. Box E-289, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box E-296, BROADCASTING.

Married, two years of classroom training in electronics. First phone. Experience with AM-FM-TV transmitters, translators, field strength surveys, microwave. Would make good assistant or field engineer. Prefers Southeast. Box E-297, BROADCASTING.

Technical—(Cont'd)

1st phone operator, light experience. Single. Available immediately. Box E-328, BROADCASTING.

First phone operator, light experience. Married, available immediately. Will relocate if necessary. Box E-329, BROADCASTING.

Tired of 6 week wonders. I am experienced in all phases of engineering and administration. I expect an above average salary and a challenging position, you can expect a better sound than you have ever had. Box E-331, BROADCASTING.

Trans. engineer or trans. supervisor, ten years experience, six in radio and TV, RCA & GE equipment, supervisory experience. Permanent position most important consideration. M. L. Watrous, Mt. Clare, W. Va. Phone 304-622-6033.

Experienced 1st engineer looking for work in Northeast. Call 203-232-7314.

News

Award winning news director. Eight years experience. Three years present employer. Winner of six Associated Press awards including Individual Reporting twice. Presently directing news operation in highly competitive, three station medium market. A management change which has affected every department except news prompts this desire to relocate. Happy family man who is dedicated to news and anxious to dig in. Have news, editorials, documentary and features. Pleasant authoritative voice. Active in community affairs. Box E-279, BROADCASTING.

Seasoned radio-TV newsman & public affairs director. Twenty years experience—eighteen with same CBS station as O&O and affiliate. Prize-winning. Expert all phases. Top references. Willing to relocate. Salary open. Box E-282, BROADCASTING.

Not just news . . . but heartfelt entertainment. Interested in human beings . . . news of life. Robbery and murder yes . . . but tears and laughter too . . . and sports. Think you can challenge? Let's communicate now. Five years radio news. Box E-287, BROADCASTING.

Want or need a professional newscaster, one who can make your local news presentation appear as if emanating from N.Y.C. or L.A. Versed all phases, writing, gathering, presenting and interpreting. Have ingredients, and know how to make your news presentation forceful, authoritative and accepted. B.A., newspapers, published author. Interested? Will send more on request. Box E-290, BROADCASTING.

Newscaster—Radio-TV — B.A., newspaper: Looking for radio and TV assignment that has dignity, responsibility, recognition, and fair recompense. Box E-291, BROADCASTING.

Part time authoritative newscaster. Family man, Prefer New York area. Box E-338, BROADCASTING.

Production—Programing, Others

A well known British disc jockey from Manchester arrives in New York on June 29th for a short period and would like to meet disc jockeys and receive offers of any work. Experience in radio and television, well in with top British groups. Will be bringing all the new releases and latest news. Box E-208, BROADCASTING.

Freelance copywriter — Advertising/promotion, presentations, brochures, creative commercials. Box E-273, BROADCASTING.

Producer-director-announcer, with over fifteen years New York local and network television experience, desires to relocate in Florida. Best references and credits. Box E-295, BROADCASTING.

15 years experience—Announcer, salesman, writer, production, news, programing, music, voices, versatility. Excellent references—family. AM or TV. Progressive station anywhere. Joe LaHart, 626-7238, 6870 Cathedral, Birmingham, Michigan.

Sportscaster-director, 20 years experience, play-by-play all sports. Top references. Available immediately. Telephone 713-SU 2-9785.

TELEVISION

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small retailer. Top-ten market. Top dollar potential. Youth helpful. Three years radio or TV experience preferred. Be hungry but not starving. Sociable but sober. Aggressive but not hasty. Reply to Box D-294, BROADCASTING.

Excellent TV sales opening in Michigan. Number 1 station in market, top 50 markets. Five figure income potential with well established station. Send resume to Box E-194, BROADCASTING.

Account Executive: Expanding profitable company has a vacancy at one of its stations for a successful young account executive who wants to improve his earnings in local sales and who has the potential to eventually advance into sales management. Draft exempt college graduate under age 35 with demonstrated television time sales ability required. Send confidential resume of age, education, past employment and sales record to J. P. O'Hagan, Personnel Department, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Announcers

Staff announcer: Capable booth and talent. Good commercial man with pleasing personality. Sports background preferred. Major Mid-western VHF. Send resume, photo to Box E-234, BROADCASTING.

Top Midwestern station currently auditioning for audio booth position. Excellent opportunity to move from radio to TV. Rush audition materials to Box E-293, BROADCASTING.

Experienced television announcer wanted. Southeastern vacationland in major market. Man strong in commercial presentation. Will also handle variety of on-camera assignments. Send resume, audio (or video) tape, picture and minimum salary requirements to Program Manager, WLOS-TV, Box 827, Asheville, N. C.

Technical

Major Eastern network TV station requires number of temporary vacation relief technicians with potential for permanent jobs. 1st class phone required. Reply Box D-178, BROADCASTING.

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Florida ETV seeking studio engineer, strong electronics background, TV experience desired, not required. Resume, photo to Box E-207, BROADCASTING.

Studio supervisor—major Northeastern TV station has immediate opening for studio supervisor. Color experience preferred. Box E-217, BROADCASTING.

Transmitter supervisor, G.E. transmitter experience preferred. Full power station in upper Midwest. Box E-321, BROADCASTING.

Immediate openings available for experienced broadcast engineers with Kansas State network. Contact Russ Goyette, Chief engineer, KARD-TV, 833 North Main, Wichita, Kansas.

Wanted: Television technicians for large closed circuit military installation. Need one technical director (mobile unit): one video technician; one video tape technician. 4-8 years television experience required. Must be capable of performing maintenance on latest I.O. equipment and hold valid first class license. Excellent working conditions and hours. Send complete resume to TelePrompTer Corporation, 2700 S. Memorial Parkway, Huntsville, Alabama 35801. An Equal Opportunity Employer.

News

Southeastern VHF needs newsmen. Will consider man with radio news background that would like to step into television or recent Journalism graduate with desire to break into television news. Send picture tape & complete details 1st letter. Box E-175, BROADCASTING.

News director with Journalism background to shoot write and air news. Must have organizational ability to take charge news department. Send Video tape or picture and audio tape along with complete details 1st letter. Southeastern VHF. Box E-176, BROADCASTING.

Aggressive South Texas TV station in wonderful climate wants good looking young man with ability to gather, write, shoot film and edit. Must deliver on the air. Good opportunity for radio newsmen, TV announcer; or 2nd or 3rd banana in TV news now. Hurry... submit resume and pic to Box E-298, BROADCASTING.

Production—Programing, Others

Designer, scenic. Imaginative, creative, thoroughly experienced in color TV production. Needed in large midwest market. Renderings, shop drawings a must. Salary open. Position available near future. Box D-169, BROADCASTING.

Director: Staff opening major Mid-western VHF. No beginners. Need man fully experienced in all phases of direction-production. Send complete resume to Box E-235, BROADCASTING.

