



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

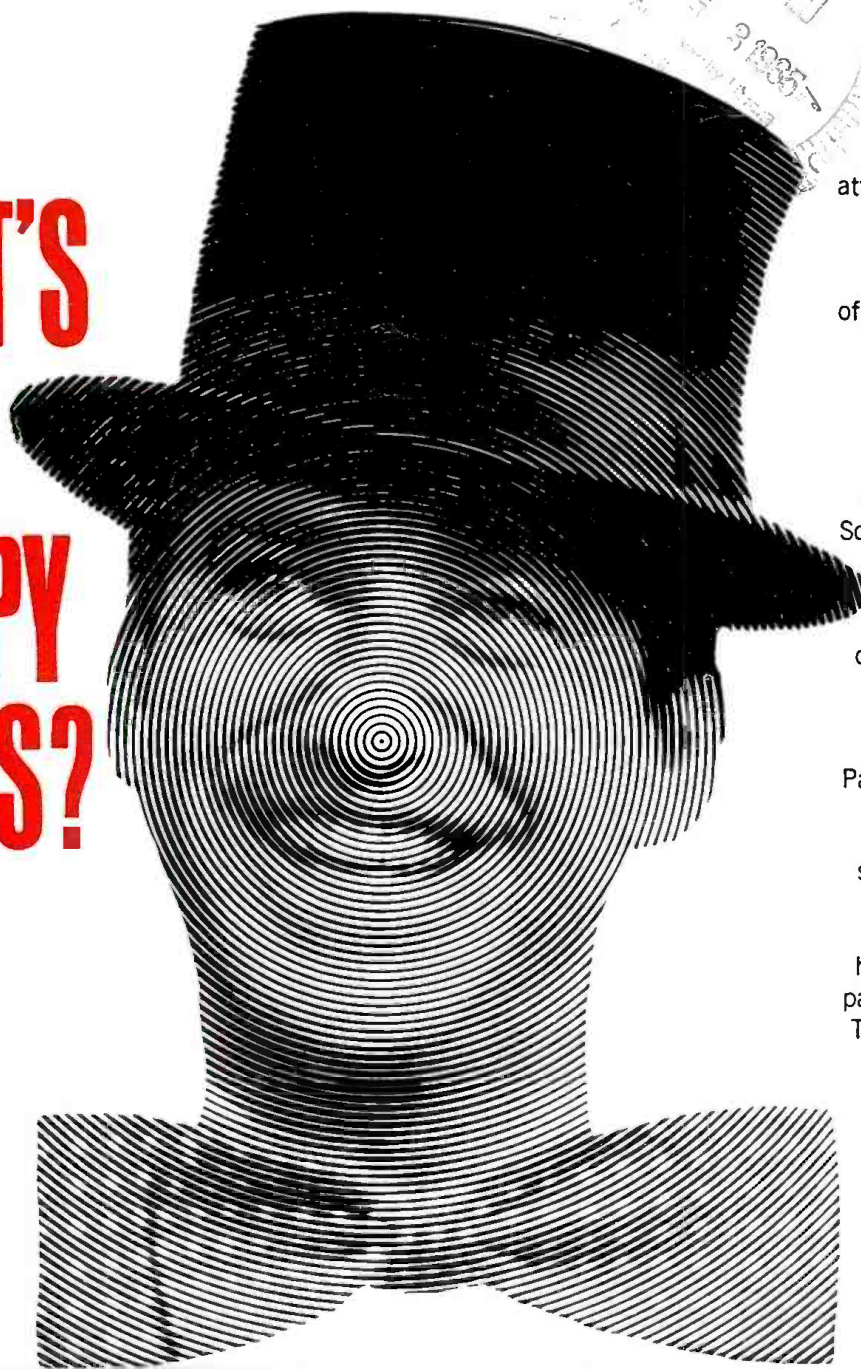
SERIALS LIB  
USAF AIR UNIV  
UNIT ACQ BRANCH  
MAXWELL AFB AL

MH EXP 2/66  
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Agencies see photo finish in network rating race. p29  
Locals get preference in new FCC comparative policy. p44  
Politicians spent \$34.6 million for radio-TV in '64. p38  
Cross-ownership of CATV by TV stations approved. p56

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WHAT'S  
A  
SOUPY  
SALES?



**1.** He's a floppy bow tie, a battered old top hat and usually a face full of pie. **2.** His half-hour TV show in New York attracts over a million viewers\* each day from Monday through Friday ...  $\frac{1}{3}$  kids ...  $\frac{1}{3}$  teenagers ...  $\frac{1}{3}$  adults. **3.** His recent recording of "The Mouse" sold nearly 500,000 records almost overnight and became a national dance rage! **4.** His personal appearance at the N.Y. Paramount had his fans standing in line for half a day to catch his performance. **5.** Over 60 Soupy Sales items have already been licensed and are selling like mad. **6.** He's the most sought after personality for guest appearances on TV's top network shows! **7.** He's been front page news in leading New York newspapers and in national magazines such as Life, Parade and TV Guide. **8.** His second name is the first reason why his TV show is a solid sell-out with sponsors. **9.** *What's a Soupy Sales?* We can't put our finger on it ... but we've got to hand it to him ... he's a phenomenon! Want to start a panic in your city? 260 half-hours of The Soupy Sales Show, live-on-tape, are ready to go to work for you. Distributed exclusively through

**SCREEN GEMS**

\*Ratings and Audience composition estimates are based on ARB reports and are subject to qualifications which will be supplied on request.

**ROMPER  
ROOM**

**Mon. - Fri. 9 - 9:30 AM**

Reaches a responsive audience  
for many products. Usually  
No. 1 in its time slot.

**DIALING  
FOR DOLLARS**

**Mon. - Fri. 9:40 - 10 AM**

Always No. 1 in its time slot.  
Frequently Baltimore's highest  
rated daytime program.

**DIVORCE  
COURT**

**Mon. - Fri. 11 AM - Noon**

Statistics prove that dramas  
are the biggest daytime  
audience fare.

**SP** **WMAR-TV** **TICIPATIONS**

**WOMAN'S  
ANGLE**

**Mon. - Fri. 1 - 1:30 PM**

Usually No. 1 in its time slot.  
Sylvia Scott has Baltimore's  
most responsive audience.

**TWILIGHT  
MOVIE**

**Mon. - Fri. 4:30 - 6 PM**

Average rating—12.°,  
average share 51% above  
nearest competitor.

**CHANNEL 2  
THEATRE  
and  
FRIDAY'S BIG MOVIE**

Only late movie strip — before  
midnight—in Baltimore. Fea-  
tures from the WMAR-TV  
Million Dollar Film Library.

***All proven programs...backed by heavy daily promotion!***

**SPOTICIPATE!** The WMAR-TV lineup of participating  
shows is designed to give you audience selectivity  
(Katz calls it demographics) which will strike  
at the heart of your particular media objective.

**In Maryland Most People Watch**

**WMAR-TV** 

**CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212**

Represented Nationally by **THE KATZ AGENCY, INC.**

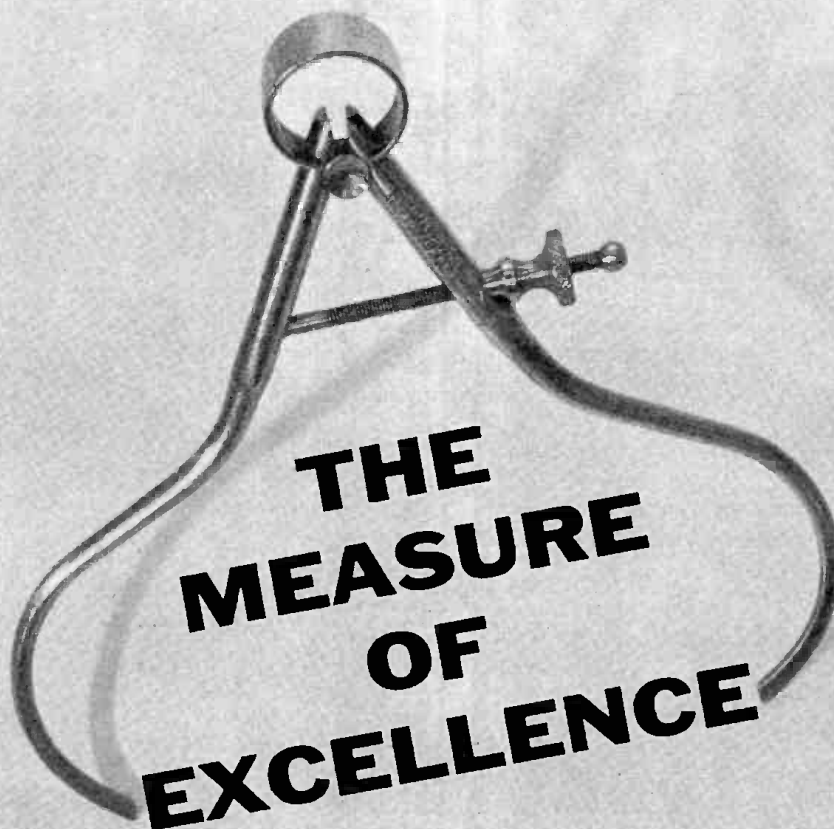
\*ARB March '65—Audience data are statistical estimates,  
of limited reliability, due to errors and distortions in the  
statistical method yielding such data.

**on September 1\***  
**WLCY/TV VHF channel 10**  
**Tampa St. Petersburg**  
**goes**

# ABC

**now sold nationally by**





Top Appeal in Entertainment Programming...

*plus* Integrity in Informational Telecasting...

*plus* Equipment Equal to Tomorrow...

*plus* Experienced, Cooperative Personnel...

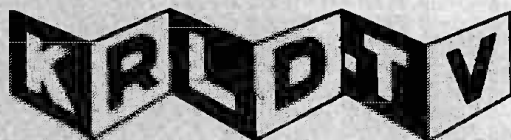
*equal* **QUALITY THAT PRODUCES DOMINANCE**

for KRLD-TV in the Dallas-Fort Worth Market...

44.5% more homes per average quarter-hour  
than any other station.\*

For a most efficient buy for your clients, see  
your ATS representative.

\*ARB — April/May 1965 Est.  
9:00 A.M. to Midnight  
Monday thru Sunday



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**



## New romance

Reopening of talks between National Community Television Association and National Association of Broadcasters on legislative-regulatory approach to solution of basic problems is in offing. NCTA President Fred W. Ford had preliminary discussion with NAB Chairman John F. Dille Jr. at NCTA Denver convention fortnight ago and called on him last Tuesday. With Vincent T. Wasilewski, NAB president, on vacation last week, no firm arrangements could be made, but sessions of at least preliminary nature are likely during FCC's August recess in hope that common ground may be reached.

*In keynote at convention, Mr. Ford left way open for resumption of conversations (BROADCASTING, July 26). Mr. Dille feels renewed effort should be made to reach accord on major issues rather than allow matters to proceed on present record and after rupture of negotiations between committees of two associations last spring.*

## Those 1% problems

Condition FCC imposed on transfer of WWDC-AM-FM Washington to Crosley Broadcasting—that mutual funds and brokerage houses holding 1% or more stock in Avco, Crosley parent company, sign waivers of voting rights (see page 58)—raises again problem of publicly held broadcast companies and 1% rule. Although no problems are expected in Crosley case, mutual fund lawyers are expressing concern at signing away "fiduciary obligations." This concern may grow, it's feared, to point that at next instance, mutual funds will refuse to waive voting rights, which would open new can of regulatory worms.

*Hope is that FCC will act quickly on current rule-making inquiry which requires first comments on Sept. 1. Consensus among financial and legal advisers of publicly held broadcast entities is that problem can be overcome very simply: FCC should revise rule to raise limit to 10% instead of present 1%.*

## By the numbers

Some leading agency programing media executives are privately voicing concern over research services moving further into area of predicting success—with some degree of assumed certainty—of individual prime-time TV

# CLOSED CIRCUIT®

network shows well before new season gets under way. As one top officer of major TV agency expresses it: "The more these research houses automate program choices, the less challenging our jobs become. They are bound to compound the current tendency to play it safe in programing, and increase conformity, imitativeness and blandness in programing, and will affect network and advertiser alike."

*Sharpest complaints now being expressed by agency executives responsible for placing client money in network TV programs center on apparent decline in "imaginative programing." Next season's programing received sharp jibes on this score in latest BROADCASTING sampling of agency opinion (see page 29).*

## Seven Arts six plan

Seven Arts Television, which is moving into network TV production from its base of syndication, is expected soon to announce details on four series and two specials aimed for 1966-67 network season. At least one series and one special will be co-produced by Seven Arts on location in Europe. Deal reportedly was made by Seven Arts Executive Vice President W. Robert Rich during recent European program-searching trip.

## Five years later

FCC's new program reporting form for AM and FM licensees is due out this week, some five years after work on revising form was begun and seven months after commission gave tentative approval (BROADCASTING, Dec. 28, 1964). Budget Bureau review of form (required by law), negotiation over relatively minor differences by commission and Budget, writing of dissents and separate statements by commissioners consumed time since December. Form requires survey of community needs, puts stress on questions relating to news, public affairs and "all other programs exclusive of entertainment and sports." It also probes commercial practices more deeply than does present one. Logging rules accompanying form will also be issued.

*Commissioners Rosel H. Hyde and Robert T. Bartley are dissenting, former because he sees form as imposing regulatory scheme on programing; latter because he feels more emphasis should be placed on inquiring into*

*community needs. Commissioner Lee Loevinger, in concurring statement, says form's not perfect but is best possible under circumstances. Effective dates: new applicants, transferees and assignees, Oct. 1, same day logging rules go into effect; renewal applicants, transferors and assignors, Dec. 1, 1966.*

## Microwave delay

FCC action on rules affecting microwave service for community antenna television systems was put over last week until after August recess. Hitch developed as result of proposal of Commissioner Lee Loevinger to amend rule that will set up new standards for companies wishing to qualify as common carriers. Rule will require that at least 50% of common carrier's service be unrelated to it. Commissioner Loevinger would permit CATV operator with microwave facility to serve other CATV's for profit. Commission staff, reportedly, is "horrified," fearing this would set precedent for other licensees now authorized to serve only themselves.

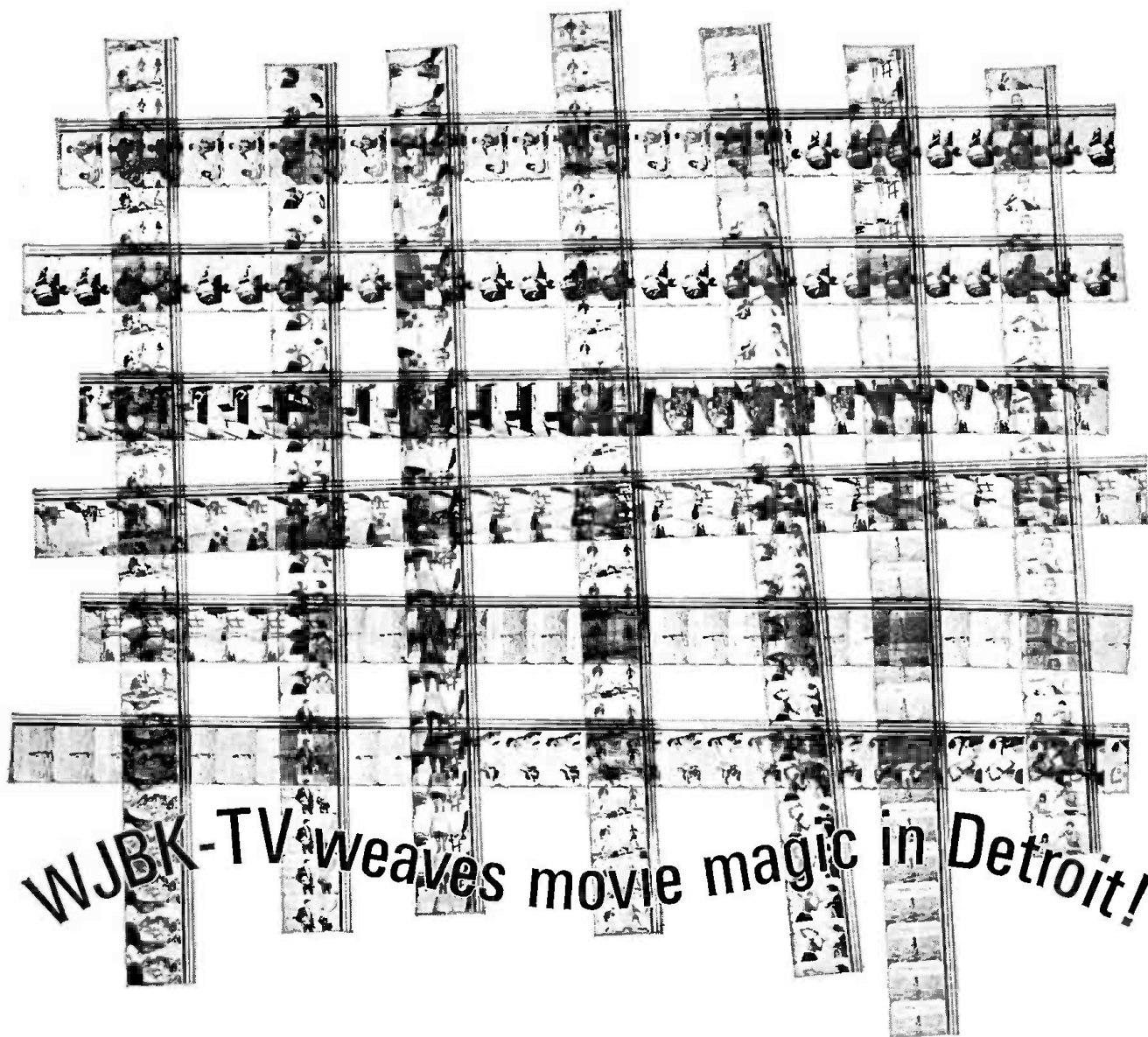
*Other rule to be adopted will put all noncommon carrier microwave relay operators serving CATV's in new berth in 12,750-13,000 mc band, in new service (Community Antenna Relay) to be administered by Broadcast Bureau.*

## UHF floodgate opens

With FCC action last week permitting cross-ownership of community antenna television systems and television station in same market, FCC anticipates flood of applications from CATV systems for limited coverage UHF stations consistent with revised allocation plan (BROADCASTING, June 14). It would not surprise staff to see some 200 new applications filed. This compares with total UHF roster of 221 now on air or authorized.