Art Director for college educational TV station. B.A. required. Master's preferred. Must have television art experience. Send resume including education, experience and salary requirement in first letter to Manager, KVCN-TV, San Bernadino, California.

2 positions—director and cameraman—Established all-color operation needs experienced director who can handle switching duties. Also experienced cameraman to operate RCA Studio Color Camera. Contact Bob Jones, Operations Director, WLEX-TV, P. O. Box 1457, Lexington, Kentucky.

Situations Wanted

Management

Station manager, young with tiger in his tank. Interested in moving to higher octane market. If your operation needs refueling, my impressive record and experience is available to you. Heavy background in station operation, programming, and production. Box E-312, BROADCASTING.

Audience-Sales promotion and advertising manager, 38, in 61st market. Seeking larger television market. Present ABC affiliate now No. 1 after 15 months intensive, planned promotions and advertising. Mature, experienced over past 14 years in radio and TV grounded in rating books. Goal setter who organizes people and gets jobs done. Degree. Married. Strong in sales presentations and sales aids. Available June 1st. Resume ready. Box E-345, BROADCASTING.

Announcers

Announcer-Newsmen, 9 years experience—first phone—references—family—VTR—207—775-3219 or Box E-268, BROADCASTING.

Technical

Energetic, young TV chief desires to relocate to position with job security. Familiar with all phases of AM, FM, Stereo FM, and UHF-TV including construction and installation. Send for resume. Box E-325, BROADCASTING.

NEWS

News director. Top-rated on-the-air delivery. Extensive special events, public affairs and editorial programming experience. Award-winning newsmen photographer. Box E-294, BROADCASTING.

Experienced stringer, journalism major, productive feature writer, member NPFA. Seeks TV spot in West. C. Kendall, 601 University Ave., Palo Alto, California 94301.

Production—Programing, Others

Intelligent, creative experienced TV producer director, now employed at top station in Buffalo, New York, desires advancement. Box E-163, BROADCASTING.

Childrens show personality—excellent references and top ratings. Box E-198, BROADCASTING.

June graduate with BS in radio and television from major midwestern university. Extensive experience with cameras, audio, producing, directing, lighting and shooting and editing silent 16mm film. Married. Location and salary open. Box E-270, BROADCASTING.

Director—4 years experience. Creative, intelligent, desires steady work, opportunity for advancement. Have handled all phases of TV and film production. Young, married, ambitious. Degree, deans list, excellent references. Box E-341, BROADCASTING.

WANTED TO BUY—Equipment

Remote pick-up transmitter—Marti, M-30B/TPS, and receiver—Marti—MR-30/1, or equivalent. Must be in good condition. WRMF, Titusville, Florida.

Wanted: FM transmitter—3 or 1 kw. Monitor, Charles P. Rowland, Rt. 1, Box 337-C, Kenosha, Wis.

Wanted: Western Electric 5-A Frequency and Modulation Monitor or other type. Box E-310, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

5 kw RCA 5-DX transmitter. Available as a result of new construction. Very good condition. Take it away for \$1500. L. Wittenberg, Chief Engineer, WISN, Milwaukee, Wisconsin.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Gates antenna FM-22 tuned 91.9 mc with RG-17U coax. Call or write WGST-FM, Columbia Union College, Takoma Park, Maryland. 301-589-1836.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. RCA MI-28-151 10 kw FM harmonic filter \$75. Gates "Studioette" audio console \$295. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1128-c limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4809 remote control equipment \$475. RCA 1 1/2" antenna coupling transformer for FM \$75. 225 ft. 1 1/2" styroflex cable \$195. For complete package \$2,500. WRFM, 41-30 58th St., N. Y., N. Y. 11377. Phone DEfender 5-1051 code (212).

For sale: 1) RCA FM transmitter (mono) BTF-1C, one kilowatt. First \$2,500 check received, gets it. Transmitter available as soon as our new one received. F.O.B. Paris, Illinois. 2) Hewlett-Packard FM monitor (mono) type No. 81547A. First \$800 check received gets it. Monitor available as soon as our new one received. Contact A. C. Ferguson—WPRS Radio, Paris, Illinois.

For sale: 1 16mm film projector RCA model No. TP16F, \$1,295. 1 Switcher RCA model No. TS5A. Make offer. Call Mr. Gregory, WYAH-TV, 393-6001, Portsmouth, Virginia.

FOR SALE

Equipment—(Conf'd)

Station increasing power. Have replaced transmitter with new RCA-20... available in 60 days—one RCA BTF10C—10,000 watt FM transmitter... in excellent condition completely rebuilt six months ago. Many extras including stereo generator, custom built micro match, etc. Also available, 300 feet 3/4 inch rigid coaxial cable, with assortment of elbows, 6 bay antenna—100.7 megacycles, Hewlett Packard frequency and modulation monitor, automatic power out put control (never used) 2 BA 33RCA program plug in amplifiers with shelf. 1 RCA 11 position remote control system, 1 Moseley tone remote control system. All equipment presently on the air... Inspection invited. Box E-272, BROADCASTING.

RCA Equipment Racks—type BR-84A complete with front and back doors, bases, tops. Excellent condition. 14 available. \$125 each. A. H. Chismark, Director of Engineering, WHEN-TV, Syracuse, N. Y.

8 bay Andrew multi-V FM antenna, type 1308-A. Used 4 years: condition good, with associated lines. Price \$1,400 F.O.B. Newport News, Va., or best offer. Write C. E. WGH Radio, Newport News, Virginia.

For Sale: Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (AMPEX) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programming no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Studio console—2 channel—Gates Deluxe. Mint condition. Used less than 25 hours. With pwr. supply, mon. amp. Studio pedestal deck included. Sacrifice \$1,200. Phone Washington, D. C. 439-4620 or write 7904 Lockey Avenue, Takoma Park, Maryland 20012.

Two CBS Audima IIRZ with stereo adapter \$900. Three Collins 26-U1 limiters \$300 each. Two Spotmaster BE-505S stereo playback only; Spkmount, \$450 each. One Spotmaster BE-500S stereo record-playback; table top type \$600. WCNW, P.O. Box 50, Fairfield, Ohio.

General Radio model 516-C radio frequency bridge. Excellent condition \$275. Box E-324, BROADCASTING.

RCA 76 B studioette complete with power supply and manual. Good condition. Best offer over \$275 buys. Box E-332, BROADCASTING.

For sale: One (1) 524 ft. T.V. Tower, self-supporting, Blaw Knox H-40 with VHF 70 ft. antenna. Box E-343, BROADCASTING.

For Sale—General Radio 1931-A modulation and 1181-A frequency monitors. Write Box E-259, 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? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

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.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts... \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

Stations-DJ's—Great for air personalities. Witty, offbeat humor—all personalized—Please state call letters, format... for information and sample tape, contact Image Production, Box E-308, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-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 programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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 June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

RADIO—Help Wanted

Management

WANTED NOW!

Mature radio station manager. Take full command while I sell. First phone necessary. Adept at announcing, programing, copy-writing, etc. References MUST CHECK OUT! Send audition, resume, photo first letter. Don't apply if not qualified. KMAR, Winnsboro, Louisiana 71295.

Sales

\$10,000 Guarantee

And the sky is the limit with aggressive new operators of old Ohio station. Billing growing fast and we need an experienced top level, young and aggressive salesman to take over prime accounts and build them. You should make \$20,000 your first year with us.

Box E-223, BROADCASTING

Announcers

DISC JOCKEY HIGH-RATED 50 kw

Experienced in C&W or Top 40. 1st class ticket. Good salary. Rush tape and resume to:

Jay Hoffer

KRAK

P. O. Box 6347
Sacramento, Calif.

TALK—TALK

Immediate opening—controversial telephone opinion show. Must be good commercial man. Tape resume.

Box E-347, BROADCASTING

Lifetime Opening for MORNING MAN or TEAM

Unusual, talented. Challenging opportunity. Start \$300 a week. Your ability to increase present high ratings will increase your salary. Major Eastern Top 10. Tape, resume to:

Box E-348, BROADCASTING

You Can't Top A CLASSIFIED AD in

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

NEWS

Immediate opening

News director. Award-winning WNOE has opening for experienced News Director. Must have authoritative delivery, mature voice, and professional style of writing. Board shift a requirement. No floaters, please. Profit sharing, etc., available to right man. Tape and resume to:

C. J. Brien
529 Bienville Street
New Orleans, Louisiana

NEWS DIRECTOR

Hard working, authoritative voice, savvy on local news. Unlimited opportunities, fast growing New England contemporary chain. Tape, salary to:

Box E-346, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

PROGRAM DIRECTOR

Thoroughly experienced all phases—Major only—Rating Producer. America's greatest success story. Min. \$18,000.

Box E-266, BROADCASTING

TELEVISION—Help Wanted

Announcers

—WANTED— ANNOUNCER

Announcer for on camera and booth. TV experience required. Directing experience helpful, but not necessary. Starting salary of \$105.00 a week or better. Send picture, audio tape, film, or video tape to Clark W. Davis. WHTN-TV, P. O. Box 1448, Huntington, West Virginia.

Technical

T.V. TECHNICIAN

Connects, checks out and operates remote television cameras. Sound know synchronous television cameras, electronic viewfinders, video tape recorders, monitors and audio systems. Performs routine maintenance. Two years technical training & minimum one year experience. Salary \$510.00 per month. Send resume to: University of California, 10833 LeConte Avenue, Los Angeles, California 90024.

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.

Send resume with salary information to: University Personnel Office, Room 4, Merrill Hall, University of Minnesota, Minneapolis, Minnesota 55414 (69)

Television/Field Broadcast Engineers

Video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

News

WANTED

Mature looking television newscaster
Medium size New England market
Salary open

Send photo and tape to:

Box E-180, BROADCASTING

Situations Wanted—Announcers

TELEVISION PERSONALITY

... in search of a television station
... in need of it's own "Merv Griffin man" ... and willing to suffer the pains of local production ... completely pro ... video tape is available.
Box E-237, BROADCASTING

News

TOP NEWSCASTER-REPORTER

Currently ratings success in Nation's 5th Market. Experienced all phases news. Desire re-locate for eventual Management opportunity. Tape on request.

Box E-269, BROADCASTING

MISCELLANEOUS

INSPECTOR COMING? ARE YOU OPERATING LEGALLY?

CHEK-LIST is a simple guide to legal operation. Managers and engineers cannot afford to be without CHEK-LIST. Send five dollars to CHEK-LIST, P. O. Box 6508, Minneapolis, Minn. 55420.

MISCELLANEOUS—(Cont'd)

NEW TESTED

13 WEEKS RADIO PROMOTION

\$62.46 PER WEEK

WE FURNISH EVERYTHING

—INGO FAMILY—NO

HARRY HOLLAND ENTERPRISES

2212 Port of Tacoma Rd.

Tacoma, Washington

Market 7-1129

FOR SALE—Equipment

16MM FILMLINE FILM PROCESSOR

Nearly new Model R-15 Reversal Film Processor. Used only 4 months. Latest model develops reversal or negative film at 1200 feet per hour.

FEATURES INCLUDE:

Fully Automatic—Ideal for unskilled personnel.
Stainless Steel Tanks—Temperature Control
—Feed-In Elevator and 1200' Magazine.
Complete Daylight Operation on all emulsions
Extra Accessories—includes one extra (200 ft. Magazine).

All equipment in excellent condition. This Processor is ideal for TV stations. Size 77" x 60" x 30". Save over \$1000. Call or write for details to:

SKEET TALLENT STUDIOS
1837 West Cumberland Avenue
Knoxville, Tennessee

EMPLOYMENT SERVICE

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BY BROADCASTERS • FOR BROADCASTERS

For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

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READY TO MOVE UP?

Let an experienced broadcaster move you up to a better, higher paying job in radio or TV. Immediate action guaranteed for qualified, dependable air personalities, newsmen, engineers, salesmen, copy writers, and traffic girls. Write for application.

NATIONWIDE BROADCAST SERVICES

925 Federal Blvd. Denver 4, Colorado

Phone area code 303-292-0996.

Station Inquiries For Personnel Invited.

CONFIDENTIAL NEGOTIATIONS

Need applications from exp. or beginning announcers, 1st phone or 3rd endorsed. Exp. engineers, newsmen, P.D.'s Females, copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15216

Phone 412-563-3330 day or evenings

EMPLOYMENT SERVICE

Continued

JOB-SEEKERS

Since Jan. 1st we could have filled 86 more jobs in 29 states if we had your reference-checked application, resume, and tape in our files. If you are a skilled broadcaster ...

Write now—Right Now!
We have immediate openings.

C.B.I. Placements

641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

NEWS PERSONNEL AVAILABLE

Reporters, writers, airmen, film people, administrators, news directors ...

List your opening now. No cost to employers.

Contact: Placement Service Committee

RADIO TELEVISION NEWS
DIRECTORS ASSOCIATION

c/o Howard Back
1480 East Outer Drive
Detroit, Michigan 48234

75 YEARS

Radio and Television
Working experience

Directors—D.J.'s-announcers
Movie Photographers-Engineers
Childrens Personalities

One inquiry reaches all

NOT AN AGENCY

Box E-318, BROADCASTING

WANTED TO BUY—Stations

STATION WANTED

Small chain wants to buy additional station in a one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.

Hudson Millar

WKUL

Cullman, Alabama

AM WANTED

Prefer Southwest but will consider all. Please give full information in reply. Strictly confidential.

Box E-306, BROADCASTING

FOR SALE—Stations

WANTED:

Working Partner to invest in growing Calif. community with profit minded AM, reap benefits. 50% available ... \$50,000.