## Miles of cable

Buttressing serious intent of AT&T and associated Bell telephone companies to offer turnkey installations of CATV systems to franchise holders is disclosure that Bell has invited bids for 33 million feet of CATV cable, sufficient to cover 6,250 miles of cable service. Delivery, it's understood, would be made over two-year period.



WJBK-TV gets and holds a captive audience with films. Great films, recent films, many in color. That's WJBK-TV's film fare on *MASTERPIECE MOVIE*, *BEST OF HOLLYWOOD* and the *LATE SHOW*. American Research Bureau reports TV2 movies reached an average of 90,000 homes in Detroit for one week in March. You can't afford to shrug off that kind of sales potential. If you've got a spot to spot, spot

it where it'll be spotted most—WJBK-TV's topnotch movie lineup. Any questions? Ask your STS man. He'll show you how WJBK-TV will weave sales magic for your product. *Great Buy in the 5th market*

**WJBK-TV**  
 **2 DETROIT**

|                      |                     |                     |                    |                   |                      |                                                                                                 |
|----------------------|---------------------|---------------------|--------------------|-------------------|----------------------|-------------------------------------------------------------------------------------------------|
| MILWAUKEE<br>WITI-TV | CLEVELAND<br>WJW-TV | ATLANTA<br>WAGA-TV  | DETROIT<br>WJBK-TV | TOLEDO<br>WSPD-TV | NEW YORK<br>WHN      | <b>IMPORTANT STATIONS<br/>IN IMPORTANT MARKETS</b><br><br><b>STORER</b><br>BROADCASTING COMPANY |
| MIAMI<br>WGBS        | CLEVELAND<br>WJW    | LOS ANGELES<br>KCBS | DETROIT<br>WJBK    | TOLEDO<br>WSPD    | PHILADELPHIA<br>WIBG |                                                                                                 |

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

# WEEK IN BRIEF

Imitation may be sincerest form of flattery, but agency media and programing chiefs say new TV season looks more like conformity personified. Predict three-way race in color and comedy-heavy schedules. See . . .

## NETWORK DEAD HEAT? . . . 29

Diversification of control and mass media; local ownership, and tying management and ownership together are qualifications FCC says it will look for in future applications for licenses. See . . .

## BAD NEWS FOR GROUPS . . . 44

With Oren Harris leaving Congress for bench in Arkansas, his successor as Commerce Committee chairman, Harley Staggers, plans 'no radical changes.' Rogers will probably stay as communications subcommittee boss. See . . .

## BUSY LIFE FOR STAGGERS . . . 52

Political spending in all media reached new high in 1964. Democrats paced Republicans in total campaign expenditures, but GOP bought heavier during general elections. See . . .

## AIR MEDIA ARE CHOICE . . . 38

Division of broadcasters over CATV regulation goes on and on. Filings on FCC's proposed rulemaking illustrates varying views. AMST still urges immediate, hard action. NBC says congressional authority needed. See . . .

## TWO POLES OF OPINION . . . 50

FCC decided against across-the-board ban on cross-ownership of TV and CATV. Says 5 to 2 decision is 'preliminary and tentative.' Warns of action if specific cases of abuse turn up. See . . .

## NO BAN . . . 56

Special newspaper-backed study of how public knew what happened at presidential news conference shows radio and television ahead of newspapers and friends. TV winds up as overall leader. See . . .

## TV MAJOR SOURCE . . . 68

There is no urgent need for rule which puts freeze on group-station buying and selling in top 50 TV markets, FCC is told. Comments are first concerted move by group owners to cancel policy. See . . .

## MOUNT OFFENSIVE . . . 49

Zenith, Teco have biting comments for Joint Committee Against Toll TV. Charge theatermen, who oppose plan to set up nationwide pay-TV system, have 'selfish, competitive' purpose. See . . .

## THEATERMEN HATE PROGRESS? . . . 63

Like two old college buddies who bat each other around whenever they meet, Loevinger and Cox continue their verbal battles. Latest encounter on TV was in usual vein: FCC's program policy. See . . .

## DEBATE RAGES ON . . . 66

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## Broadcasting

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## *What is an* influencible?<sup>®</sup>

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

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# STORZ

WDGY Minneapolis-St. Paul  
(Blair)  
KXOK St. Louis  
(AM Sales)

WHB Kansas City  
(Blair)  
WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)



## Thumbs down on live pickup of splashdown

Department of Defense notified networks Friday (July 30) it has decided to turn down their request for live TV pool coverage of astronauts recovery on Gemini-Titan 5 space shot scheduled for Aug. 19.

Government spokesman said request could not be approved because of "possible interference with operational requirement and shipboard communications" on carrier Lake Champlain, and because of "safety consideration." He added that live TV coverage from recovery area for GT-6 or subsequent manned flights may be possible if angle deck carriers are used. Defense Department requested evaluations from networks for GT-6.

Announcement on behalf of networks said that last Thursday (July 29) multi-network pool and ITT World Communications Inc. had successfully tested ITT portable ground station (BROADCASTING, July 26) that would operate from Champlain if Defense Depart-

ment reconsidered and permitted equipment aboard for GT-5.

ABC plans series of 81 one-minute status reports, five 15-minute nighttime wrapups and four half-hour specials through duration of mission complementing live coverage of major segments of flight. On drawing board are 30-minute specials before and after mission, and coverage of main post-flight events. ABC will handle management of pool.

CBS News is building new "space center" in New York for telecasting Gemini 5 events and for future space launches and flights. For Gemini 5, CBS News will have at least one report every half hour during broadcast day, and had planned to handle splashdown multi-network pool telecast. According to CBS, its special events unit people had explored possibilities of transmission from downrange for months and had worked out plans for carrier-to-satellite transmission with ITT engineers.

NBC News plans to telecast reports frequently in broadcast day, with details still to be worked out, and will schedule specials and other complementing telecasts as it did with Gemini 4. NBC also will handle blastoff in color for all networks, in pooled arrangement.

## CATV for Kalamazoo is announced by Fetzer

Fetzer Broadcasting Co. has announced entry into community antenna service in Kalamazoo, Mich., where it owns WKZO-TV, as well as WKZO-AM.

Company is negotiating with Michigan Bell Telephone Co. to lease facilities or to string own lines on Bell telephone poles. Planned is 12-channel system, carrying local and area stations as well as independents and educational stations from Detroit and Chicago, and FM signals, according to Carl E. Lee, executive vice president of Fetzer group. System, for which charge of \$5 to \$6 per month will be made, will also carry time-weather channel and is being designed to serve potential 30,000 homes in city.

In addition to WKZO-TV, on ch. 3 with CBS affiliation, Kalamazoo-Grand Rapids area has two other TV stations: WOOD-TV, ch. 8, NBC-TV, and WZZM-TV, ch. 13, ABC-TV. Other Fetzer stations: WWTV-FM-TV Cadillac, WWUP-TV Sault Ste. Marie, both Michigan; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and WJEF and WJFM (FM) Grand Rapids.

## Gribbin stepping down at Y&R

George H. Gribbin, board chairman of Young & Rubicam since 1962 has decided to give up his administrative duties and retire as chairman, according to announcement to be released by Y&R today (Aug. 2).

Mr. Gribbin, who has been with Y&R for 30 years, will continue with agency in active capacity in creative areas and as advisor on Y&R foreign operations. Mr. Gribbin underwent surgery several weeks ago, but is scheduled to return to work today.

Edward L. Bond, president of Y&R, was named chief executive officer last March and continues in that capacity.

## File new renewal, WILD told

FCC has terminated hearing on license renewal application of WILD Boston, and has ordered station to file updated renewal application by Jan. 1, 1966.

Commission, in decision released Friday (July 30), disagreed with hearing examiner in case, who would have granted renewal. Commission said station had not provided control over foreign-language broadcasts, had not filed time-brokerage contracts.

But commission said these and other violations stemmed from virtually bankrupt condition of station "from 1960 until about 1964." Commission said station couldn't afford competent personnel to operate station in compliance with rules.

## First cross-ownership grant

FCC decision not to bar cross-ownership of community antenna television and television stations in same community (see page 56) was reflected in decision released Friday (July 30).

Commission granted application of Mountain Microwave Corp. for authority to serve CATV in Montrose, Colo., which is under common ownership with KREY-TV Montrose. Principal of both is Rex G. Howell.

Application for authority had been opposed by competing microwave carrier, Cable Television Co. of Colorado.

Commission noted question had been considered generally in First Report in which CATV rules were adopted, and in "context" of particular situation. Commission observed Montrose area's sparsely populated (it's 211th market) and that CATV can provide needed financial support.

## RCA announces 15-inch rectangular color tube

RCA announced over weekend that it will produce 15-inch rectangular color picture tube which RCA said would be TV industry's first, making

### Field gets pay-TV option

Field Communications Corp., permittee of UHF ch. 32 WFLD (TV) Chicago, which is to go on air early next year, has obtained option from Zenith Radio Corp. on pay-TV franchise there pending final FCC action on Zenith petition to authorize pay TV on regular national commercial basis.

Option does not affect regular commercial plans of WFLD, Field's Sterling C. (Red) Quinlan explained. After ultimate approval of Zenith system, Field would then decide whether to alter WFLD format or to seek allocation of separate new UHF channel there for pay-TV service.

## WEEK'S HEADLINERS



Mr. Kettler



Mr. Storer

**Stanton P. Kettler**, executive VP of Storer Broadcasting Co., Miami, since 1961, elected president of firm. He succeeds **George B. Storer Jr.**, who moves to newly created position of vice chairman of board, and who in future, will be responsible for Storer's newly acquired Northeast Airlines. Mr. Kettler has been member of Storer organization for 28 years and board member since 1951. He has worked at Storer stations in Wheeling, W. Va., Zanesville, Ohio, Fairmont, W. Va., and Miami. (Storer Broadcasting owns WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.)

**John Chancellor**, NBC News' White House correspondent, named head of Voice of America (see page 76).

**Robert D. Kasmire**, NBC VP, corporate information, given substantially broadened responsibilities for public information and promotion departments in addition to those he already holds for corporate information and standards and practices departments. Reporting to him in post organizationally akin to

that once held by Louis Hausman will be Sydney H. Eiges, VP, public information; Alexander S. Rylander, VP, promotion; Ernest Lee Jahncke Jr., VP, standards and practices, and Robert R. Brown, coordinator, corporate information. Mr. Kasmire reports to David C. Adams, NBC senior executive VP. (For profile of Mr. Kasmire and description of new responsibilities, see page 91).

**Robert C. Eunson**, general executive in charge of all of Asia services for Associated Press, with headquarters in Tokyo, named assistant general manager in charge of all AP relations and services in broadcast field.

Mr. Eunson succeeds **Louis J. Kramp**, who died July 5 (BROADCASTING, July 12). Mr. Eunson joined AP in 1941 and served as war correspondent in Asia and later in Europe. He has been in charge of Asia services since 1963 and before that, managed San Francisco office for seven years. **Daniel DeLuca**, Pulitzer-Prize-winning war correspondent for AP (1943) and staff member since 1935, named assistant general manager of AP's new department of communications. He will be responsible for tariff problems in negotiations with FCC and, in future, will be responsible for AP's activity in utilizing satellite communications as part of its worldwide news-gathering force. Mr. DeLuca has been member of AP's executive staff in New York since 1956.



Mr. Eunson

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

possible lightweight color TV portable.

RCA said new tube, probably in production after first of year, will round out its color tube line that now includes 19- and 25-inch rectangulars and 21-inch round tube. New tube will utilize three-gun, shadow-mask principle.

Meanwhile Senate Finance Committee has voted to continue present 12½% tariff on imported color TV picture tubes for four years.

Electronic Industries Association asked for boost, but some members as well as other TV set manufacturers claimed coming shortage of color tubes from American manufacturers required continuance of low duty.

Bill (HR-7969), revising duties on score of products, has already passed House, will go to Senate floor this week. If adopted, it will go to con-

ference. House bill increases color tube duty to 30%.

Imported color tubes come mainly from Japan, although supply is expected to come from Canada, too, this year.

### Storer takes over Northeast

Storer Broadcasting Co., Miami, formally acquired controlling interest in Northeast Airlines Friday (July 30).

Storer's total investment in Boston-based carrier was said to be about \$25 million (BROADCASTING, July 19). Included is 56% of stock controlled by Hughes Tool Co., which Storer got Friday, and assumption of outstanding Northeast debts—most of them to Hughes. When notes are converted, Storer will control 87% of Northeast stock.

## Three station sales are approved by FCC

Three radio station sales were approved by FCC and announced Friday:

■ **WNAX** Yankton, S. D.—Sold by Peoples Broadcasting Corp. to Red Owl Stores Inc., midwest food chain, for \$1.45 million and agreement not to compete for five years. Red Owl owns **KRSI** St. Louis Park, Minn. Peoples has sold **KVTV** (TV) Sioux City, Iowa, to Wisconsin Valley Television group for \$3.4 million (BROADCASTING, July 26), but retains **WRFD-AM-FM** Columbus-Worthington, and **WGAR-AM-FM** Cleveland, both Ohio. Peoples is subsidiary of Nationwide Insurance Co. **WNAX** is fulltime on 570 kc with 5 kw.

■ **KHSJ-AM-FM** Hemet, Calif.—Sold by Robert B. and Robert T. Griffin and Paul O. Sprague to Bonnie Jean Newsome and Garrett H. and Frances K. Hughes for \$100,000 and \$100,000 for agreement not to compete and consulting services. **KHSJ** is daytimer on 1320 kc with 500 w. **KHSJ-FM** operates on 105.5 mc with 700 w.

■ **WREB** Holyoke, Mass.—Sold by Don Hancock and group to Robert Belmonte, Joseph Alfano, Donald Kingsley and others for \$198,000. **WREB** is 500 w daytimer on 930 kc.

### TV prominent in GAC profits

Expanding TV activities played key role in boosting gross revenues and net profit of General Artists Corp. during first half of 1965, company said Friday.

Lawrence Barnett, president, said GAC has made gains in representation of network TV series and of clients involved in TV programming.

For first six months ending June 30:

|                    | 1965      | 1964      |
|--------------------|-----------|-----------|
| Earnings per share | \$0.14    | \$0.10    |
| Revenue            | 2,502,828 | 1,990,314 |
| Net earnings       | 78,000    | 56,127    |

### 3M Co. to sponsor specials

3M Co., St. Paul, through BBDO, New York, will sponsor on ABC-TV this fall series of three special one-hour documentaries produced by David Wolper Productions. Programs will deal with teenagers, professional football and "The Mystery of Man."

### Hyde is acting chairman

FCC Commissioner Rosel H. Hyde will be acting chairman during August hiatus. He will be on hand to sign letters, handle matters that come up while colleagues are out of city. Next meeting will be Aug. 31, to satisfy requirement of at least one meeting per month, but all commissioners are not expected then. First meeting at which full commission is expected Sept. 8.

ONE 1 ONE  
number one 1 ONE 1  
ONE 1 ONE

*again*

# WSYR-TV . . . Overwhelmingly THE LEADER In the CENTRAL NEW YORK MARKET in a REPEAT PERFORMANCE

## WSYR-TV DOMINATES

. . . because of EIGHT YEARS OF UNBROKEN LEADERSHIP in the market, in ARB REPORTS.

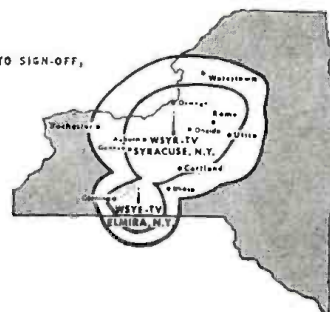
*again*

. . . it is NUMBER ONE in HOMES DELIVERED—

\* 41% MORE THAN STATION NO. 2

\* 76% MORE THAN STATION NO. 3

\* ARB FOR MARCH, 1965. SIGN-ON TO SIGN-OFF, MONDAY THRU SUNDAY.



Get the Full Story from  
HARRINGTON,  
RIGHTER & PARSONS

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Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.



we've proved it...

# you CAN keep a

**in NEW YORK...**

## SEA HUNT PUTS WCBS-TV IN FIRST PLACE

**WCBS-TV Switches to SEA HUNT, Increases Audience  
37% and Moves Out Front.**

| Mon-Fri, 4:30-5 pm<br>ARBitrons report: | average rating last 4 weeks<br>before SEA HUNT | 4 weeks later (May 10-14)<br>with SEA HUNT |
|-----------------------------------------|------------------------------------------------|--------------------------------------------|
| WCBS-TV                                 | 6.9                                            | 7.2                                        |
| WNBC-TV                                 | 9.6                                            | 4.8                                        |
| WNEW-TV                                 | 5.9                                            | 3.0                                        |
| WABC-TV                                 | 4.4                                            | 2.9                                        |
| WOR-TV                                  | 2.6                                            | 1.6                                        |
| WPIX                                    | 4.2                                            | 1.8                                        |

SEA HUNT brings time slot on WCBS-TV

**UP 27.8%**

while other channels drop a third to half of their audiences.

|         | last weekly rating before<br>SEA HUNT, April 12-16 | 7 weeks later, with<br>SEA HUNT, June 20-26 | percentage<br>of change |
|---------|----------------------------------------------------|---------------------------------------------|-------------------------|
| WCBS-TV | 6.1                                                | 7.7                                         | up 27.8%                |
| WNBC-TV | 9.7                                                | 5.4                                         | down 43.3%              |
| WNEW-TV | 5.1                                                | 2.4                                         | down 52.9%              |
| WABC-TV | 4.5                                                | 3.1                                         | down 31.1%              |
| WOR-TV  | 2.8                                                | 2.1                                         | down 33.3%              |
| WPIX    | 3.9                                                | 2.4                                         | down 40.5%              |

... and SEA HUNT is doing all this in its 7th year on the  
New York air!

### 7 years in LOS ANGELES

KNXT-TV LEADS 7-STATION  
SWEEPSTAKES WITH SEA HUNT IN  
SATURDAY NIGHT SLOT

|                            |   |           |
|----------------------------|---|-----------|
| SEA HUNT                   | 9 | 27% share |
| Survey 65                  | 3 |           |
| Rifleman                   | 8 |           |
| Shivaree                   | 8 |           |
| Advent/Battlecry           | 4 |           |
| Outer Limits/<br>Riverboat | 4 |           |
| Bronco/Marine<br>Land      | 3 |           |

In '65: Apr/May—Sat 7pm

### 7 years in MILWAUKEE

SEA HUNT ON WITI-TV RATES 18  
AGAINST RIFLEMAN, LARAMIE,  
OUTLAWS AND OTHERS

|                         |    |           |
|-------------------------|----|-----------|
| SEA HUNT                | 18 | 38% share |
| News/Sports/<br>Weather | 14 |           |
| Rifleman/News           | 13 |           |
| Outlaws/Laramie/<br>Boy | 1  |           |

In '65: March—Mon-Thurs 6pm

### 7 years in PHILADELPHIA

WCAU-TV RULES THE AIR  
DURING SEA HUNT TIME

|                       |    |           |
|-----------------------|----|-----------|
| SEA HUNT              | 22 | 56% share |
| News/Weather          | 10 |           |
| Barn Dance/<br>Salute | 7  |           |

In '65: Feb/Mar—Sat 7pm

### 7 years in PITTSBURGH

SEA HUNT'S 5-DAY STRIP GIVES  
WTAE-TV 40% SHARE OF VIEWERS

|                  |    |           |
|------------------|----|-----------|
| SEA HUNT         | 19 | 40% share |
| CBS News         | 17 |           |
| Huntley-Brinkley | 11 |           |

In '65: March—Mon-Fri 6:30pm

### 7 yrs. in PORTLAND, ORE.

KOIN-TV TIES FOR TOPS

|                 |    |           |
|-----------------|----|-----------|
| SEA HUNT        | 16 | 31% share |
| Richard Diamond | 16 |           |
| Rifleman        | 10 |           |
| Ski Scene       | 8  |           |

In '65: Jan/Feb—Thurs 7pm

### 7 yrs. in CHARLESTON, SC

STRIPPED AT 6:30, SEA HUNT  
PUTS WUSN-TV AHEAD OF OTHERS

|                  |    |           |
|------------------|----|-----------|
| SEA HUNT         | 23 | 38% share |
| Huntley-Brinkley | 17 |           |
| Weather/Sports   | 21 |           |

In '65: March—Mon-Fri 6:30pm

### 5 years in KNOXVILLE

52% OF AUDIENCE SEES  
SEA HUNT ON WATE-TV

|                |    |           |
|----------------|----|-----------|
| SEA HUNT       | 26 | 52% share |
| Rifleman       | 22 |           |
| Men into Space | 1  |           |

In '65: March—Mon-Fri 6pm

### 6½ yrs. in PORTLAND, ME

WGAN-TV'S SEA HUNT RATES 26

|          |    |           |
|----------|----|-----------|
| SEA HUNT | 26 | 52% share |
| Rifleman | 19 |           |
| Jennines | 4  |           |

In '65: March—Thurs 7pm



# good man down!



In January of '58, Lloyd Bridges, in the role of skindiver Mike Nelson, ducked into the sea in search of today's Number One treasure: success on TV — and found it, immediately. Ever since,

**SEA HUNT** has been gathering high ratings, everywhere. Now — 7 years later — **SEA HUNT** still hasn't come up for air. It has never needed

a second wind. Stations still depend on it to top their competition and pull profitable shares of the audience, against many more recent entries. So . . . **COME ON IN — THE WATER'S FINER THAN EVER!**

## SEA HUNT WILL START THE NEW SEASON IN 108 MARKETS

KTEN-TV (ABC) Ada  
WALB-TV (NBC) Albany, Ga.  
KOAT-TV (ABC) Albuquerque  
WFBG-TV (CBS) Altoona  
KVII-TV (ABC) Amarillo  
WOI-TV (ABC) Ames  
WAGA-TV (CBS) Atlanta  
WBAL-TV (NBC) Baltimore  
WLBZ-TV (NBC) Bangor  
WBRZ-TV (NBC) Baton Rouge  
WBRC-TV (ABC) Birmingham  
KTVE-TV (ABC, NBC) Boise  
WHDH-TV (CBS) Boston  
WGR-TV (NBC) Buffalo  
WWTW-TV (CBS) Cadillac  
KFVS-TV (CBS) Cape Girardeau  
WUSN-TV (ABC) Charleston, S.C.  
WCHS-TV (CBS) Charleston, W. Va.  
WBTV (CBS) Charlotte  
WTVC-TV (ABC) Chattanooga  
WGN-TV (NBC) Chicago  
KHSI-TV (CBS) Chico  
WRBL-TV (CBS) Columbus, Ga.  
WTVN-TV (ABC) Columbus, O.  
KCYB-TV (NBC) Coos Bay  
KZTV (CBS) Corpus Christi  
WFAA-TV (ABC) Dallas  
WLWD-TV (NBC) Dayton  
KLTV-TV (CBS) Denver  
WJBK-TV (CBS) Detroit  
WTVY (CBS) Dothan  
KDAL-TV (CBS) Duluth  
KTVE-TV (NBC) El Dorado  
WICU-TV (NBC) Erie  
KVAL-TV (NBC) Eugene  
WTVW (ABC) Evansville  
WDAY-TV (NBC) Fargo  
KMI-TV (NBC) Fresno  
WOOD-TV (NBC) Grand Rapids  
WBAY-TV (CBS) Green Bay  
WFBZ-TV (NBC) Greenville, S.C.  
WVEC-TV (ABC) Hampton, Va.  
KGBT-TV (CBS) Harlingen  
WTPA-TV (ABC) Harrisburg  
WSVA-TV (NBC) Harrisonburg  
KGMB-TV (CBS) Honolulu  
KPRC-TV (NBC) Houston  
WHNT-TV (CBS) Huntsville  
WILX-TV (NBC) Jackson, Mich.  
KAIT-TV (NBC) Jonesboro  
WDAF-TV (NBC) Kansas City, Mo.  
WATE-TV (NBC) Knoxville  
KLFY-TV (CBS) Lafayette, La.  
KLAS-TV (CBS) Las Vegas  
KARK-TV (NBC) Little Rock  
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WSIX-TV (ABC) Nashville  
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WKY-TV (NBC) Oklahoma City  
WFTV (ABC) Orlando  
WJHG-TV (NBC) Panama City, Fla.  
WTPA-TV (ABC, NBC) Parkersburg  
WCAU-TV (CBS) Philadelphia  
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WHEM-TV (NBC) Saginaw  
KSD-TV (NBC) St. Louis  
KSLN-TV (ABC, NBC) Salina  
KETV (ABC) San Diego  
KRON-TV (NBC) San Francisco  
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KARD-TV (NBC) Wichita  
WBRE-TV (NBC) Wilkes Barre  
WWAY-TV (ABC) Wilmington, N.C.  
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|--------------------|----------------------|----------------------|----------------------|
| \$300-599          | 4 or 1               | 3 or 1               | 3 or 2               |
| 600-899            | 7 " 2                | 4 " 2                | 4 " 3                |
| 900-1199           | 10 " 3               | 5 " 2                | 5 " 4                |
| 1200-1499          | 11 " 4               | 6 " 3                | 6 " 5                |
| 1500-1799          | 12 " 5               | 7 " 4                | 7 " 6                |
| 1800 & over        | 14 " 7               | 8 " 5                | 8 " 7                |

\* Day Time—Sign-on-5 P.M.

\*\* Night Time—5 P.M.—Sign-off

**wmal-tv abc**

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## DATEBOOK

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

■ Indicates first or revised listing.

### AUGUST

Aug. 2—Deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

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

Aug. 4—Annual Georgia Association of Broadcasters TV Day. Speakers include Warren Bahr, executive vice president, Young & Rubicam, New York; William Bartholomay, board chairman, Atlanta Braves baseball team; Lee Franks, Georgia ETV director, and Marcus Bartlett, Cox Broadcasting, Atlanta. Riviera motel, Atlanta.

Aug. 4-8—National Association of Radio Announcers Convention. Rice hotel, Houston, Tex.

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

Aug. 20—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Vincent T. Wasilewski, president, National Association of Broadcasters; John T. Murphy, president, Crosley Broadcasting Corp.; Don Mercer, vice president for station relations, NBC, and Lou Smith, vice president for television, Edward Petry & Co. Greenbrier, White Sulphur Springs.

Aug. 24-27—Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 24-Sept. 4—National TV and Radio Show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

■ Aug. 26-27—Association of National Advertisers Cooperative Advertising Committee holds workshop on co-op advertising. Speakers include Walter Singer, vice president, marketing, Bobbie Brooks Inc.; Frank Molloy, copy bond director, N. W. Ayer & Son; William Bond, advertising manager, J. L. Hudson Co.; James T. LeCompte, vice president, Stewart, Dougall & Associates Inc.; E. B. Weiss, vice president, Doyle Dane Bernbach (luncheon speaker Aug. 26); Edward Crimmins, The Advertising Checking Bureau; Arthur Schwartz, advertising manager, Bulova Watch Co.; John Bunbury, advertising manager, Wolverine Shoe & Tanning Corp., and Gilbert Weil, ANA's general counsel (luncheon speaker, Aug. 27). Sheraton-Tenney Inn (LaGuardia airport), New York.

Aug. 27-28—Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

Aug. 30-Sept. 1—Institute of Electrical and Electronics Engineers annual international antenna and propagation symposium. Sheraton Park, Washington. (For advance reser-

vations write 1965 AP Symposium, P. O. Box 6, Riverdale, Md. 20840.)

Aug. 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

### SEPTEMBER

Sept. 1—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. Former deadline was June 14.

Sept. 1-3—Fall conference of American Marketing Association. Mayflower hotel, Washington.

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; H. Taylor (Bud) Vaden, president, Broadcasters Promotion Association. Bar Harbor Club, Bar Harbor.

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

Sept. 11—Fall conference of Montana Broadcasters Association on music licensing. Participants include Herman Finkelstein, counsel for American Society of Composers, Authors & Publishers; Sidney Kaye, board chairman of Broadcast Music Inc., and Jim Myers, SESAC. Glacier Park Lodge, East Glacier.

Sept. 12-13—Meeting of New York State Associated Press Broadcasters Association. Glens Falls on Lake George.

Sept. 15-18—12th annual CBS Radio Affiliates Association convention. New York Hilton hotel.

Sept. 15-18—Annual summer meeting of Michigan Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 17—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 regulating non-microwave community antenna TV systems. Former filing date was Aug. 6.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau motor hotel, New Or-