Box E-301, BROADCASTING

Continued from page 100

UHF-TV translator.

WJAC-TV Johnstown, Pa.—Granted CP to change type ant. and make changes in ant. system.

K02BZ Hayfork, Calif.—Granted CP to change type of transmitting ant. for VHF-TV translator.

KTHO Tahoe Valley, Calif.—Waived Sec. 73.30(a) of rules and granted mod. of license to extent of permitting relocation of main studio at Harvey's Resort hotel, State-line, Nev.

W11AM Charleston, W. Va.—Granted mod. of CP to change name to Reeves Broadcasting Corp.

KTUL-TV Tulsa, Okla.—Granted mod. of CP to change ERP to vis. 204 kw. aur. to 102 kw; ant. height 1,880 feet; change type trans. and ant. and make changes in ant. structure.

■ Granted CP's to replace expired permits for following TV translators: K8OBL, North Tillamook TV Translators Inc., Rockaway and vicinity, Ore. K04DG, K09GF, Nor-Sis TV Corp., Yreka and vicinity, Calif., and K10EY, Culbertson Jaycees TV, Froid, Bainville, Culbertson and Brockton, Mont.

Actions of May 14

KABR Aberdeen, S. D.—Granted renewal of license.

KXTR(FM) Kansas City, Mo.—Granted renewal of license and SCA.

W1ZZ-FM Streator, Ill.—Granted license for FM.

American Broadcasting-Paramount Theaters Inc., Chicago—Granted license covering changes for low power auxiliary station.

WIBF-TV Philadelphia—Granted mod. of CP to change type ant.

■ Granted renewal of licenses of following TV translators: K73BD, K82AU, Tahoe Translator Co., Bijou, Calif.; K71AN, K73AM, Anderson Valley Television Inc., Boonville and Philo, Calif.; K02BZ, Hayfork Chamber of Commerce, Hayfork, Calif.

Evening Star Broadcasting Co., Washington—Granted CP and license for new low power auxiliary.

WHLM-FM Bloomsburg, Pa.—Granted CP to install new ant., and make engineering changes; remote control permitted.

■ Following were granted extensions of completion dates as shown: WHOA (auxiliary trans.) San Juan, P. R., to June 30; WNZJ Port Chester, N. Y., to Nov. 9; WKVM San Juan, to Aug. 1; KWPL Sikeston, Mo., to Nov. 15; KYOK Houston, to July 1; WTTO Toledo, Ohio, to Aug. 31; KSST Sulphur Springs, Tex., to Aug. 1.

Actions of May 13

WLVA-TV Lynchburg, Va.—Granted CP to replace expired permit to make changes in TV.

WFAA-TV Dallas—Granted CP to install aur. trans. to be used as alternate main vis. driver at main trans. site.

KCRS Midland, Tex.—Granted CP to change ant.-trans. location of auxiliary trans. to main trans. site.

KWPC-FM Muscatine, Iowa—Granted CP to change facilities on channel 259 (99.7 mc) from ERP 780 w; ant. height 280 feet, to ERP 25 kw; ant. height 285 feet; conditions.

***WXXW(TV) Chicago**—Granted extension of completion date to Jan. 13, 1966.

K71BL Norfolk, Neb.—Granted mod. of CP to change frequency to channel 71 for UHF-TV translator.

WHTG Eatontown, N. J.—Granted CP to install auxiliary trans. at main trans. site.

WPTX Lexington Park, Md.—Granted CP to install auxiliary trans. at main trans. site; remote control permitted.

WRC-FM Washington—Granted CP to install new main ant.; conditions.

W79AC Clarks Summit, Dalton and Waverly, Pa.—Granted CP to include parts of Scranton, Pa., in principal community, change type trans. and make changes in ant. system for UHF-TV translator.

***WXXW(TV) Chicago**—Granted mod. of CP to change ERP to 457 kw vis., and 91.4 kw aur.; trans. and studio locations; increase ant. height to 770 feet, and make changes in ant. system.

***WTTW(TV) Chicago**—Granted mod. of CP to change ERP to 316 kw vis., and 31.6 kw aur.; type trans. and type ant.; trans. and studio locations; increase ant. height to 720 feet, and make changes in ant. system.

WADA Shelby, N. C.—Granted mod. of CP to change ant.-trans. location (on same site); condition.

WMJR(FM) Fort Lauderdale, Fla.—Granted mod. of CP to decrease ERP to 62 kw and ant. height to 195 feet, change ant.-trans. and studio location to Oakland Park, Fla., and change type trans.; remote control permitted (main trans.).

WTCM-FM Traverse City, Mich.—Granted mod. of CP to change type trans., install new ant., and make engineering changes.

Actions of May 12

KJAZ(FM) Alameda, Calif.—Granted change in remote control authority.

WJ1Z(FM) Albany, Ga.—Remote control permitted.

WKRC Cincinnati—Remote control permitted (two remote control points); conditions.

American Broadcasting-Paramount Theaters Inc., Los Angeles—Granted CP and license to add trans. to low power auxiliary.

KWTV(TV) Oklahoma City—Granted CP to change ERP to 275 kw vis., and 138 aur.; and make changes in ant. system (add electrical tilt).

American Broadcasting-Paramount Theaters Inc., Chicago—Granted CP to add trans. to low power auxiliary.

***WHIQ(TV) Huntsville, Ala.**—Granted mod. of CP to change ERP to 631 kw vis., and 126 kw aur.; and change type trans.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KELI Tulsa, Okla.; KOIL Omaha; WNAD Norman, Okla.; KFMQ(FM) Lincoln, Neb.; KICN(FM) Omaha; KTJO-FM Ottawa, Kan.; KSLN-TV Salina, Kan.

■ Granted renewal of licenses of following TV translators: W11AA, Aroostock Broadcasting Corp., Madawaska, Me.; W09AC, W11AF, W13AE, Barton Television Translators Inc., Barton, Md.; W04AE, Capital Cities Broadcasting Corp., Herkimer, N. Y.; W11AL, W13AD, Flintstone Community Television Inc., Flintstone, Md.;