### 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.

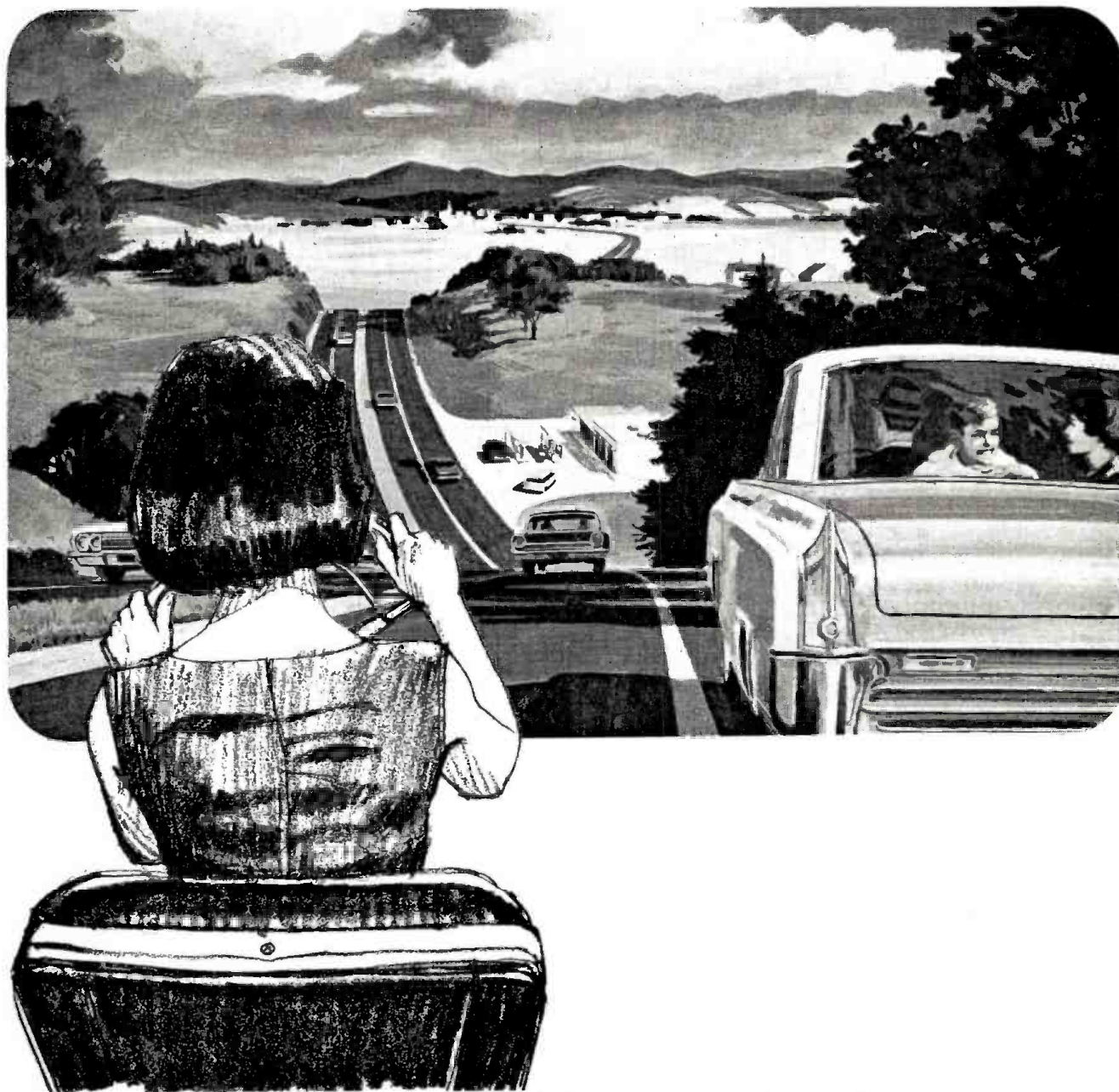


## 50 MPH Standing Still

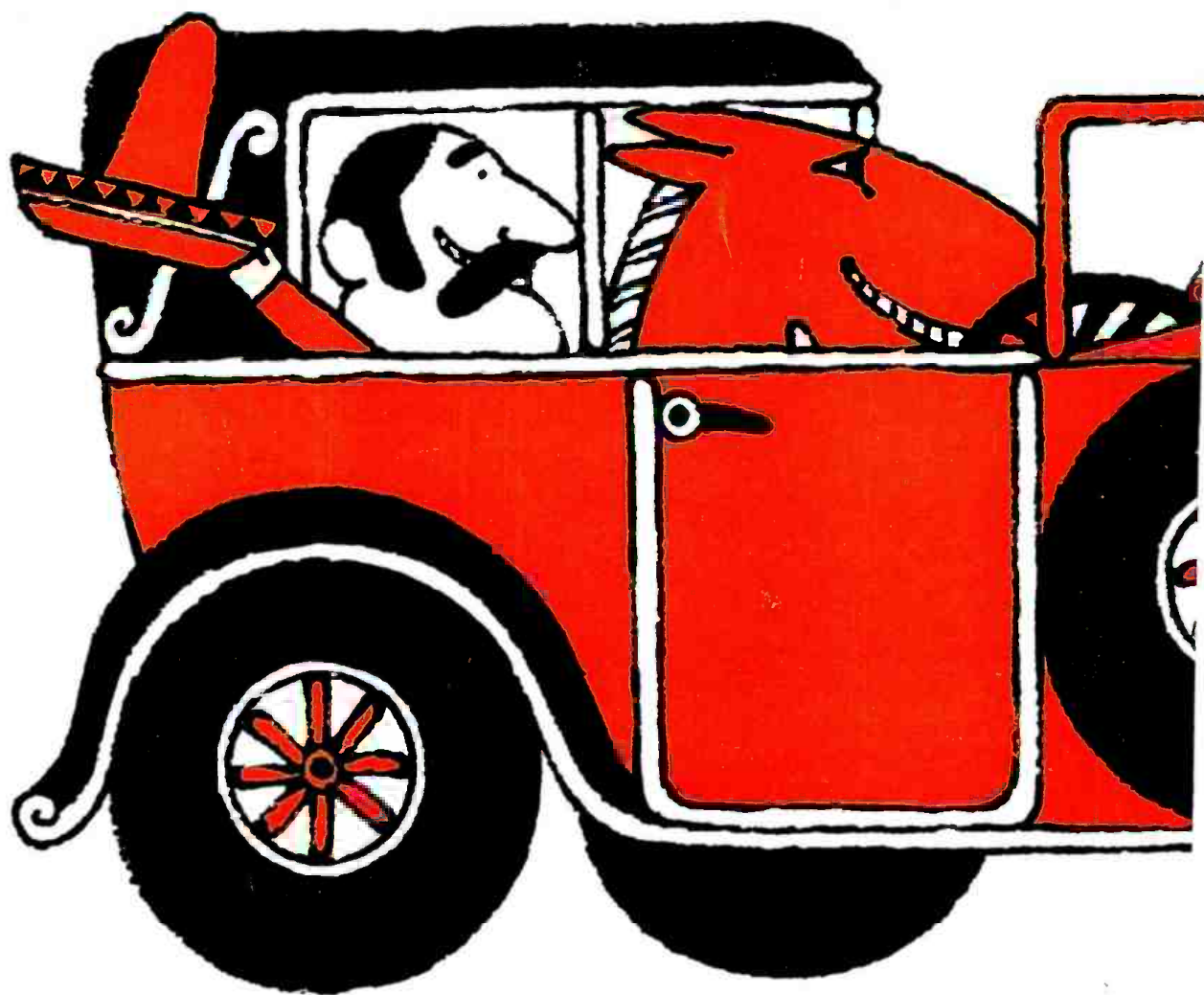
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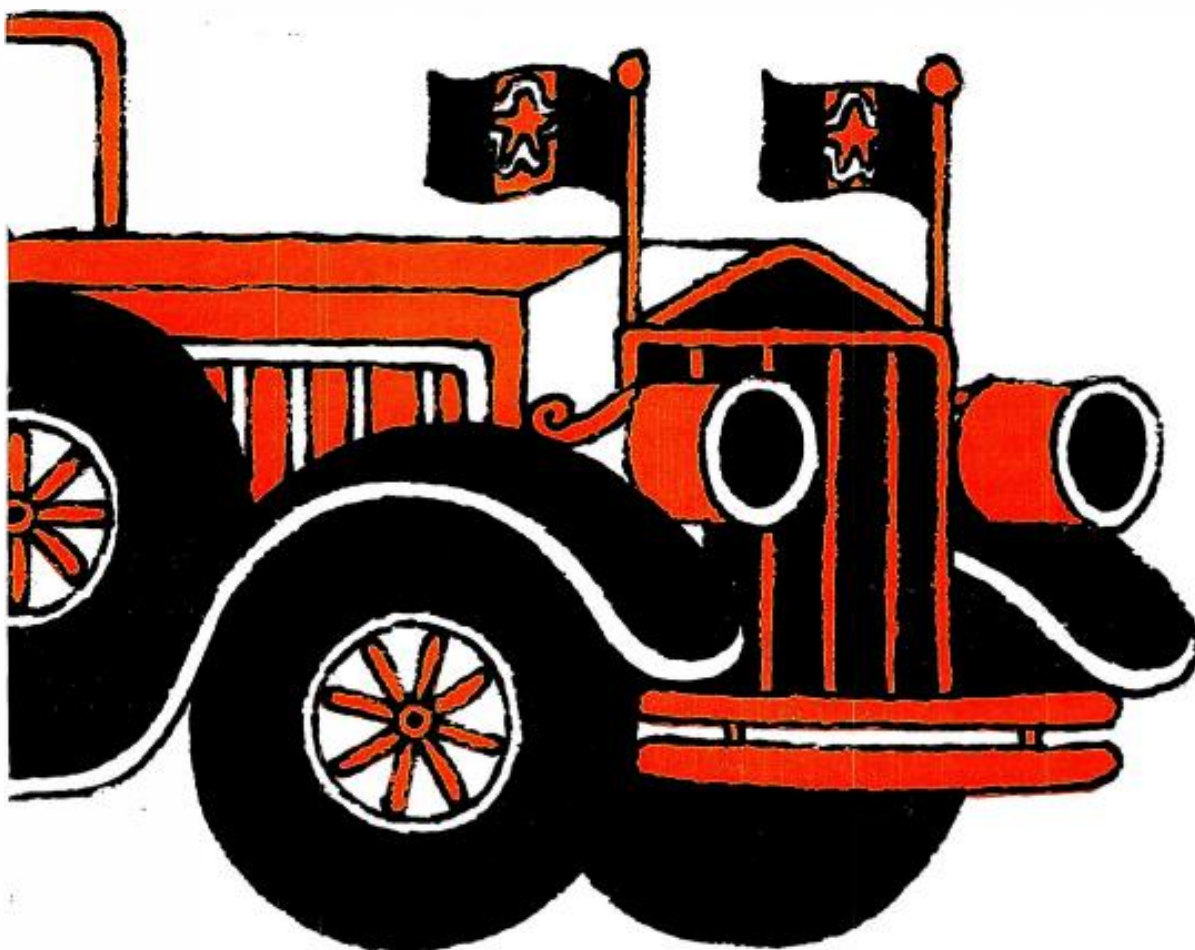


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Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 20—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 July 12.

Sept. 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

Sept. 22-23—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

Sept. 23-25—Annual broadcast symposium, professional group on broadcasting, Institute of Electrical & Electronic Engineers. Willard hotel, Washington.

Sept. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

#### OCTOBER

Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4-5—Society of Broadcast Engineers national convention. Lewiston, Mont.

Oct. 4-5—Annual convention and election of officers of New Jersey Broadcasters Association. Governor Morris hotel, Morristown.

Oct. 5—Deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations

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#### RAB MANAGEMENT CONFERENCES

- Sept. 8-9—Northland Inn, Detroit.
- Sept. 22-23—Fontainebleau motor hotel, New Orleans.
- Sept. 29-30—Hilton Inn, Atlanta.
- Oct. 4-5—Westchester Country Club, New York.
- Oct. 11-12—Pheasant Run Lodge, Chicago.
- Oct. 14-15—Hyatt House, San Francisco.

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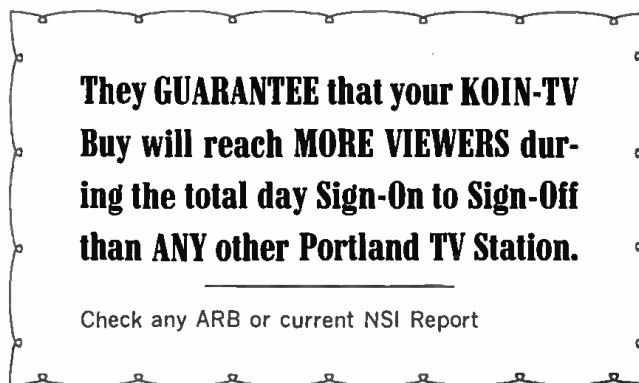
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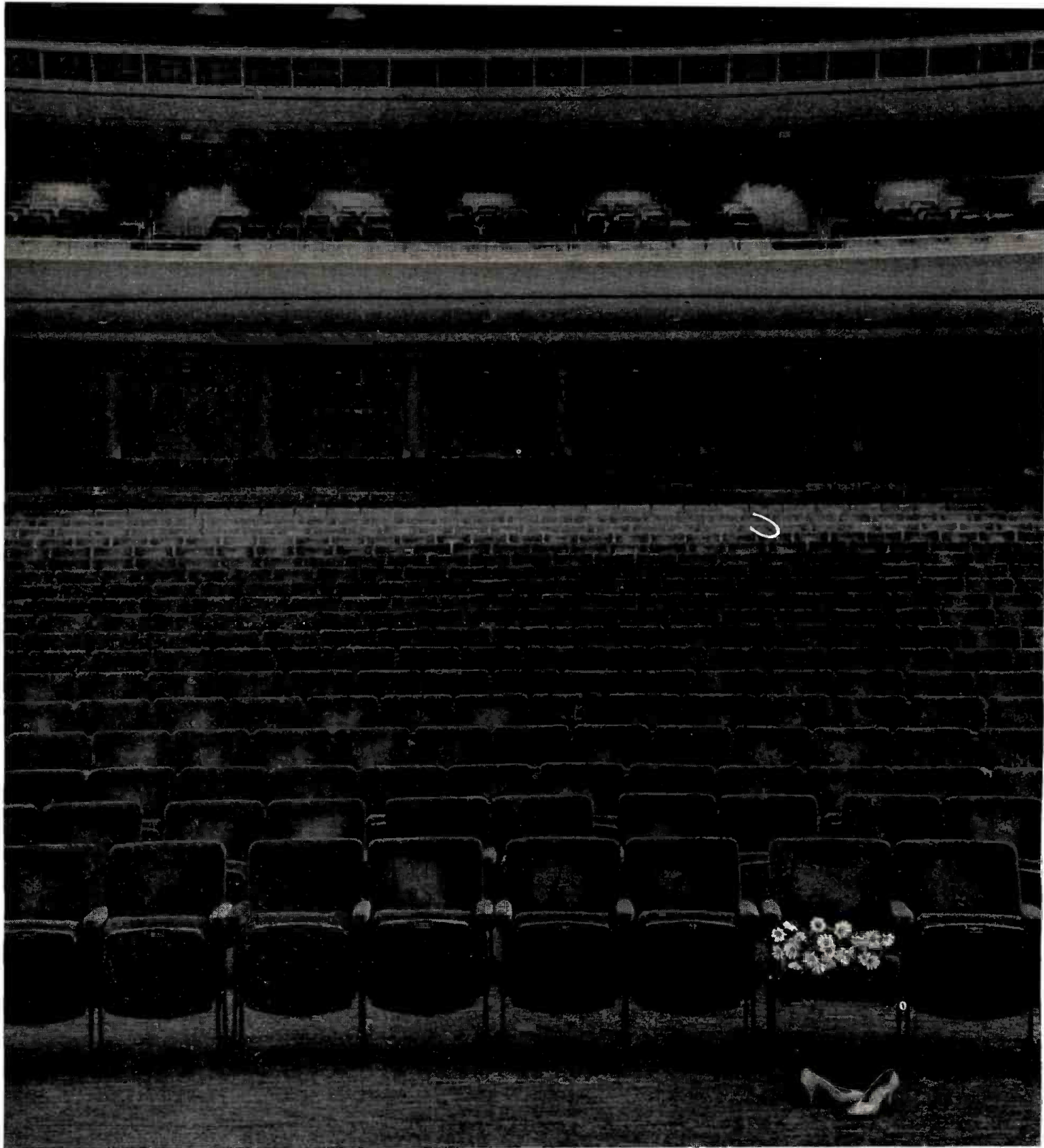
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exclusive national representatives  
effective August 1.***



Adults love it. Kids do, too! Despite the fact that the series was seen at a comparatively late hour on CBS (9:30 pm, Fridays), it reached more families with children than such early-evening family favorites as "My Favorite Martian" and "Mister Ed." Want to attract large-family audiences? TWILIGHT ZONE delivers! ©CBS FILMS

Based on ARB estimates, subject to qualifications which CBS Films will supply on request.



with a 300-foot antenna limitation.

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.

Oct. 10-12—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

■Oct. 11-15—Annual fall convention and exhibit of professional equipment of Audio Engineering Society. Barbizon-Plaza hotel, New York.

Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.

Oct. 14-15—International Film & TV Festival of New York. Americana hotel, New York.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 15—Effective date of FCC's new AM-FM nonduplication rule which prohibits any FM station from duplicating more than 50% of programming of commonly owned AM station in cities of 100,000 population or more. Former effective date was Aug. 1.

Oct. 15-17—American Federation of Advertising fifth district convention. Sheraton Cleveland, Cleveland.

■Oct. 19-23—Annual convention of Radio Television News Directors Association. Tides hotel, St. Petersburg, Fla.

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

## OPEN MIKE®

### Pearson became Savalli/Gates

EDITOR: On page 85 of the July 19 issue there is a notice of the death of John E. Pearson, founder of John E. Pearson Inc., national radio and television representatives. When Mr. Pearson sold the company it continued to operate as John E. Pearson Inc. In 1963 the company began to do business as Savalli/Gates Inc. The statement that it "became Key Broadcast Management . . ." is in error.—Joseph Savalli, president, Savalli/Gates Inc., New York.

EDITOR: Your notice of the death of pioneer rep John E. Pearson states that his business was taken over by Key Broadcast Management.

Key has never been in the station representation business. Neither corporately nor individually do we have any interest in any rep firm.—Arnold Hartley, executive vice president, Key Broadcast Management Inc., New York.



*... now sold nationally by*



**WPEN**  
*philadelphia radio 95*  
*appoints H-R Representatives, Inc.*  
*exclusive national representatives*  
*effective August 1.*

# What's in back



The data used herein are estimates from ARB telephone coinidentals 5/24/65 in Los Angeles, 7/14/65 in Detroit and San Francisco, 7/20/65 in Chicago. The New York rating is based on Arbitron 7/22/65. Any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree.



# of our surge to the front?

**Inspired Documentaries** One Monday night last May a KABC-TV documentary, "The Young Man From Boston," premiered and was seen by more viewers than watched the six other Los Angeles television stations combined. The program achieved a 33 rating and a 55% share. On July 14 it was shown on WXYZ-TV in Detroit. The rating was 28, the share 55%. And on the same night in San Francisco, 72% of the viewing audience watched the show on KGO-TV, with a 39 rating. In Chicago, on July 20, "The Young Man From Boston" received a 32 rating and a 64% share and in New York, on July 22, it received a 34 rating and a 61% share. These are unusual audience figures for a documentary; they are in fact unique for any program. But "The Young Man From Boston" was designed to be different. The writing, the music, the direction—even the promotion of the program—all represented the greatest concentration of creative talent and energy ever applied to a single project by the ABC Owned Television Stations. We have said that about other programs, and it was true then too. We also expect that the next project will top the effort put into "The Young Man From Boston." That's how we move forward—by not standing still. That's what's 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  
Represented nationally by ABC Television Spot Sales



# MONDAY MEMO

from ROBERT T. HALLER, advertising manager, S. A. Schonbrunn & Co.

## Just how effective is radio?

It is difficult as a radio user to assess just how effective radio is as a medium and its relative value in contributing to Savarin coffee's progress and strong position in the New York market against nationally marketed competitors.

Radio has been used by Savarin coffee for a number of years in New York, Philadelphia and surrounding markets. We know we receive an "x" amount of impressions over a 52-week period.

But what is the specific degree of effectiveness? How successfully has radio moved merchandise? Should we increase or decrease our radio activity?

Can radio ever become a prime medium or will it always be relegated to a secondary role supplementing other media? Are we dissipating our efforts in other media? Should we be diverting monies to radio at all? How can radio's efficiency and use be improved?

**Plus Side** ■ There are these advantages to radio, especially in view of the intense competition in the coffee industry:

- Continuous brand exposure: an opportunity to keep brand name and claims before the public, maintaining good frequency over a broad period of time at affordable rates.

- Flexibility: the opportunity to quickly change commercials and schedules to meet competitive pressures and changing market conditions.

- Broadcast personality: an opportunity to obtain product identification and endorsement from personalities with loyal audiences. Live commercials enable the advertiser to inject liveliness and variety into a campaign without incurring prohibitive production costs.

- Merchandising: an opportunity to obtain strong merchandising support locally.

**Minus Side?** ■ There are important questions, however, that have never been answered satisfactorily. One is who is really listening and to what extent? There are now two distinct schools of programing (and those straddling the fence between).

There is "background programing." This format permits listeners to concentrate on some other activity while enjoying the partially perceived sound of radio in the background. Whether it is in-home listening, drive-time or sets-in-public-places, radio too often becomes more of a "noise level" or "sound companion" that perhaps is too compatible with a person's consciousness.

The listener's attention factor is cer-

tainly questionable. The correlation between limited listener concentration and perception of advertising is not known and is one of radio's severest selling problems. Of greater consequence it to what degree is radio motivating the consumer and generating a response?

The other format is "foreground programing." WOR New York has been a primary exponent of this type of format for many years, offering an almost total diet of talk as opposed to music. The objective has been to force people to listen.

The implication is that the listener is focusing all his attention on both program and commercial content. But an all-talk format can be easily tuned-out mentally. Talk stations have refuted this argument, by demonstrating their ability to generate "write-in response." But is this a valid criteria from an advertiser's point of view? What is the correlation between "write-in response," consumer motivation and product movement?

Foreground programing tends to indicate that radio can be programed to demand a greater degree of audience attention in the same manner as television, magazines and newspapers. It also tends to indicate that such stations do not hold their listeners for as long as background stations, since they require the listener to curtail other activities while listening to the station. Because of this, the stations may find themselves with a heavy audience turnover from program to program rather than listeners who stay with a station throughout the day. Or they may draw an audience from special market segments.

But there is another problem arising out of this condition. The segments of the audience listening to foreground radio may have limited purchasing

power, lower rates of product usage, and may not be interested in certain product categories. Their profile, moreover, might be dramatically different psychologically requiring a different creative approach from that directed toward the mass market.

**Problem of Audience Measurement** ■ Radio's inability to measure its audience satisfactorily is probably its greatest problem. A good part of this problem is the difficulty encountered when at least one-half of the listening occurs out of the home and a large percentage of it among young listeners.

Since most stations program a background format with minimum program definition, recall measurement techniques may prove unreliable. While radio is constantly undermeasured because of out-of-home listening, perhaps it is just as likely overmeasured because people through faulty recall are inflating the amount of listening time claimed.

What is the true value of personal endorsements? I've been told that every radio personality has a strong loyal following. But, how strong, especially in the whirlwind of changing brand loyalties, and, how loyal is one audience in relation to another? How does audience loyalty relate to the sale of goods?

Perhaps the pendulum is now swinging to the disloyal audience or at least to a fickle one. Television has had to live with "channel hopping"; morning radio has yet to admit it.

Instead of radio reps constantly selling on a competitive basis against other radio stations, our need is for radio not only to sell against other media, but to contribute new ways in which radio can be more productive. There is no franchise on good ideas, and if radio is to be sold more effectively, it is in creativity where greater help is needed.



Robert T. Haller joined S. A. Schonbrunn & Co., Palisades Park, N. J., in May of this year as the advertising manager for Savarin, Medaglia d'Oro and Brown Gold coffees. His background includes a two-year association as account executive with the Interpublic Group of Companies at Pritchard, Wood Inc.; two years as brand manager at Hazel Bishop and Lanolin Plus; account executive at Seligman & Latz, and six years as account executive at BBDO, all in New York.





## KGW Broadcast Center Building for the Future

KGW BROADCAST CENTER epitomizes a bold new concept in building design and technical excellence. It is one of the most modern broadcast facilities in the world.

Just as KGW-AM pioneered radio in the West in 1922, KGW-TV is the pioneer of full color programming since its inception in 1956.

We know our already booming Pacific Northwest will continue to develop at an ever-increasing pace. We believe that broadcasting will continue to take a vital role in the future.

Thus, we have built this new facility—functional, versatile, beautiful—modern as tomorrow.

## KGW RADIO • KGW TELEVISION

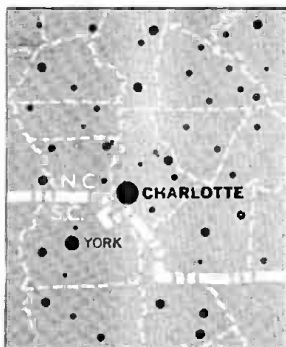


The Crown Stations in Portland, Oregon  
1501 S. W. JEFFERSON • PORTLAND, OREGON  
Represented Nationally by Blair





## Ever hear of York?



The Duke of York, who became Charles I of headless fame, also gave his name to York County, home of Rock Hill, South Carolina — **and also home of 19 major industrial firms.** The Rock Hill Printing & Finishing Company is the largest company of its kind in the world. Rock Hill is located 30 miles outside the Charlotte metro area, and yet **99% of its TV Homes are tuned to WBTV each week.\*** You may or may not have heard of Rock Hill, but you should know that this textile-finishing center of the world is just one of 129 satellite cities and towns making up the WBTV-Charlotte market . . . **a market containing 562,000 television homes and ranking 23rd in the nation.\*\***

\* Nielsen Coverage Study \*\* 1965 Sales Management Survey of Television Markets

**WBTV**  
**CHARLOTTE**

JEFFERSON STANDARD BROADCASTING COMPANY  
WBT/WBT-FM/WBTV/WBTW/Jefferson Productions  
Represented Nationally By  
Television Advertising  Representatives, Inc.



# A network dead heat in 1965-66?

That's how the agencies see the audience ratings, with more comedy programs and color to brighten the scene but overall a borrowing from the past

The 1965-66 network television season seems headed toward a virtual three-way tie in the audience race. The programming will offer more comedy, will be enlivened by more color, but overall must be regarded as conforming to previous program standards.

That's the appraisal given BROADCASTING last week by top programming and media officials at leading advertising agencies, whose purchases for clients helped structure the new prime-time schedule.

Based on pilots they had seen and scripts they had read, agency executives gave the impression that they thought the schedule makers stressed the emphasis on comedy as a means of providing all-family entertainment. But there was a misgiving on the part of some that this accent on fun is depriving the schedules of balance and diversity.

They felt that the upsurge in color programming is probably the most exciting development in 1965-66. They acknowledged that color is not likely to affect audience ratings significantly because of the relatively few sets in use. But they also believed that color is going to be a sparkling conversation piece this fall and winter and that set sales are likely to spurt sharply.

Most of the respondents felt that the new season's schedule showed no significant improvement over the current season's in terms of diversity and balance. Several, however, did feel there had been an upgrading and none felt that overall quality had diminished.

For the most part, however, programming was characterized as "imitative" and "conformist," though even the sharpest critics confessed that almost all areas have been explored on TV.

**Dead Heat** ■ Almost one-half of 20 executives questioned felt there would be a dead heat in the audience race. NBC-TV scored the most firsts but agency officials invariably hedged their nominations by stating that the overall ratings would be so close that picking a number one network might not be a

meaningful gesture.

They attributed NBC-TV's strength to a combination of new and holdover programs. CBS-TV's forte, they claimed, is its old-line programming, but they cautioned that some of these properties show signs of "wearing." ABC-TV was singled out as the network which has developed more of the highly regarded newer programs.

The agency consensus was that all three networks are appealing more strongly to the youth segment of the audience through their emphasis on comedy and a build-up in westerns. They pointed out these thrusts are not likely to disenchant a large part of the more adult viewers, while still attracting the younger set.

A sizeable number of agency program planners applauded the intention of networks to present more entertainment and documentary specials in prime time next season, explaining these presentations provide a change of pace, add to diversity of TV fare and appeal to the so-called "light" viewer.

There was a feeling among many agencies that next season cannot be faulted in terms of sheer professionalism. Though some deplored the lack of "bold, new concepts," they noted that programs will attain a high mark in production values and script excellence. They felt that the injection of color in many series will place an added emphasis on detail and production quality.

Agency prognosticators cautioned that picking hits or misses is a risky venture. They observed that in evaluating programs they had to consider such factors as the opposition in particular time periods; the slots they occupy; the lead-ins and the type of audience a series is likely to attract.

**Introduction Date** ■ The earlier and simultaneous three-network introduction of the new schedules in mid-September will have the effect of providing a "more rapid reading" on the status of the series and accordingly will expedite the replacement of flop shows, some observers pointed out.

Agency strategists who were willing

## ABC-TV adds two hours of prime-time color

Six weeks before the start of the new season, ABC-TV has announced that it will move another two hours of weekly programming to color, raising its tint output to about 40% of the prime-time schedule.

ABC-TV said that *The Lawrence Welk Show* (Saturday, 8:30-9:30 p.m. NYT) and new series entry *Tammy* (Thursday, 8-8:30 p.m. NYT) will be in color. All episodes of *The Adventures of Ozzie & Harriet* (Wednesday, 7:30-8 p.m. NYT) will be in color, a move that had been indicated several weeks ago by Edgar J. Sherick, vice president in

charge of TV programming, in a BROADCASTING interview (BROADCASTING, June 21).

CBS-TV plans to program about 50% of its nighttime schedule in color. NBC-TV, veteran colorcasting network, will carry virtually all of its prime-time programming in color.

ABC-TV also said it will broadcast nine daytime cartoon shows in color on the weekends: *The Beatles*, *Casper*, *Porky Pig*, *Bugs Bunny*, *Hoppity Hooper* and *Milton the Monster* on Saturdays; *Beany & Cecil*, *Bullwinkle*, and *Toper Toys' Cartoon Fun* on Sundays.

## A NETWORK DEADHEAT IN 1965-66? continued

to project beyond next season offered the view that 1965-66 may well mark the end of the "happy" cycle of comedy, though none was prepared to venture in which direction programming would then move. One executive felt that 1966-67 may be the season in which serialization of series in prime time (five times-a-week) may take hold.

Among the new programs mentioned most favorably were ABC-TV's *Peyton Place III*, *Okay Crackerby*, *The Big Valley*, *F Troop*, *The FBI Story*, *Gidget* and *The Long Hot Summer*; CBS-TV's *Hogan's Heroes*, *Wild Wild West*, *Lost in Space* and *The Trials of O'Brien*, and NBC-TV's *The Wackiest Ship in the*

*of Laredo*, *The Dean Martin Show*, *Camp Runamuck*, *Hank and I Spy*.

The least-likely-to-succeed, on the basis of the agency executives' polling, were ABC-TV's *Tammy* and *Honey West*; CBS-TV's *Smothers Brothers*, and NBC-TV's *The John Forsyth Show* and *Mona McCluskey*.

Some of the leading agency views are described below. In addition to the executives named, a number of others asked that their opinions not be directly attributed. These included Richard A. R. Pinkham, senior vice president and director of media and programs, Ted Bates & Co., and Charles Mortimer Jr., vice president in charge of TV at Wil-

One executive said that he questioned NBC's slotting two half-hour shows in the 7:30-8:30 period (Mon., Tues., Fri. in particular); he wondered whether they'll be strong enough to "hold kids who control sets." Historically, he said, two half-hours programed that way early in the night do not do "that well," citing hour shows such as *Walt Disney* and *Combat* as having had success with many of their young viewers.

In rating CBS as No. 1 in the coming season and ABC and NBC following close-on in that order, this executive predicted all three will be nearly on a par again this coming season with not more than a percentage point or point and a half separating the first and third networks in the ratings. He



'More light programs'  
Mr. Kanner  
Benton & Bowles



ABC 'by a hair'  
Mr. Liddel  
Doyle Dane Bernbach



'A game of roulette'  
Mr. Levathes  
Clyne Maxon



Color 'exciting thing'  
Mr. Eaton  
Grey Advertising



'No real improvement'  
Mr. Stefan  
BBDO

*Army*, *Mister Roberts*, *Convoy*, *Get Smart*, *I Dream of Jeannie* and *Please Don't Eat the Daisies*.

Of these shows, those named most often as likely to become hits of the season: *The Big Valley* and *Peyton Place III*, followed closely by *Gidget*, *F Troop* and *Crackerby* on ABC-TV; *Hogan's Heroes*, *Wild Wild West* and *The Trials of O'Brien* on CBS-TV, and *Wackiest Ship*, *Mister Roberts* and *Get Smart*, followed closely by *I Dream of Jeannie* on NBC-TV.

The show touted most often as the hit of the season: CBS-TV's *Hogan's Heroes*.

Those new shows whose chances were ranked in the middle ground between very good and doubtful were ABC-TV's *The Legend of Jesse James* and *A Man Called Shenandoah*; CBS-TV's *Steve Lawrence Show*, *Green Acres* and *The Loner*, and NBC-TV's *Run for Your Life*, *My Mother the Car*, *The Streets*

liam Esty Co., and spokesmen for Kenyon & Eckhardt and the J. Walter Thompson Co.

**Light Touch** ■ Bern Kanner, vice president in charge of media at Benton & Bowles, New York, said the season's top programing trend is to "more of the light kind of program, the light comedy—there'll be more comedies than anything else." He saw less balance in program structures on the networks and noted a decline in adventure shows and a virtual disappearance of anthology series.

In assessing the new season, Mr. Kanner noted that none of the rating services plans to project color ratings, though he was sure that color shows would get a boost, particularly where color is opposite black-and-white. Color should help NBC, he thought, but he was uncertain about how much, noting that NBC will also have more new shows than either ABC or CBS.

thought that CBS would benefit from having fewer new shows and more "established" programs.

**ABC Leading Programs** ■ Robert Liddel, vice president and director of radio-TV programing for Doyle Dane Bernbach, said he expected ABC to emerge as ratings leader "by a hair," because it has "the best new shows and the best rated old shows."

He picked *The Big Valley* on ABC, *Wild, Wild West* on CBS and *Get Smart* on NBC as the new programs most likely to succeed.

Mr. Liddel felt that this season's increase in color programing would not affect ratings, though it would continue to increase color sets in use.

He also felt it was "a good idea" to have the networks open their season the same week because it "will make for more accurate ratings."

Peter G. Levathes, executive vice president of Clyne Maxon, New York,



declined to "rate" new programs, describing such a venture as "a game of roulette."

He also refused to talk about possible new trends but observed "that any new program forms developed will be soon run into the ground by imitation." Program ideas, he said, "burn out more quickly" than ever before.

Mr. Levathes did offer an opinion that the networks will schedule more special documentaries this season than last, since "programs like *CBS Driving Test*" indicate "an increasing audience for this type of documentary."

Mr. Levathes also felt that ratings for any given program would "show a variance" if the same program were scheduled at the same time on any other network. He contended that ratings

*Heroes*, he predicted, placing *Lost in Space*, *Trials of O'Brien* and *The Loner* in the "good" category.

He doubted color would have much effect this year in the "national picture," said the network competition is a "coin toss" and felt simultaneous openings by all three networks would accelerate the "shake-out point," advancing it from the end of November to the end of October.

Howard Eaton Jr., vice president, TV programming, Grey Advertising, felt that television is moving gradually to what can be serialization of programs in prime time. The presentation of *Peyton Place* on a three-times-a-week basis and of *Our Private World* in prime time this summer can be construed as the first steps toward the build-up of

networks next season as a way of adding to diversity. In regular programming, he felt that there did not seem to be daring innovations, but pointed out that this is not easily attainable.

Mr. Brennan, in his comments on various series, felt that there has been a special effort to appeal to the more youthful segment of the audience. He made it clear that many of these presentations nevertheless will find sizeable audiences among adults. He said he was not surprised by the accent on comedy, adding: "I'm sure people don't want to be reminded constantly of Vietnam."

Robert J. Stefan, vice president in charge of radio-TV for BBDO, voiced the opinion that, as in previous years, there will be a fair share of hits and



'Bright spots'  
Mr. Cox  
Young & Rubicam



Only 'slightly better'  
Mr. Hunter  
McMJ&A



'Good prospects'  
Mr. Keesely  
Lennen & Newell



Pilots 'interesting'  
Mr. Hoagland  
OB&M



High 'mortality rate'  
Mr. Templeton  
NC&K

were read too rigidly by the networks and by sponsors, since, in his view, any rating "contains fractional variations within the margin of error of the system used."

**Better Shows** ■ A program executive with an agency in the top 10 in network investment said the new season will be "a little better" than the last, giving these reasons:

"We've had our shake-out of the fairly bad properties, there's a hard core of returning shows, a reasonable number of hits of quality from the 1964-65 season and many of the new shows we've seen are fresh and well executed."

The executive failed to predict a single new "hit" on either ABC or NBC. He rated *F Troop*, *Peyton Place III* and *The Big Valley* on ABC and *Streets of Laredo* on NBC as having a good chance, however.

CBS's "hit show" should be *Hogan's*

continuing series in the evening, according to Mr. Eaton.

"I can see the development of a concept under which a series can be carried five times a week in prime time, focusing for two to three weeks on one major dramatic story-line and then picking up with another for a similar period of time," he ventured.

Mr. Eaton thought the 1965-66 year would be "about as good" as 1964-65, which he thought was "a good year" in program attractiveness.

Color is "the most exciting thing to hit TV since the advent of tape," he declared, "and will be talked about increasingly during the next year." Grey is "highly aggressive about promoting color," he observed.

**Likes Specials** ■ William Brennan, vice president and manager, radio-TV programming, Compton Advertising, applauded the move toward an expanded number of special shows set for the

misses in 1965-66 but that there seems to be "no real improvement." He felt the expansion in color programming will create demand for an even stronger emphasis on tint as the season progresses and added: "A special won't be a special if it's not in color."