W11AI, Mid New York Broadcasting Corp., Air City and Rome, N. Y.; W11AB, W13AC, Morgan County Television Translators Inc., Berkeley Springs and Great Cacapon, W. Va.; W08AB, Taft Broadcasting Co., Jamestown, N. Y.; W07AG, Van Curler Broadcasting Corp., Rutland (West Rutland), Vt.; W05AB, W05AD, W11C-TV Inc., Washington and Charleroi, Pa.; W13AK, United Television Co. of New Hampshire Inc., Manchester, N. H.; W08AF, W08AG, W08AH, W08AI, W08AL, W08AM, W11C-TV Inc., Greensburg, Uniontown, Leeburg, Connellsville, Vandergrift and Freeport, Pa.; W75AA, W78AB, W81AB, Binghamton Press Inc., Johnson City, parts of Vestal and Endwell, Hillcrest and Chenango Bridge, N. Y.; W70AB, W74AA, W82AA, Conewango Valley Television Inc., North Warren, Pa.; W79AH, Connecticut Television Inc., Waterbury, Conn.; W76AA, W78AA, W80AB, Frostburg Community TV Inc., Frostburg, LaVale and Cresaptown, Md.; W81AD, W83AE, Midwest Program on Airborne Television Instruction Inc., Cleveland; Ohio, Taft Broadcasting Co., Clarks Summit, W11AB, W80AA, Southeastern Ohio Television System, Coshocton and Cambridge, Ohio, W73AC, Taft Broadcasting Co., Clark, Summit, Dalton and Waverly, Pa.; W79AB, W83AA, Upper Lehigh Translator Service Corp., Palmerton, Slatetown and Slatington, Pa.; W70AK, WBJA-TV Inc., Conklin, Dick-inson and Southside Binghamton, N. Y.; W79AC, WBRE-TV Inc., Clarks Summit, Dalton and Waverly, Pa.; W73AG, WHYY Inc., Milton, Del.; W70AD, Zanesville Publishing Co., Marietta, Ohio.

K02DY Oak Creek, Colo.—Granted license for VHF-TV translator.

Actions of May 11

KODE Joplin, Mo.—Remote control permitted.

WHCN(FM) Hartford, Conn.—Granted renewal of license of FM.

Trinity County Superintendent of School, Weaverville, Calif.—Granted CP for new VHF-TV translator on channel 2, to rebroadcast programs of *KIXE-TV (ch. 9), Redding.

WBBQ-FM Augusta, Ga.—Remote control permitted.

KSOL San Francisco—Granted change in remote control authority.

Actions of May 10

■ Granted change in remote control authority for following: KLIF-FM Dallas; WPJB-FM Providence, R. I.

■ Remote control permitted for following: KLAC-FM Los Angeles; KRHM(FM) Los Angeles.

KFMU(FM) Los Angeles—Granted change in remote control authority; condition.

WOOK Washington—Remote control permitted; without prejudice to whatever action commission may take on pending application by United Broadcasting Inc. for renewal of WOOK license and related application.

New call letters requested

■ Payette, Idaho—Payette Radio Inc. Requests KYET.

■ WFFE Eastman, Ga.—Farnell O'Quinn. Requests WUFF.

■ KLIF-FM Dallas—McLendon Corp. Requests KNUS(FM).

■ WCNY-TV Carthage, N. Y.—Brockway Co. Requests WNNY-TV.

■ WADP Kane, Pa.—Kane Broadcasting Corp. Requests WKZA.

■ Brownwood, Tex.—Kean Radio Corp. Requests KFRN-FM.

■ St. Ignace, Mich.—Mighty-Mac Broadcasting Co. Requests WSTI.

■ WRVM Rochester, N. Y.—Malrite Inc. Requests WNYR.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Austin, Tex.—KVET Broadcasting Inc. Requests following changes be made in FM table of allocations: Austin; add channel 264 to already present 229, 234, 238 and 252A; Georgetown, Tex.; substitute channel 280A for 265A. Received May 6.

■ KRBI St. Peter, Minn.—Seehafer and Johnson Broadcasting Corp. Requests amendment of FM table of allocations to add channel 288A to St. Peter and substitute channel 287A for channel 288A in Montevideo, Minn. Received May 7.

■ KMCO Conroe, Tex.—Montgomery County Broadcasting Co. Requests amendment of FM table of allocations to assign channel 285A to Conroe. Received May 11.

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COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 19. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

Eufaula, Ala.—After considering several applicants the city council has narrowed the field to two. They are Ed Aldag and Douglas Smith, both Eufaula. Other applicants included TV Distribution Center Inc., Huntsville, Ala.; Video Cable Systems Inc., Fayetteville, Tenn.; WULA Eufaula; Ed Adams, Columbus, Ohio; and Hugh Morrow, Birmingham, Ala.

■ **Homewood, Ala.**—Jefferson Cablevision Corp. (Ben McKinnon, general manager, WSGN Birmingham, Ala., president) has been granted a 12-year nonexclusive franchise. The company will pay 5% to 10% of the annual gross receipts to the city (with a minimum of \$10,000). The percentage will depend on the number of Homewood residents who subscribe to the service. The monthly charge to subscribers will be \$5. Free service will be provided to schools, city hall and other municipal buildings.

■ **Escondido, Calif.**—Escondido Community Cable Inc. (Alan Skuba, president) has been awarded a franchise. There will be no installation charge and the monthly charge will be \$3.95. The city will receive 2% of the annual gross receipts. Applicants who were turned down were Escondido Communications Co., Trans-Video Inc., El Cajon, Calif., and Jack Kent Cooke, Beverly Hills, Calif.

Kern county, Calif.—The county board of supervisors has approved rules and regulations applicants must follow in seeking franchises in the unincorporated areas of the county. The franchises will be for 20 years and will be nonexclusive. A system must carry the three Bakersfield stations plus eight others, one of which must be an educational station. Applications must be submitted by May 28. Successful applicants will have four months to install their systems and will pay the county 2% of the annual gross receipts.

Manteca, Calif.—Applications have been received from Home Vue Community Television Co., Redwood City, Calif. (represented by W. A. Green) and Pacific Cablevision Co. (represented by C. R. Crabtree). Home Vue would provide nine TV signals and Pacific 11 TV signals. Both would provide a weather service and FM music. Home Vue would pay the city 2% of the monthly charges. Subscriber costs would be \$22.50 for installation and \$5.50 monthly for residences. Commercial charges would be \$25 and \$6.

Sacramento, Calif.—California Antenna TV Inc. (Kelly Broadcasting Co. [KCRA-TV Sacramento] and the McClatchy Stations [KOVV-TV]) has applied for a franchise. A prior applicant is Perfect Picture TV, Sacramento.

San Bernardino, Calif.—Applications have been received from Empire Cable Television Co. (represented by attorney Ted G. Krumm) and Storer Cable Television Co. (Storer Broadcasting Co.) (represented by attorney Kenneth E. Skousen). Another company, San Bernardino Community Television Antenna System, is now serving the city under a franchise awarded in 1961.

Tracy, Calif.—Applications are now pending from Pacific Cablevision and Tele-Vue Corp., both Walnut Creek, Calif., and Home Vue Community Television Co., Redwood City, Calif. City councilmen have delayed action until action is taken by other San Joaquin county communities.

■ **Vacaville, Calif.**—Tele-Vue Systems (C. M. Kirkeeng, general manager) has been awarded a franchise. Subscriber costs will be \$25 for installation and \$5 monthly. The estimated cost of the system is between \$200,000 and \$225,000.