Mr. Stefan noted that the success of some shows will hinge on whether the central character captures the fancy of the viewing public. In this connection, he cited Peter Falk in CBS-TV's *Trials of O'Brien*; Barbara Stanwyck in ABC-TV's *The Big Valley*, and promising newcomers in half a dozen series.

Richard J. Cox, vice president, TV-radio department of Young & Rubicam, voiced the view that the season as a whole will show "no startling changes." He felt there would be some "bright spots" in programming and that westerns will be staging a comeback from a low point of a year ago.

He indicated that the three networks

## A NETWORK DEADHEAT IN 1965-66? continued

would be highly competitive but declined to rate them, pointing out that what was important to him was the strength in individual time periods in which Y & R clients are represented. Mr. Cox thought the networks had set their sights fairly high in new program development for 1965-66 and that generally these aspirations had fallen short of the mark.

**Sharp Competition** ■ From an advertiser's point of view the new season shapes up as the best in some years because of the projected sharp inter-network competition, according to a programs supervisor at a major agency. He envisioned a virtual three-way split among CBS-TV, ABC-TV and NBC-TV.

Color will engender added excitement in TV, the executive declared. Though the number of color receivers still is modest, compared to the all-set total, the emphasis in color programming is bound to have the effect of accentuating interest in TV generally and to whet the viewer's appetite for a color receiver of his own, he said.

More careful attention to detail and quality will be evident this fall because of the emphasis on color, the vice president and program director of a major agency reported. He stressed that color will inject "new excitement" and is likely to "get TV more talked about this year than in previous years."

It was his belief that the networks will compete even more closely than last year for audiences and that no clear-cut number one network will emerge on a consistent basis. He said he personally deplored the networks' tendency to advertise and promote their rankings, pointing out that critics of the medium often cite the weight attached to ratings as an indication of TV's mediocrity.

"The less said about ratings, the better it would be for TV," he said.

**He Likes CBS** ■ The vice president in charge of programing at an agency that spent over \$40 million for network time last year said the coming season's ratings competition could be won by any one of the three contenders, but ventured that "It looks like CBS by a nose, with NBC second and ABC third in a very tight race." He based CBS's assumed lead on "a strong lineup of returning programs, along with a variety of new programs, of which at least 50% should be successful."

Rollo Hunter, vice president of MacManus, John & Adams, New York, saw the 1965-66 season as only "slightly better" than the past year, with "no significant improvement in the caliber of shows."

Mr. Hunter doubted whether the simultaneous three-network start would

result in a faster shaking down of the rating situation. Sampling of the three networks' new offerings will take the viewing public just as long as when programs were introduced over a longer period, he contended.

The vice president in charge of television at a major agency was enthusiastic about the "variety" of new program types on the air this fall and said this improved situation resulted from long-range pilot development policies at the networks. In this respect he felt NBC-TV to be the leader.

This executive forecast "virtually a tie" in the ratings race, but he gave a slight edge to NBC-TV, called CBS-TV the possible runner-up, and placed ABC-TV in a very close third place. CBS-TV, he said, has been the weakest network this year in terms of program development.

**Comedy Praised** ■ Nicholas Keesely, senior vice president in charge of TV-radio programing at Lennen & Newell, contended there were "good prospects" on all three networks. He praised the move toward the accent on comedy and the addition of variety shows (*Steve Lawrence Show* on CBS-TV and *Dean Martin Show* on NBC-TV) as exemplifying the "best in show business."

He said he had always championed comedy and variety programing because "fun shows are the backbone of all entertainment media, whether it be TV, radio, motion pictures or the theater." He conceded that "good comedy is the hardest thing of all to do," but said he was certain that a "fair amount" of comedy series, as always, will score well, while others will fall by the wayside.

William A. Murphy, vice president in charge of media and programing, Papert, Koenig, Lois, didn't see a very "exciting" season ahead.

"There are no important departures or new forms," Mr. Murphy observed, though he found reason to note some "good executions of old forms" showing promise, such as giving new twists to westerns. But on the whole his verdict was: "no originality."

Color's effect, he said, may hurt the black-and-white shows which must compete with color programing. "But in 1966-67, all shows will be in color and these advantages automatically cancel out," he said. CBS may pick up some ground, Mr. Murphy believed, and ABC shows are "the most exciting of the new properties."

**Better than Last Year** ■ John Hoagland, vice president and broadcast director for Ogilvy, Benson & Mather, thought the new season will be better than the past one. He said the pilots are more "interesting" and show a "higher level of production."

Mr. Hoagland asserted that this season would be promising for "the kind of documentaries that directly involve the viewer and in which he can have a feeling of participation." He also saw a possibility that some "hard-core" color viewers who had watched NBC more for its color programing than for other reasons would now, with the increase of color on ABC and CBS, become more apt to tune around. But he doubted this defection would affect ratings.

One agency vice president and radio-TV director predicted a very close race among the networks but felt that positions could change quickly because programs on each of the networks "seem to be dripping out of the same packager's barrel, with the same Nielsen book as a guide."

William B. Templeton, vice president in charge of TV programing, Norman, Craig & Kummel, voiced concern over the high percentage of situation comedies among this season's new entries, and commented: "Good situation comedies become each year increasingly harder to sustain. This year's crop will probably have a mortality rate of 40-50%."

He felt that the addition of color to a program may well add "about two points" to its rating.

A two-point rating edge via the color route was also mentioned by Thomas Calhoun, vice president in charge of programing at N. W. Ayer & Son. He said that color would help some programs, particularly those with an outdoor setting, by as much as the two rating points. He said the coming season will be "about the same as this one—and this one wasn't particularly successful in terms of original programing."

Art Duram, senior vice president, TV and radio, Fuller & Smith & Ross, in predicting a virtual ratings tie among the networks, saw no new program trends developing, and expressed concern over a "lack of creative leadership." He felt the new season would be the "last year of consecutive situation comedies" and other "stand pat" programing, and predicted that 1966-67 "will show tremendous programing changes."

Eugene Petrillo, vice president and radio-TV director, D'Arcy Advertising, had two views of programing prospects for the new season. He felt there would be a slight improvement in the quality of situation comedies but also felt there were far too many of them.

This is the "peak year" for situation comedies, he said, commenting that "there's not enough (comedy) talent on either side of the camera to sustain so many comedy shows." He felt that viewers are "not as interested in comedy as networks and sponsors are" and added that "a show like *Peyton Place* will sell products as well as any comedy."





## ***ACCEPTANCE – SAN FRANCISCO STYLE***

All 15 of the top 15 TV advertisers scheduled announcements on KTVU in 1964.\* This acceptance by the largest, most research-oriented advertisers is dramatic proof of KTVU stature among sponsors and agencies.

This is one more reason why KTVU is the Nation's LEADING Independent Television Station.

\*Based on January 1965 Television Magazine estimates



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; WLIC (TV), Pittsburgh.



**SAN FRANCISCO • OAKLAND**  
Represented by H-R Television

## Toothpastes spent 91% of budgets in TV

The six leading dentifrice advertisers invested more than \$40 million, approximately 91% of their total budgets, in TV in 1964, according

to a report issued last week by the Television Bureau of Advertising.

The 1964 expenditures were 5% higher than in 1963, rising from

\$38,730,800 to \$40,690,600. The TVB study covered toothpastes only and does not include tooth powders or denture products.

| Company           | 1964<br>Dentifrices<br>Leading TV Advertisers* |              |              |                  |           | 1964<br>Magazines | 1964<br>Newspapers | 1964<br>Media total | TV %<br>share |
|-------------------|------------------------------------------------|--------------|--------------|------------------|-----------|-------------------|--------------------|---------------------|---------------|
|                   | Spot TV                                        | Network      | Total TV     | 1963<br>Total TV | %<br>Chg. |                   |                    |                     |               |
| Procter & Gamble  | \$ 6,209,900                                   | \$15,298,300 | \$21,508,200 | \$21,157,900     | + 2       | \$1,336,000       | \$290,500          | \$23,134,700        | 93            |
| Colgate-Palmolive | 3,604,900                                      | 6,499,500    | 10,104,400   | 9,574,300        | + 6       | 1,949,000         | 16,700             | 12,070,100          | 84            |
| Lever Bros.       | 101,300                                        | 4,520,100    | 4,621,400    | 5,475,300        | - 16      | 30,300            | 6,000              | 4,657,700           | 99            |
| Beecham Products  | 349,100                                        | 2,049,800    | 2,398,900    | 392,600          | +511      | .....             | .....              | 2,398,900           | 100           |
| Bristol-Myers     | 695,800                                        | 1,107,800    | 1,803,600    | 2,018,700        | - 11      | 284,200           | .....              | 2,087,800           | 86            |
| Alberto-Culver    | 254,100                                        | .....        | 254,100      | 112,000          | +127      | .....             | .....              | 254,100             | 100           |
| Totals:           | \$11,215,100                                   | \$29,475,500 | \$40,690,600 | \$38,730,800     | + 5%      | \$3,599,500       | \$313,200          | \$44,603,300        | 91            |

\*For toothpaste only.

Sources: Spot TV: (Gross time) TVB/N. C. Rorabaugh; Network TV: (Net time & program costs) TVB/LNA-BAR; Magazines: P.I.B.; Newspapers: Bureau of Advertising.

|                      | 1964<br>Dentifrices<br>(Leading TV Advertisers of Toothpastes only)<br>Media Investments by Brand |             |            |                                                                                              | Total TV  | Magazines | Newspapers |
|----------------------|---------------------------------------------------------------------------------------------------|-------------|------------|----------------------------------------------------------------------------------------------|-----------|-----------|------------|
|                      | Total TV                                                                                          | Magazines   | Newspapers |                                                                                              |           |           |            |
| Procter & Gamble     |                                                                                                   |             |            | Beecham Products                                                                             |           |           |            |
| Crest                | \$12,544,020                                                                                      | \$1,114,960 | \$283,773  | MacLean's                                                                                    | 2,398,930 | .....     | .....      |
| Gleem                | 8,964,150                                                                                         | 221,007     | 6,706      | Bristol-Myers                                                                                |           |           |            |
| Colgate-Palmolive    |                                                                                                   |             |            | Ipana Dentifrices                                                                            | 1,179,800 | 284,230   | .....      |
| Colgate Dental Cream | 9,864,360                                                                                         | 1,942,031   | 4,522      | Ipana Durenamel                                                                              | 623,800   | .....     | .....      |
| Cue                  | 201,040                                                                                           | 6,988       | 12,131     | Alberto-Culver                                                                               |           |           |            |
| Target               | 8,330                                                                                             | .....       | .....      | Mighty White                                                                                 | 254,050   | .....     | .....      |
| Lever Bros.          |                                                                                                   |             |            |                                                                                              |           |           |            |
| Pepsodent            | 2,566,200                                                                                         | 18,660      | 6,018      | Sources: Spot TV (Gross time) TVB/Rorabaugh; Network (Net time & program costs) TVB/LNA-BAR. |           |           |            |
| Stripe               | 2,055,210                                                                                         | 11,641      | .....      |                                                                                              |           |           |            |

## LBJ signs cigarette bill

Last Tuesday (July 27), President Johnson signed into law a cigarette labeling act guaranteeing that for three and a half years, at least, no one will interfere with cigarette advertising.

The bill establishes a warning for packages—"Caution: cigarette smoking may be hazardous to your health"—and forbids other branches of the federal government, states, or localities to require any other kind of warning on packages or in advertising. It will take effect Jan. 1, 1966, and extend until July 1, 1969, at which time Congress hopes to re-examine the question in light of new evidence.

Presidential news secretary Bill Moyers said the President "agreed that the benefits of the bill far outweighed any deficiencies or disadvantages and accordingly signed it." (Some congressmen who opposed the measure on the grounds that it doesn't go far enough had urged a presidential veto.)

The Federal Trade Commission announced that it was vacating rules is-

sued June 22, 1964, requiring a slightly stronger warning on packages and in all advertising. The agency coupled its announcement to a warning that it still has the power and duty "to prohibit 'any advertising which tends to negate the warning which must be placed on the packages'."

## CBA trade with state fair called commercial

The FCC has informed the California Broadcasters Association that its arrangement with the California State Fair and Exposition would result in commercial time logging for all promotional statements made by the member stations on behalf of the fair.

The commission said that the arrangement, which called for the fair to contribute approximately \$17,000 to the CBA in return for which the association would urge its members to promote the fair, is a commercial proposition.

The FCC said that CBA had sought a waiver of the rules requiring sponsorship identification since, the CBA said, none of the money would go directly

to the member stations, but would be used only for association purposes. The FCC replied that since the commitment was made by the association to encourage stations to promote the fair, time donated must be logged as commercial.

The commission said the agreement could lead to discrimination against those which do not contribute money.

Majority opinion was issued last week by Chairman E. William Henry, and Commissioners Robert A. Bartley, Lee Loevinger and James J. Wadsworth. Commissioners Kenneth A. Cox and Robert E. Lee dissented.

## Rep. appointments . . .

■ WHTN-TV Huntington-Charleston, W. Va.: Edward Petry & Co., New York.

■ WEMT(TV) Bangor, Me.: Eastman TV Inc. New York. WEMT plans to go on the air Sept. 12.

■ WMMB Melbourne, Fla.: Jack Masla & Co., New York.

■ WWDC-FM Washington: Quality Media Inc., New York.

■ WLKN Lincoln, Me.: New England Spot Sales, Boston, as New England rep.



**THE STATION THAT 301,000 FAMILIES  
HAVE BEEN WAITING FOR  
IN SOUTHERN INDIANA  
AND SOUTHERN ILLINOIS**

**NEW**  
**W-TWO**  
**TERRE HAUTE**

**Channel 2** 

**...ON THE AIR SEPTEMBER 1, 1965.**

*Represented Nationally by*

 **PETERS,**  **GRIFFIN,**  **WOODWARD, INC.**

*Pioneer Station Representatives Since 1932*

277 PARK AVENUE, NEW YORK 10017 • PHONE 826-6000

CHICAGO • DETROIT • PHILADELPHIA • ATLANTA • CHARLOTTE • MINNEAPOLIS  
ST. LOUIS • DALLAS-FT. WORTH • LOS ANGELES • SAN FRANCISCO

## Agency appointments . . .

■ Socony Mobile Oil Co., New York, has appointed Doyle Dane Bernbach, that city, to handle its corporate advertising. Socony has not done any corporate advertising for the past 10 years. A company spokesman said Socony's corporate budget would depend, in part, on agency recommendations.

■ MacManus, John & Adams, New York, has been named by the U. S. Air Force as advertising agency for its reserve program, replacing Dancer-Fitzgerald-Sample, New York. MJ&A has

handled advertising for the Air Force's active duty program for the past six years. The agency did not reveal the amount of billings involved for either program, but said that radio-TV advertising was used for both.

■ Atchison, Topeka & Santa Fe Railway System, Chicago, effective Nov. 1 moves its \$2 million account from Leo Burnett Co. to Post-Keyes-Gardner, Chicago.

■ Ralston Purina Co., St. Louis, names Chicago office of Foote, Cone & Belding to handle its nearly \$5 million grocery products division including cereals and

Ry-Krisp. Account has been handled by Guild, Bascom & Bonfigli, San Francisco.

■ Carpeteria, Canoga Park, Calif., carpet retailer, has appointed Enyart & Rose, Los Angeles, to handle its advertising. Account bills \$100,000 including spot radio. Emory R. Geisz will be in charge of account team.

■ Penick & Ford Ltd., subsidiary of R. J. Reynolds Tobacco Co., New York, has assigned its consumer product advertising to Pritchard, Wood Inc., New York. The grocery products account had been with Grant Advertising, Chicago

## How humor 'sells' religion on TV

If Stan Freberg could sell religion on radio, the Florida Council of Churches felt a light touch could also be applied to TV spots with equal success. And placement of the TV spots on stations in Florida, Massachusetts, Ohio, Michigan, Pittsburgh, Detroit, Chicago, Kansas City,

St. Louis and New York, indicates the council was right.

Sam Lawder, radio-TV director of the Florida council, said the tongue-in-cheek technique that has gained media and public acceptance is attributable to the "tremendous talent of Mr. Freberg who had al-

ready set a high standard of originality in commercial advertising."

The spot, produced by Soundac Productions Inc., Hollywood, Fla., is designed to play up Florida's good weather "that makes it tough for many people to attend church on Sunday."



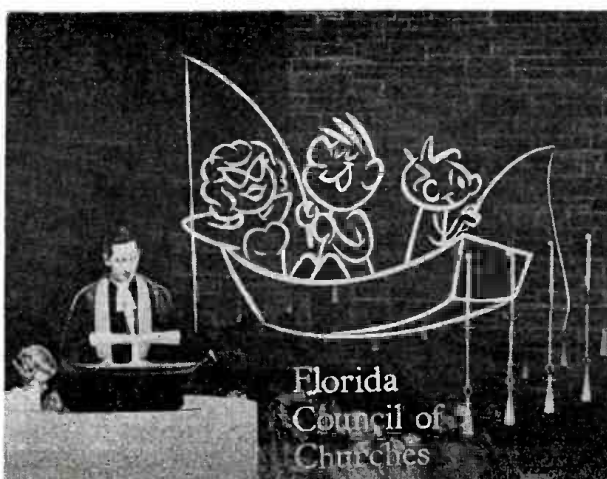
'Bless those who were unable to worship with us today.'