Polk county, Fla.—Applications to serve the unincorporated areas of the county are pending from: Jerrold Electronics Corp., Philadelphia; Universal Cablevision, Cocoa Beach, Fla.; Cable TV, Lakeland, Fla., a subsidiary of Ameco Inc., Phoenix, and Superior Cablevision, Lakeland, Fla.

Augusta, Ga.—Applications are pending from A. D. Willard Jr. (president and general manager, WGAC Augusta); Fuqua Industries Inc., owned by J. B. Fuqua; WRDW-TV Augusta (licensee, Rust Craft Broadcasting Stations), and Milton Fuqua.

Boise, Idaho—Boise Valley Broadcasters Inc. (KBOI-TV Boise) and KTVB Inc. (KTVB-TV Boise) have applied jointly for a franchise.

■ **Macomb, Ill.**—Arthur Carnahan has been awarded a franchise. He has agreed to remit 3% of his gross annual income to the city. Western Illinois Video Inc. (Eldon Snowden, president) was denied the franchise.

Frankfort, Ind.—An application by Frankfort TV Cable Co., a subsidiary of Alliance Amusement Co., Chicago, and Jerrold Electronics Corp., Philadelphia, has passed a first reading with no opposition. Frankfort TV is requesting a 25-year agreement with proposed rates of \$18.50 for installation and \$5 monthly. A remittance of 2% of gross receipts would go to the city. Spirro J. Pappas, owner of Alliance Amusement Corp., represents Frankfort TV.

Rockland, Me.—The city council voted to deny all requests of pending and future applicants. Applications were on file from Kennebec Telecasting (WRKD Rockland), Telstar-State Enterprises, Madison, Mass., and Young's Community Television Corp., which operates a CATV in Springfield, Vt.

Worthington, Minn.—The city council turned down all three proposals for a franchise. The three were from KELO-TV Sioux Falls, S. D.; an Alexandria, Minn. attorney, and a Brookings, S. D. attorney. The council noted that local TV reception is reasonably good and that if interest is shown among the public, it can always change its mind.

Canastota, N. Y.—Newhouse Broadcasting Corp. has applied for an exclusive franchise. The firm has proposed a \$25 installation fee with a \$5 monthly charge. A remittance of 2% of gross income would go to the city. Previous applicants are Unicable Inc., Utica, N. Y., and WKTV (TV) Utica, a Harron-Gray station.

East Hampton, N. Y.—Closed Circuit Corporation of America and Long Island Community Antenna Television Corp. have entered separate applications for a franchise. Bosco Cable Co., previously awarded a franchise, plans initiation of service in June.

■ **Ellicott, N. Y.**—Jamestown Cablevision Inc. (Simon Goldman, president) has been awarded an exclusive franchise. A remittance to the city of 2% of gross receipts will begin after two years operation. Booth Broadcasting Co., Detroit, was denied the franchise.

Hampton Bays, N. Y.—Long Island CATV Inc. has submitted an application.

Jamestown, N. Y.—Booth Broadcasting Co., Detroit, has been denied a franchise. Jamestown Cablevision Inc. (Simon Goldman, president) was previously awarded a franchise and currently is constructing a \$1 million system (BROADCASTING, March 22).

■ **Oneida, N. Y.**—Madon Enterprises Inc. (John T. McKay, 412 Elizabeth St., Oneida, and associates) has been granted a franchise. The firm proposes a \$10 installation fee and a \$4.50 monthly charge. A remittance of 3% of gross annual receipts will go to the city. Firms denied: Chenor Communications Inc., Norwich; Newhouse Broadcasting Corp., Syracuse; Unicable Inc., Utica and National Franchise Association, Binghamton, all New York.

Oswego, N. Y.—A franchise granted to Unicable Inc., Utica, N. Y., has been vetoed by Mayor Ralph Shapiro. Objections raised to the agreement involved inadequate protection against company negligence, failure to require city approval for change in ownership and failure to restrict company

leasing and renting of TV receivers. After alterations to the ordinance, the franchise is expected to pass.

Patchogue, N. Y.—Patchogue Broadcasting Corp. (WPAC Patchogue) has been denied a franchise. The village board stated in the refusal that any agreement would ultimately become an exclusive franchise. The local telephone company has stated it will negotiate with only one company for rights to its pole system. The board added that present reception was adequate and did not warrant the introduction of CATV.

Skaneateles, N. Y.—New Channel Corp., Syracuse, N. Y., a subsidiary of Newhouse Broadcasting Corp., has submitted an application to replace an earlier bid by WSYR-AM-FM-TV Syracuse (a Newhouse station). Other applicants are General Electric Cablevision Corp. and Onondaga Video Co., both of Syracuse.

Warwick, N. Y.—TV Cable of Waynesboro Inc., represented by Harry Calhoun, Beacon, N. Y., has submitted an application.

Elyria, Ohio—A 25-year franchise has been requested by Westinghouse Corp. (KYW-AM-FM-TV Cleveland). Westinghouse proposes a remittance to the city of 3½% of annual gross receipts with rates of \$14.95 for installation and \$5.75 monthly. A guaranteed remittance of \$4,000 for the first year and \$5,000 each year thereafter is established in the proposed ordinance. Previous applicants are Altoona CATV Inc., Altoona, Pa., and Telerama Inc., Cleveland.

Sidney, Ohio—Sidney Cable TV Corp. has submitted an application for a franchise. The firm is owned by Plains Television Corp. (WICD-TV) Danville, WICS-TV Springfield and WCHU-TV Champaign, all Illinois). Previous applicants are Sidney Cable TV Co. and Multi-Channel Cable Co., Portsmouth, Ohio.

Brentwood, Pa.—Catel Inc. has submitted an application for a franchise.

Coatesville, Pa.—Community-Wide Cable TV Corp., Warrington, Pa., and Pennsylvania Community Antenna TV Co., Philadelphia, have entered separate applications for a franchise. A previous applicant is Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia).

■ **McColl, S. C.**—Reeves Broadcasting Corp., Charleston, S.C., has been granted a franchise. The monthly charge to subscribers will be \$4.95. Schools and other public buildings will receive free service. Free service will also be offered to television dealers and repairmen.

Mobridge, S. D.—The Mobridge Broadcasting Co. (KOLY Mobridge) has applied for a franchise. Q. P. Coleman, general manager, said schools, hospitals, nursing homes and churches would be given free hookups.

■ **Redfield, S. D.**—Midcontinent Broadcasting Co., Sioux Falls, S. D., a group station owner (Joe Floyd, Sioux Falls, president), has been granted a franchise. The city will receive no license fee or percentage of the gross receipts.

Church Hill, Tenn.—City council has approved the sale of a franchise from Community Electronics Inc. to Inter-Mount Telephone Co.

Logan, Utah—Cache Valley Broadcasting Co. (KVNU Logan), represented by Reed Bullen, general manager, has applied for a franchise.

■ **Grandview, Wash.**—Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.) has been granted a franchise. Subscriber costs run from \$10 to \$35 for installation and from \$5 to \$6 monthly. The company will bring in 12 TV signals including a weather signal.

Sunnyside, Wash.—Cascade Broadcasting Co., (KIMA-AM-TV Yakima, Wash.) has bought Harrie Whatley TV Cable Co., Sunnyside, Cascade, which will operate under its own franchise, plans to bring in 12 TV signals.

Yakima, Wash.—The city council has ordered a special election to allow citizens to decide whether the city should be allowed to grant CATV licenses. The election was called after the city received over 1,000 signatures protesting the grant of a license to Cable TV of Yakima Valley (KIMA-TV and KNDO-TV), both Yakima, and Telecable Inc., Seattle).

LAST month, Ted H. Factor gave a talk to the San Francisco Advertising Club. His title was "The Most Important Four-Letter Word in Advertising" and he started off by saying that the word is not "sell" because "sell is not a word in advertising, it is advertising. Selling goods and services is what advertising is all about."

The word he had in mind as the most important four-letter word in advertising today, Mr. Factor told his audience, was "guts." He continued: "Guts is what it takes today to create high impact, fresh, imaginative and effective advertising. . . . Guts means taking some risks, opening the door marked 'No Admittance' and finding something nobody ever looked for before. . . . The risks involved . . . are generally not catastrophic and often they lead to fresh new ground in sales." "Take a chance," he urged, "It won't kill you. It might make you famous."

No Ulcers ■ Ted Factor spoke from experience. As western division vice president of Doyle Dane Bernbach he has jurisdiction over the agency's three West Coast offices—in Los Angeles, San Francisco and Seattle. The last two are service branches; the creative work is done in Los Angeles under Mr. Factor's supervision. Broadcast accounts include Crown Zellerbach tissues, Laura Scudder's ("the noisiest chips in the world"), Rainier, Lawry's Foods, Leslie Salt ("Flat without Leslie's"), Bekins, Blue Seal Bread, Holly Sugar and Forest Lawn.

"Taking chances is built into Ted's job," an associate observed. "It's part of his daily routine and in a spot like that a man either has guts or ulcers. Ted doesn't have ulcers."

Sometimes, as Mr. Factor said, it pays off. He could have been thinking of a fall day in 1963, when he and his cohorts at DDB, Los Angeles, left the awards banquet of the Advertising Association of the West carrying 16 plaques, four scrolls and a massive silver bowl, the Golden West trophy for the "Best in the West" television commercial, presented to DDB for a live action spot for Laura Scudder's.

Radio Is Not TV ■ Nationally, more than 30% of DDB's billings go into the broadcast media and in the West the percentage is even higher. But Ted Factor dislikes lumping radio and television together. "To me, they are separate media, as distinct and different as outdoor and magazines. Each has its own functions and applications that call for a particular creative approach."

"Television, with its combination of audio and video dimensions, has a vitality and a scope that radio does not possess. TV grabs you; radio surrounds you. Radio works more slowly than TV; it doesn't get the same fixed atten-

If you have guts, you won't have ulcers

tion; the radio listener today is usually doing something else while he (or she) is listening—washing dishes, driving an automobile. But I have great respect for radio as an advertising medium."

And the way DDB makes use of radio has won the respect of the western advertising fraternity as well as the ears of the West Coast citizenry. The raucous songs Pearl Bailey belts out for Rainier Ale, Blue Seal's invitation to shoppers to go ahead and squeeze the bread, Bekins' singing moving men—

WEEK'S PROFILE



Ted Herzl Factor—senior VP and general manager, western division, Doyle Dane Bernbach; b. June 15, 1914, Florissant, Mo.; U. Southern California, 1931-32; U. of California at Los Angeles, 1932-34; mgr., foreign advertising dept., Max Factor Co., 1934-35; copywriter, S. L. Kay Inc., Los Angeles, 1935-36; president, Ted H. Factor agency (named changed to Factor-Breyer Inc., 1951), Los Angeles, 1936-54; U. S. Air Force, sergeant, 1942-45; merged with Doyle Dane Bernbach, 1954; VP in charge of Los Angeles office, DDB, 1954-60; founding member, Center for Study of Democratic Institutions, Santa Barbara; member, World Trade Club, San Francisco; Advertising Club of Los Angeles; Beverly Hills Tennis Club; Racquet Club, Palm Springs; Phi Delta Phi; hobbies—tennis, classic cars.

are just three radio commercials that are entertaining people and selling products in the spring of 1965.

Radio is no new discovery for Mr. Factor. "I've been using radio all my life," he says, and the statement is not much of an exaggeration. He had just turned 21 when he wrote his first radio commercial, hard-sell spots for Le Roy's Jewelers, the nation's largest credit jewelry firm. That was 1935. Thirteen years later, when television began its invasion of the western advertising scene, Mr. Factor was producing TV spots for Le Roy's and Tea Time Candies, one of the original sponsors of the *Time for Beany* series.

A Fast Mover ■ Moving ahead without waiting is nothing new either. He made his first appearance on earth two months ahead of schedule and in his grandparents' farmhouse, where his mother was visiting, instead of in a St. Louis hospital.

Ted Factor's family moved to California before he was out of knee pants. He finished grade school in Berkeley and went on to University High School in Oakland, where he edited the daily newspaper, *U-N-I* ("as far as I know, the only high school daily then in the country"), and wrote a daily column "Ted Bits." It was then he got the desire for a career in advertising, "which offers one the opportunity to be in both business and the basic arts."

Graduated from high school in 1931, he entered the University of Southern California. But times were tough and after six months he switched to the University of California at Los Angeles, a state university with no tuition. Then his main extracurricular activity was a job with Curtis Publishing Co. as manager of a crew of boys who sold the *Saturday Evening Post*, *Ladies Home Journal* and *Country Gentleman* house to house.

In his senior year he went back to USC for some business administration courses he wanted to take. He also took a parttime job in the foreign advertising department of his uncle's cosmetic firm. Then the head of the department was fired and Ted Factor, at 20, left school for good to become foreign advertising manager of the Max Factor Co.

But nepotism was not his dish and in less than a year he was a copywriter at S. L. Kay Inc., an agency no longer in existence. Another year and at age 22, he opened his own agency, the Ted H. Factor Agency. In 1951 he and Don Breyer, who had worked for him, incorporated the agency as Factor-Breyer Inc. In 1954, it was merged with Doyle Dane Bernbach. At the time F-B's annual billings were about \$1.5 million, DDB's about \$5.5 million. Today, DDB bills some \$125 million a year.

EDITORIALS

Tax windfall

EVERYBODY—public, manufacturers, broadcasters and advertisers—benefits from President Johnson's proposal to eliminate the 10% excise tax on television and radio sets.

But the greatest beneficiary will be the harried UHF broadcaster who, effective July 1, reaps the extra dividend of all-channel set prices at perhaps no more than the old single-band receiver costs. The Johnson proposal, which seems certain of speedy enactment, is bound to stimulate reactivation of many dormant UHF construction permits and encourage new applicants in the upper band.