'Because of problems.'



'Because of illness.'



'And other hardships.'



# ***Why WITI-TV purchased Seven Arts' "Films of the 50's and 60's"***

## ***Says Roger LeGrand:***

Vice President and General Manager of WITI-TV 6, Milwaukee

"We purchased Volumes 3, 9 and 10 of Seven Arts' 'Films of the 50's and 60's' because we needed quality feature films for

## ***prime time colorcasting***



And we got them! 165 of these 297 top features (56%) were produced in color including such box office hits as 'Love Is A Many Splendored Thing', 'The Seven Year Itch', 'Magnificent Obsession', 'The Glenn Miller Story', 'Mr. Roberts' and 'April In Paris'.

Color TV is booming now in Milwaukee. Today we have around 80,000 color TV homes (11% of the market). Set sales have begun to multiply and this total should expand considerably by the 1965-66 Fall Season.

We are known to be the No. 1 movie station in Milwaukee. In addition, WITI-TV is the No. 1 television station in the market, sign-on to sign-off.\*

Our reputation as one of the top ABC affiliates in the country makes us work even harder to maintain this high standing.

Seven Arts' 'Films of the 50's and 60's' are indeed responsible for much of our success in feature film programming and colorcasting.

Our recent acquisition of Volume 10—(76% in color)—will add considerable impact to the upcoming programming schedule for our 'Cinema 6' feature film showcase (Thursday 8:00 to 10:00 P.M.)"

\*ARB, March '65. Estimated and limited as shown in Report.



**Seven Arts**

ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., State 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

# The air media: political choice

What politicians think  
of TV: twice the billings  
in 1964 as in 1960

Political advertising expenditures on radio and television soared to a new high in 1964—\$34.6 million—and stations rather than networks got most of the additional money.

The figures on radio and television campaign spending in 1964 were contained in an FCC report, prepared for the Senate and House Commerce Committees, and released to the public last week (CLOSED CIRCUIT, July 26).

The report, based on questionnaires returned from the nation's 5,600 commercial radio and television stations and the networks, shows that candidates spent \$25 million in the general elections alone, the remainder in primaries.

The \$25 million figure compares with one of \$14.2 million for 1960 and \$10 million for 1956, the preceding presidential election years.

Most of the new money was paid to television stations, which reported nearly twice as much income from political broadcasting in 1964 as they did in 1960—\$13,689,394 compared with \$7,125,087 in 1960.

**Network Money** • Network television was paid \$3,807,011 for political broadcasting in 1964, \$2,927,235 in 1960. The total radio network and station figures for the general elections of 1964 and 1960 were \$7,107,584 and \$4,142,956, respectively, with most of the money in both years being spent with the stations.

The Democrats outspent the Republicans in political broadcasting last year

| TOTAL CHARGES <sup>1</sup> FOR POLITICAL BROADCASTS<br>General Elections 1956, 1960 and 1964 |              |              |             |
|----------------------------------------------------------------------------------------------|--------------|--------------|-------------|
|                                                                                              | 1964         | 1960         | 1956        |
| Total Charges                                                                                | \$24,603,989 | \$14,195,278 | \$9,818,342 |
| Republican                                                                                   | 13,032,575   | 7,558,809    | 5,381,891   |
| Democratic                                                                                   | 11,012,626   | 6,204,986    | 4,120,712   |
| Other                                                                                        | 558,788      | 431,483      | 315,739     |
| Television—Total                                                                             | 17,496,405   | 10,052,322   | 6,635,946   |
| Network—Total                                                                                | 3,807,011    | 2,927,235    | 2,930,514   |
| Republican                                                                                   | 1,911,616    | 1,820,360    | 1,733,073   |
| Democratic                                                                                   | 1,895,395    | 1,106,875    | 1,197,441   |
| Other                                                                                        | —            | —            | —           |
| Stations—Total                                                                               | 13,689,394   | 7,125,087    | 3,705,432   |
| Republican                                                                                   | 7,519,494    | 3,610,933    | 2,004,090   |
| Democratic                                                                                   | 5,819,699    | 3,307,987    | 1,549,347   |
| Other                                                                                        | 350,201      | 206,167      | 151,995     |
| Radio—Total                                                                                  | 7,107,584    | 4,142,956    | 3,182,396   |
| Network—Total                                                                                | 119,365      | 78,867       | 320,940     |
| Republican                                                                                   | 88,863       | 44,546       | 144,645     |
| Democratic                                                                                   | 30,502       | 34,321       | 176,295     |
| Other                                                                                        | —            | —            | —           |
| Stations—Total                                                                               | 6,988,219    | 4,064,089    | 2,861,456   |
| Republican                                                                                   | 3,512,602    | 2,082,970    | 1,500,083   |
| Democratic                                                                                   | 3,267,030    | 1,755,803    | 1,197,629   |
| Other                                                                                        | 208,587      | 225,316      | 163,744     |

<sup>1</sup>Before commissions and after discounts.  
NOTE: 1960 and 1964 figures are from FCC Survey of Political Broadcasting. 1956 figures are from 85 Cong., 1 Sess., "1956 General Election Campaigns." Exhibit 24.

—but because of their hotter primary campaign contests overall, the Democrats spent \$17.8 million, the Republicans \$15.9 million and minor party candidates less than \$1 million.

But the Republicans spent more in the general election—\$13 million compared with \$11 million by the Democrats. The Democrats spent \$6.8 million in the primaries, the Republicans \$2.9 million.

The report said that \$12.8 million—or 37%—of all political broadcasting money in 1964 was spent on the presidential and vice presidential contests—25% of radio dollars and 42% of television dollars.

The failure of Congress to suspend the equal-time law last year was evident in a comparison of the free time the networks gave the candidates last year and in 1960, when the law was suspended for the top of the ticket.

The report says television network sustaining time in last year's election totaled 4 hours and 28 minutes for television. In 1960, when time could be given to the major party candidates

without having to give equal amounts to minor party candidates, the total was 39 hours and 22 minutes.

The commission counted as sustaining time unsponsored time made available to candidates, regardless of the format. The money spent by commercial advertisers in sponsoring programs dealing with the candidates was not included in the \$35 million total.

**Sustaining Time** • Almost all television stations (94%) but only 43% of the AM stations reported carrying sustaining time in 1964. Of those giving time, more than half of the TV and one-third of the AM stations carried more than five hours.

However, an analysis of the time given to senatorial candidates provides little support for the argument of some broadcasters that repeal of the equal-time law would induce more of their members to give free time to major party candidates.

According to the report, there were 177 television stations in 20 states where there were no minor-party candidates

TOTAL CHARGES FOR POLITICAL BROADCASTS: 1964

Before commissions and after discounts.

|                                    | Total Charges | TELEVISION   |             |              | AM RADIO     |            |              |
|------------------------------------|---------------|--------------|-------------|--------------|--------------|------------|--------------|
|                                    |               | Total        | 3 Networks  | Stations     | Total        | 4 Networks | Stations     |
| Primary and General Election—Total | \$34,610,714  | \$23,776,935 | \$4,063,640 | \$19,713,295 | \$10,833,779 | \$121,705  | \$10,712,074 |
| Republican                         | 15,916,905    | 11,373,208   | 2,168,245   | 9,204,963    | 4,543,697    | 91,203     | 4,452,494    |
| Democratic                         | 17,841,125    | 11,911,916   | 1,895,395   | 10,016,521   | 5,929,209    | 30,502     | 5,898,707    |
| Other                              | 852,684       | 491,811      | —           | 491,811      | 360,873      | —          | 360,873      |
| Primary—Total                      | 10,006,725    | 6,280,530    | 256,629     | 6,023,901    | 3,726,195    | 2,340      | 3,723,855    |
| Republican                         | 2,884,330     | 1,942,098    | 256,629     | 1,685,469    | 942,232      | 2,340      | 939,892      |
| Democratic                         | 6,828,499     | 4,196,822    | —           | 4,196,822    | 2,631,677    | —          | 2,631,677    |
| Other                              | 293,896       | 141,610      | —           | 141,610      | 152,286      | —          | 152,286      |
| General—Total                      | 24,603,989    | 17,496,405   | 3,807,011   | 13,689,394   | 7,107,584    | 119,365    | 6,988,219    |
| Republican                         | 13,032,575    | 9,431,110    | 1,911,616   | 7,519,494    | 3,601,465    | 88,863     | 3,512,602    |
| Democratic                         | 11,012,626    | 7,715,094    | 1,895,395   | 5,819,699    | 3,297,532    | 30,502     | 3,267,030    |
| Other                              | 558,788       | 350,201      | —           | 350,201      | 208,587      | —          | 208,587      |



for the Senate and 209 stations in 14 other states where minor-party candidates ran against the major-party nominees.

"The proportions of stations which reported some sustaining time for senatorial candidates was the same in each case—29%—or 52 and 61 respectively," the report said. It added that "only 29 TV stations and 49 AM radio stations reported sustaining time for minor-party candidates."

Only 10 AM's and no television stations said they did not provide any time for political broadcasts. But 31% of the television stations and 55% of the AM's said they did not make free time available under any conditions.

The report noted, however, that many of the television stations reporting that policy actually carried network sustaining programs and some reported nonnetwork sustaining time.

Broadcasting, according to the report, still has a small voice as far as edi-

torializing is concerned. Only 17 television stations and 140 AM's reported they broadcast editorials for or against candidates. Ten of the television stations and 59 of the AM's reported broadcasting reply statements to their editorials. The report showed a total of 83 editorials broadcast on television, 2,647 on AM. Most dealt with the presidential race.

## Business briefly . . .

**United Air Lines**, through Leo Burnett, both Chicago; **Kaiser Jeep Corp.**, Toledo, Ohio, through Compton Advertising, New York, and **Reynolds Metals Co.**, Richmond, Va., through Lennen & Newell, New York, will sponsor *The World Series of Golf* in color on NBC-TV on the weekend, Sept. 11 and 12 (5-6:30 p.m. EDT, both days).

**The American Express Co.**, through Ogilvy, Benson & Mather, both New York, will co-sponsor *Alexander Ken-*

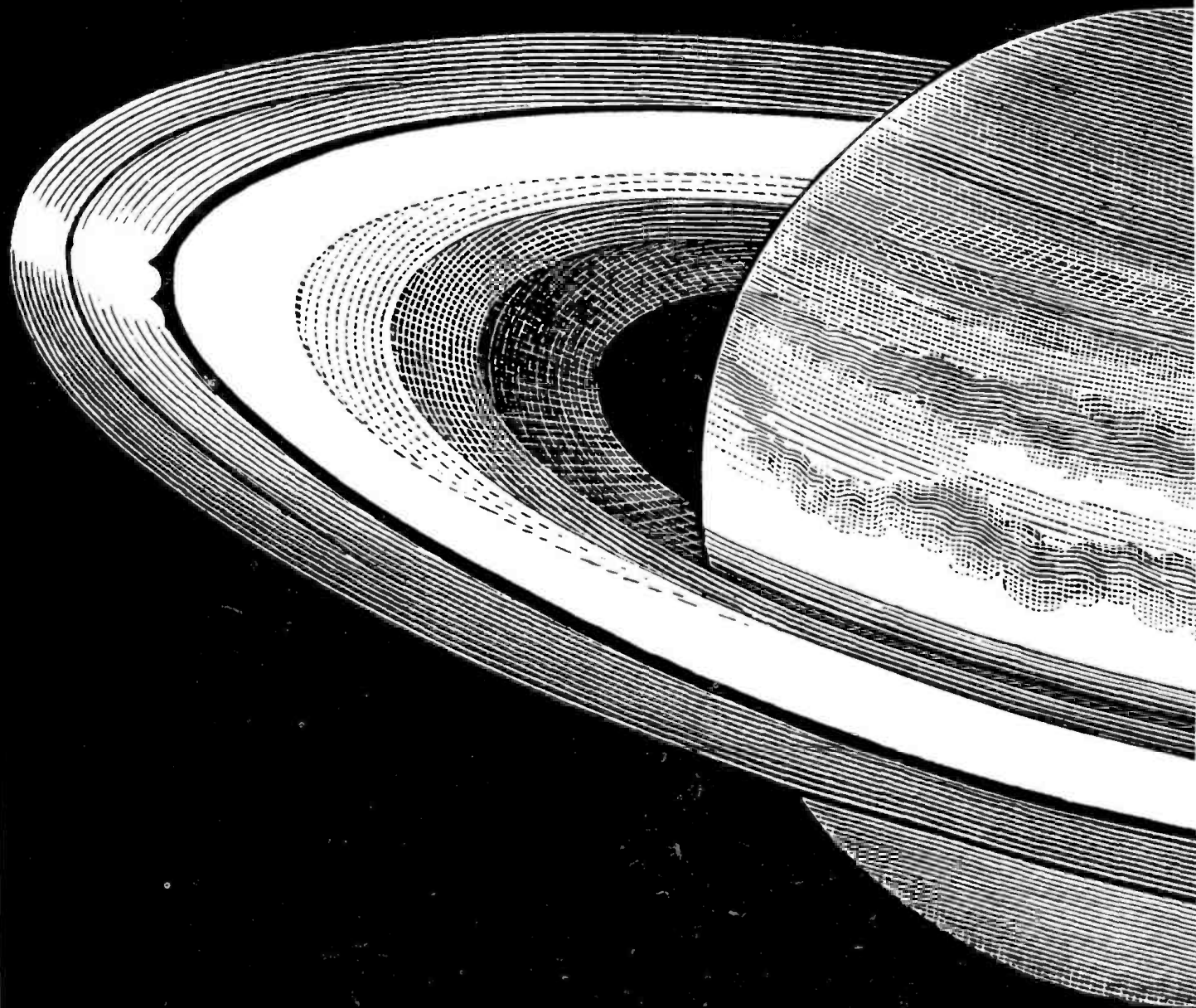
*drick Reporting*, a new weekday program on CBS Radio, beginning Aug. 9 (5:30-5:35 p.m. EDT). Sponsorship for American Express Travelers Cheques is for five commercials a week, for 52 weeks.

**Luden's Inc.**, Reading, Pa., through Erwin Wasey Inc., New York, will participate in CBS Radio's *CBS Network News* on weekdays at the rate of 10 commercials a week, beginning Nov. 8.

**Xerox Corp.**, Rochester, N. Y., through Papert, Koenig, Lois, New York, in large spot buy, has brought the Triangle Stations' colorcast of the 1965 Watkins Glen (N. Y.) Championship Auto Race in 122 markets, for telecast on various dates starting Sept. 1 (CLOSED CIRCUIT, July 26). The race took place June 27 and had been carried live in a direct feed to 132 stations and was carried on the Armed Forces Radio Service.