Broadcasters and manufacturers have fought for more than a decade for the removal of the "luxury" excise on TV sets. The all-channel set legislation, which became effective last year, was reluctantly supported by broadcasters only because of the Congress's refusal to enact a tax "equalizer" for such sets.

There are other bonuses for the broadcast media. Elimination of the excise also will be reflected in the prices of radio sets. Color television gets another shot in the arm through what should be a corresponding 10% reduction (at wholesale) for these premium items. With more spendable income the consumer will flock to color with new fervor.

There are other benefits too. More TV set sales (and they're all all-channel) mean more stations and greater circulation. More stations will provide a wider choice of programs and the opportunity for both economic and cultural progress.

The President's \$4 billion tax cut wasn't conceived by broadcasters or set manufacturers. It couldn't have been more appealing if it had been.

Is this customer right?

HARRISON F. DUNNING, president of Scott Paper, had some strong words to say about television programming and television regulation in his speech to the Association of National Advertisers (BROADCASTING, May 17).

He called television "the magic advertising medium" for many products, but he thought too much programing is cheap—in quality, that is—and some of it disgraceful. "The ironic thing," he said, "is that television programing has made itself a prime target [for government intervention] by its own acts."

Government intervention he most certainly did not want. The FCC's network program control proposals, he contended, are a "first move" toward government regulation of program content. Aside from opposing government intervention as bad in itself, he saw little chance that the FCC plan would improve programing and thought it "may only complicate the problem even further," with the extra disadvantage of raising the advertisers' costs to boot.

If we read him correctly, what Mr. Dunning is saying in essence is that television must raise its own program standards, that the networks must become more receptive in at least considering advertiser-offered programs, and that advertisers and agencies can contribute to the former—and perhaps, indirectly, to the latter—by refusing to buy "questionable" shows.

Mr. Dunning has the credentials to offer advice. His company spent about \$2.6 million on some 20 network shows last year and invested another \$1.2 million in about a dozen in the first quarter of 1965. The diversity of these programs indicates that Scott has given considerable thought to the use of television to reach different audiences, mixing occasional election campaign reports and entertainment spe-

cials with variety programs and a wide selection of the mass-directed shows, both daytime and prime time.

It is not necessary to agree with Mr. Dunning on all points (although it is not easy to disagree with him completely on any of these). What he says, however, should not be treated lightly. A man with his investment in television's past and his stake in its future is entitled not only to speak but to be heard and to be taken seriously, whether he is talking to advertisers, networks, agencies, the FCC or, as in this case, to all four groups at once.

One way in

BBROADCAST journalists are making little headway in their professed desire to gain access to legislative and judicial proceedings. It is just possible that broadcasting is kept outside the door for want of effective argument on behalf of its admission.

Take, for example, the exclusion of cameras and microphones from the floors of the U. S. House and Senate. At every session in recent memory members of both chambers have introduced proposals to permit broadcast coverage. Senator Jacob K. Javits (R-N. Y.) has been especially active in this enterprise. As he reminded delegates to the National Association of Television Program Executives' conference in New York two weeks ago, he has for the past eight years argued, to no avail, for the right of television and radio to cover major debates in the Senate.

Yet despite the assistance of respected allies like Senator Javits, broadcasting is persistently rejected from the halls where the public's business is taking place and the public's laws are being fashioned. Obviously Senator Javits and his colleagues who are similarly disposed need some kind of help they aren't getting. The help should come from broadcasters, and it should be in the form of a campaign to advise the public that it is being cheated of the chance to see and hear its elected representatives in action.

Broadcasters, in short, ought to take their case to the people. When reporting at second hand what has been said in a congressional debate, the broadcast newsman would be adding an interesting fact if he pointed out that the debate could not be recorded or broadcast live as it occurred because of the disinclination of legislators to be witnessed as they shape the public destiny.

A consistent editorial campaign by broadcasters throughout the country just might arouse the support that Senator Javits and his fellows need.



Drawn for BROADCASTING by Sid Hix
"Better send out a tornado warning . . . a truck-load of Ajax cleanser capsized just out of town!"

more TEXAS FAMILIES



. . . are buying color television sets and enjoying color programming for more than 60 hours weekly on WBAP-TV. The new WBAP-TV tower delivers 75,000 more Texas families making a terrific 800,000 TV home total . . . and that means a total population of over 3,000,000. Nope, they are not all on the golf course. A lot of them don't even play golf . . . WBAP-TV families do live in city apartments, suburban homes, medium size towns, small towns and ranch houses in rural areas . . . they don't all own color sets, but 60,000 do. And these color set owners "zero in" on Channel 5 like lining up a birdie putt. More Texas families are buying color sets every day, and more Texas families should enjoy your commercials in color . . . tape, film or slides, we'll schedule at no extra charge. Ask any PGW Colonel.

TELEVISION



WBAP

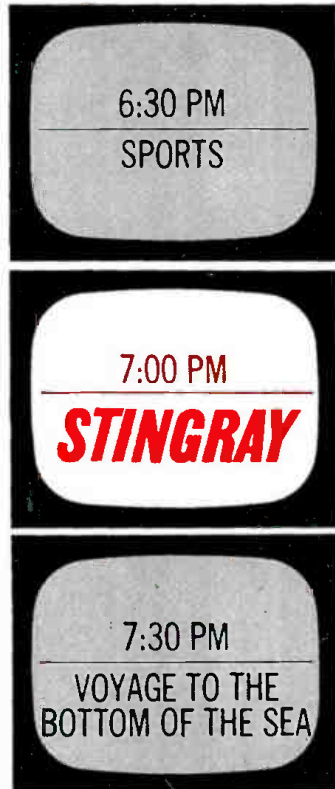
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ATTENTION: NETWORK AFFILIATES

ABC
Sunday*



CBS
Sunday*



NBC
Saturday*



**45 MARKETS
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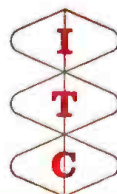
New York	Ind.
Chicago	Ind.
Los Angeles	Ind.
Boston	ABC
Dallas	ABC
Detroit	CBS
Cleveland	CBS
Washington, D. C.	CBS
Cincinnati	CBS
San Francisco	Ind.
Atlanta	CBS
St. Louis	ABC
Birmingham	NBC
Syracuse	NBC
Harrisburg	ABC
Minneapolis	ABC
San Diego	CBS
Jacksonville	CBS
Denver	CBS
Charlotte	CBS
Indianapolis	Ind.
Albany	ABC
Milwaukee	ABC
Scranton	ABC
Columbus	ABC
Phoenix	NBC
Sacramento	CBS
Buffalo	NBC
Kansas City	NBC
Albuquerque	NBC
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Rochester	CBS
Greensboro	CBS
Salt Lake City	CBS
Tampa	CBS
Norfolk	CBS
Las Vegas	NBC

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