**International Latex Corp.**, through Ted Bates & Co., both New York, will par-

| TELEVISION STATIONS                                 |                           |              |             |              |           | AM RADIO STATIONS                                   |                           |              |             |             |           |
|-----------------------------------------------------|---------------------------|--------------|-------------|--------------|-----------|-----------------------------------------------------|---------------------------|--------------|-------------|-------------|-----------|
| TOTAL STATION CHARGES FOR POLITICAL BROADCASTS—1964 |                           |              |             |              |           | TOTAL STATION CHARGES FOR POLITICAL BROADCASTS—1964 |                           |              |             |             |           |
| Primary and general elections                       |                           |              |             |              |           | Primary and general elections                       |                           |              |             |             |           |
| States                                              | No. of Stations Reporting | Total        | Republican  | Democratic   | Other     | States                                              | No. of Stations Reporting | Total        | Republican  | Democratic  | Other     |
| Alabama                                             | 13                        | \$217,980    | \$59,716    | \$153,875    | \$4,369   | Alabama                                             | 109                       | \$135,527    | \$31,651    | \$101,261   | \$2,615   |
| Alaska                                              | 5                         | 48,318       | 23,224      | 25,094       | ...       | Alaska                                              | 14                        | 68,104       | 30,261      | 37,834      | 9         |
| Arizona                                             | 9                         | 305,359      | 139,932     | 159,401      | 6,026     | Arizona                                             | 51                        | 185,366      | 95,036      | 85,088      | 5,242     |
| Arkansas                                            | 6                         | 180,418      | 97,886      | 78,289       | 4,243     | Arkansas                                            | 73                        | 141,933      | 63,536      | 75,507      | 2,890     |
| California                                          | 33                        | 2,414,057    | 1,322,137   | 944,101      | 147,819   | California                                          | 206                       | 837,114      | 449,148     | 307,611     | 80,355    |
| Colorado                                            | 9                         | 104,726      | 70,866      | 33,424       | 436       | Colorado                                            | 62                        | 96,293       | 51,888      | 42,045      | 2,360     |
| Connecticut                                         | 3                         | 63,904       | 44,857      | 19,047       | ...       | Connecticut                                         | 35                        | 91,206       | 52,771      | 37,772      | 663       |
| District of Columbia                                | 4                         | 148,627      | 41,246      | 107,381      | ...       | Delaware                                            | 9                         | 33,405       | 16,666      | 16,557      | 182       |
| Florida                                             | 17                        | 1,114,932    | 174,312     | 885,305      | 55,315    | District of Columbia                                | 6                         | 51,950       | 10,700      | 40,153      | 1,097     |
| Georgia                                             | 11                        | 336,101      | 130,892     | 200,382      | 4,827     | Florida                                             | 161                       | 877,159      | 124,419     | 739,487     | 13,253    |
| Hawaii                                              | 4                         | 236,191      | 91,588      | 144,603      | ...       | Georgia                                             | 144                       | 377,417      | 87,967      | 281,443     | 8,007     |
| Idaho                                               | 6                         | 58,628       | 40,046      | 17,286       | 1,296     | Hawaii                                              | 21                        | 104,684      | 45,864      | 57,522      | 1,298     |
| Illinois                                            | 16                        | 973,049      | 593,525     | 378,063      | 1,461     | Idaho                                               | 36                        | 34,355       | 19,407      | 14,365      | 583       |
| Indiana                                             | 17                        | 812,973      | 392,960     | 418,862      | 1,151     | Illinois                                            | 113                       | 523,478      | 262,010     | 258,999     | 2,469     |
| Iowa                                                | 11                        | 188,313      | 106,800     | 79,500       | 2,013     | Indiana                                             | 73                        | 393,948      | 159,047     | 229,647     | 5,254     |
| Kansas                                              | 12                        | 158,954      | 118,351     | 40,516       | 87        | Iowa                                                | 66                        | 121,272      | 63,840      | 56,197      | 1,235     |
| Kentucky                                            | 7                         | 134,363      | 69,011      | 65,247       | 105       | Kansas                                              | 57                        | 169,093      | 117,202     | 50,938      | 953       |
| Louisiana                                           | 12                        | 895,861      | 171,130     | 723,957      | 774       | Kentucky                                            | 88                        | 75,427       | 33,943      | 38,103      | 3,381     |
| Maine                                               | 6                         | 125,176      | 93,747      | 31,429       | ...       | Louisiana                                           | 75                        | 226,468      | 50,425      | 173,357     | 2,686     |
| Maryland                                            | 4                         | 237,130      | 79,877      | 156,328      | 925       | Maine                                               | 28                        | 33,287       | 16,853      | 16,191      | 243       |
| Massachusetts                                       | 9                         | 438,273      | 152,031     | 285,455      | 787       | Maryland                                            | 45                        | 142,247      | 35,615      | 102,980     | 3,652     |
| Michigan                                            | 15                        | 558,158      | 292,600     | 232,597      | 32,961    | Massachusetts                                       | 60                        | 384,934      | 158,746     | 224,710     | 1,478     |
| Minnesota                                           | 10                        | 180,862      | 105,348     | 61,824       | 13,690    | Michigan                                            | 108                       | 421,063      | 192,322     | 181,834     | 46,907    |
| Mississippi                                         | 7                         | 42,810       | 22,117      | 19,667       | 1,026     | Minnesota                                           | 76                        | 147,361      | 85,805      | 31,683      | 29,873    |
| Missouri                                            | 16                        | 530,223      | 227,838     | 302,385      | ...       | Mississippi                                         | 58                        | 20,712       | 6,991       | 13,101      | 620       |
| Montana                                             | 8                         | 151,477      | 84,150      | 62,396       | 4,931     | Missouri                                            | 87                        | 266,009      | 90,988      | 169,684     | 5,337     |
| Nebraska                                            | 11                        | 147,617      | 101,109     | 42,996       | 3,512     | Montana                                             | 38                        | 105,726      | 55,592      | 45,381      | 4,753     |
| Nevada                                              | 5                         | 218,131      | 68,620      | 131,357      | 18,154    | Nebraska                                            | 41                        | 106,294      | 62,978      | 30,629      | 12,687    |
| New Hampshire                                       | 1                         | 27,525       | 24,846      | 2,679        | ...       | Nevada                                              | 17                        | 58,892       | 14,993      | 41,313      | 2,586     |
| New Mexico                                          | 5                         | 111,899      | 62,579      | 49,018       | 302       | New Hampshire                                       | 22                        | 53,779       | 33,323      | 20,289      | 167       |
| New York                                            | 25                        | 1,326,550    | 593,968     | 660,101      | 72,481    | New Jersey                                          | 30                        | 94,525       | 42,778      | 50,435      | 1,312     |
| North Carolina                                      | 13                        | 567,505      | 128,083     | 439,422      | ...       | New Mexico                                          | 45                        | 120,842      | 43,664      | 76,344      | 834       |
| North Dakota                                        | 10                        | 153,628      | 93,887      | 55,196       | 4,545     | New York                                            | 140                       | 561,612      | 312,361     | 238,718     | 10,533    |
| Ohio                                                | 21                        | 701,172      | 433,976     | 216,596      | 50,600    | North Carolina                                      | 161                       | 311,632      | 52,932      | 253,685     | 5,015     |
| Oklahoma                                            | 10                        | 463,487      | 172,491     | 286,110      | 4,886     | North Dakota                                        | 22                        | 53,248       | 35,459      | 15,965      | 1,824     |
| Oregon                                              | 11                        | 240,473      | 195,809     | 25,799       | 18,865    | Ohio                                                | 103                       | 429,999      | 231,462     | 179,016     | 19,521    |
| Pennsylvania                                        | 18                        | 839,912      | 540,798     | 298,454      | 660       | Oklahoma                                            | 57                        | 277,965      | 94,063      | 172,057     | 11,845    |
| Rhode Island                                        | 2                         | 97,255       | 44,685      | 52,040       | 530       | Oregon                                              | 72                        | 142,830      | 92,027      | 38,471      | 12,332    |
| South Carolina                                      | 10                        | 119,400      | 50,945      | 66,661       | 1,794     | Pennsylvania                                        | 155                       | 345,593      | 190,837     | 153,438     | 1,318     |
| South Dakota                                        | 6                         | 66,376       | 48,642      | 17,734       | ...       | Rhode Island                                        | 15                        | 74,289       | 28,680      | 45,449      | 160       |
| Tennessee                                           | 14                        | 558,133      | 274,902     | 272,945      | 10,286    | South Carolina                                      | 89                        | 100,081      | 33,721      | 63,959      | 2,401     |
| Texas                                               | 44                        | 1,696,083    | 763,242     | 930,832      | 2,009     | South Dakota                                        | 24                        | 31,439       | 21,659      | 9,536       | 244       |
| Utah                                                | 3                         | 203,859      | 110,164     | 93,072       | 623       | Tennessee                                           | 117                       | 239,169      | 70,739      | 153,685     | 14,745    |
| Vermont                                             | 1                         | 45,423       | 25,552      | 19,871       | ...       | Texas                                               | 254                       | 776,745      | 251,758     | 513,614     | 11,373    |
| Virginia                                            | 11                        | 126,320      | 62,825      | 58,182       | 5,313     | Utah                                                | 29                        | 100,437      | 54,122      | 45,561      | 754       |
| Washington                                          | 13                        | 377,662      | 178,094     | 196,980      | 2,588     | Vermont                                             | 15                        | 35,005       | 15,190      | 19,796      | 19        |
| West Virginia                                       | 9                         | 188,338      | 75,137      | 112,673      | 528       | Virginia                                            | 98                        | 53,678       | 19,628      | 31,668      | 2,382     |
| Wisconsin                                           | 14                        | 685,191      | 348,358     | 330,228      | 6,605     | Washington                                          | 80                        | 250,958      | 128,458     | 111,544     | 10,956    |
| Wyoming                                             | 3                         | 94,513       | 60,064      | 31,161       | 3,288     | West Virginia                                       | 52                        | 129,073      | 40,884      | 83,937      | 4,252     |
| Total U.S.                                          | 530                       | \$19,713,295 | \$9,204,963 | \$10,016,521 | \$491,811 | Wisconsin                                           | 82                        | 229,399      | 134,216     | 91,838      | 3,345     |
|                                                     |                           |              |             |              |           | Wyoming                                             | 27                        | 69,052       | 37,869      | 28,310      | 2,873     |
|                                                     |                           |              |             |              |           | Total U.S.                                          | 3,646                     | \$10,712,074 | \$4,452,494 | \$5,898,707 | \$360,873 |



ASTRONUT





He's out of this world. He's television's newest, nuttiest cartoon sensation. He's the star of a bright new package of 26 fun-filled half hours (104 cartoons in all) available in *full color* or black and white from CBS Films. In addition to Astronut himself, "*The Astronut*

*Show*" brings you such other Terrytoons favorites as Luno the Soaring Stallion, Hashimoto-San, Silly Sidney and many more. Big market television stations are buying up "*The Astronut Show*" at first sight. Call us today. Results? But astronomical! **© CBS FILMS**

Offices in New York, Chicago, San Francisco, Dallas, Atlanta

participate in NBC-TV's *Run for Your Life*, *I Spy*, *Laredo* and *Camp Runamuck* in the new season. **Coats & Clark's Sales Corp.**, through Fuller & Smith & Ross, both New York, will participate in *Tonight Show Starring Johnny Carson* and *The Saturday Night Tonight Show*.

New business for next season signed by ABC-TV last week included an **American Tobacco Co.** purchase in *The Big Valley* to add to its sponsorship in *The FBI Story* announced earlier; a **General Foods Corp.** contract for 312 scattered minutes in the daytime schedule; a **Nox-zema** buy in *World Wide Sports*, making that show 85% sold out, and **Colgate-Palmolive Co.** and **Merck & Co.** (Succrets) also signing for daytime participations.

**The Coca-Cola Co.**, Atlanta, through McCann-Erickson, New York, will sponsor *Charlie Brown's Christmas*, a cartoon special in color, on CBS-TV on Thursday, Dec. 9 (7:30-8 p.m. EST). Also through M-E, Coca-Cola has renewed for the fourth consecutive year its spot schedule on the Ivy Radio Network. The network is comprised of campus stations at Harvard, Princeton, Columbia, Brown, University of Pennsylvania, Cornell and Dartmouth.

**Pacific Finance Corp.** through Hixon and Jorgenson, Los Angeles, today starts saturation radio campaigns in Los Angeles, San Diego, Dallas-Fort Worth and Beaumont-Port Arthur, Tex., using stations in top 40 and music-news-sports programming. The campaign will run at least through the rest of the year, with about 29 stations broadcasting over 599 spots a week in the four markets. The cost of the campaign was estimated at substantially more than \$100,000.

**Campbell Soup Co.**, Camden, N. J., through BBDO, New York, will start a major radio-TV campaign for tomato soup, beginning in September. In addition to participations in Campbell's network TV shows, spot TV will be used in 10 major markets. Weekly radio commercials will be broadcast on the four radio networks and additional spots are scheduled in 76 major markets.

### Armour moves major products

Armour & Co., Chicago, switches some \$2 million in accounts to Needham, Harper & Steers and North Advertising there.

NH&S gets Dash Dog Food and Appian Way Pizza Mix while North gets Princess Dial soap and Magic Finish Sizing. Both also get new products. Foote, Cone & Belding, Chicago, which continues to handle Dial soap, loses Dash, Appian Way and Princess Dial. Magic Finish was at Young & Rubicam.

## Plans set for joint AFA-AAW commission

An accelerated educational and legislative program for advertising at the national level will be undertaken in the year ahead under the joint auspices of the Advertising Federation of America and the Advertising Association of the West, according to Richard L. Ryan, manager of KLOK San Jose, Calif., chairman of a joint AFA-AAW commission representing both organizations in matters of national scope.

The program will be activated chiefly from a Washington office representing both organizations. Established by the AFA to maintain close contact with federal legislation and regulation affecting advertising, the Washington office for the past two years has been partially underwritten by the AAW under a voluntary program which has now been made permanent. At its recent convention in Honolulu (BROADCASTING, June 28), the AAW voted to become a permanent partner of the AFA in the Washington operation and to support it by a \$2 increase in annual dues for the 6,000 AAW members.

Plans for the coming months were cemented late in July at a meeting of Mr. Ryan with Lee Fondren, board chairman of the AFA, and Oliver Crawford, board chairman of the AAW. Mr. Fondren is manager of KJZ Denver; Mr. Crawford is regional manager of *TV Guide* in Los Angeles.

### Also in advertising . . .

**Purchase and expansion** ■ Jingle-writer Joel Herron has purchased Ffortissimo Productions Inc., New York, a firm specializing in film soundtrack recordings. Mr. Herron plans to expand the company to include production of radio and TV commercials and jingles.

**BBDO products report** ■ BBDO's marketing department has released its July *New Products Digest* covering some 150 new or improved products listed by product category. Report subscribers also will receive a six-month review listing 623 new products alphabetically by manufacturer and indexed by product name. Reports have been available since January on a \$25-per-year subscription basis (383 Madison Avenue, New York 10017).

**Available** ■ WRGB(TV) Schenectady, N. Y., is making its video-tape recording gear available for production by national clients and their agencies. The tape equipment can handle color as well as black-and-white.

**A dose for doctor** ■ E. H. Russell & Co., Chicago agency which believes in using its own medicine, has purchased

100 minute spots over the next month on WLS-FM there to tell prospective clients how they can get "big agency" thinking on small budgets. WLS-FM has just gone all-stereo sports, news and music.

**New firm** ■ Producing Artists, West, has been formed by Jack Linkletter, president, Linkletter Enterprises, and Bob McCahon, president, Producing Artists Inc., New York. New company, sharing offices with Linkletter Enterprises at 825 South Barrington, West Los Angeles, will specialize in the production of TV commercials.

## Timebuyers discuss what radio needs

Definition of radio's reach, more rating material, proof of national impact, need for dramatic telling of radio's story and finally a continued belief that new radio research methods are needed for proper measurement of all aspects of listening were among the key points brought up by timebuyers in the third of a series of seminars held by McGavren-Guild Co., New York.

Timebuyers attending the seminar, which dealt primarily with research, were George Kluhsmeier of William Esty; Don Garvey with McCann-Erickson; Gerry McGee, George Hadley and Gordon Sulcer, all of Ogilvy. Benson & Mather; Don Bronzino of Young & Rubicam; Bernie McCoy, J. Walter Thompson; Ira Gronsier and Ray Fertakos with Sullivan, Stauffer, Colwell & Bayles; Ray Stelz, Needham, Harper & Steers; Elaine Whalen, and Gale Rivman of Altman, Stroller & Chalk.

### M-E opens in Pittsburgh

McCann-Erickson Inc., a division of the Interpublic Group of Companies, opens an office in Pittsburgh today (Aug. 2). Main function of the new M-E facility will be to service the Westinghouse consumer products accounts. The new office, headed by Robert W. Schwing, vice president, is at 2 Gateway Center. Its opening brings M-E's total office count to 66, spread through 32 countries.

### Goodrich to sponsor specials

B. F. Goodrich Co., Akron, Ohio, will sponsor one-half of *NBC White Paper: Surrender of Japan* on Sept. 19 (6:30-7:30 p.m. EDT) and one-half of a *Project 20* repeat of *Tall American: Gary Cooper* on Aug. 15 (7:30-8:30 p.m. EDT). Agency: BBDO, New York.





## Maybe we can't please all the people all the time... but we keep trying!

In a recent nationwide survey, customers of the investor-owned electric companies were asked: "Is there anything about the electric service or your dealings with the electric company that has been unsatisfactory in any way?" The results: 91% indicated satisfaction, while 9% said they were not completely satisfied or expressed no opinion.

We have a mighty serious interest in that kind of information because, like any American business, our determination to serve

you well is at the hub of everything we do.

That's why the men and women of the more than 300 investor-owned electric light and power companies work around the clock and around the calendar to keep your electric service dependable. That's why we are constantly building to make sure there will always be plenty of electricity. And that's why we are always looking for new ways to keep electric service your best household bargain.

If you're among the 91% who seem to like the way we do things, we assure you that we're going to continue working—even harder—to keep you happy with us. That's a promise.

And it's also the best way, we believe, to put a smile on the face of everyone we serve.

You've got good things going for you with service by  
**Investor-Owned Electric  
Light and Power Companies\***

\*Names of sponsoring companies available through this magazine

# More bad news for the groups

**What FCC will favor in contests for new stations:  
local ownership that also manages and is without  
cross-ownership in other stations or other media**

Select a group of men and women who plan to work in the broadcasting station for which they are seeking an FCC authorization. Make sure they live in the community involved. Make doubly sure that none of them owns interests in other mass media, such as a large newspaper in the same community.

And, voila, an applicant has been created that stands a good chance of winning the grant, even against an out-of-town group owner with a demonstrated record of good broadcasting, under a policy statement on comparative hearings issued by the FCC last week.

The statement, essentially the same

as one tentatively approved by the commission in May (BROADCASTING, May 24), represents an effort to clarify and provide consistency in the decision-making process in cooperative hearings. It is also an effort to streamline hearings by ruling out irrelevant material.

It stresses diversification of control of mass media, local ownership and integration of management and ownership. Program proposals are downgraded in importance, as is experience and past broadcast record.

The commission acknowledged the difficulty in establishing a clear order of priorities in decision making, declaring that "various factors cannot be assigned absolute values." It also made

clear it is not binding itself to "deal with all cases at all times" as it has dealt with seemingly similar cases in the past. Commission membership, as well as commissioners' views, are subject to change, the statement noted.

**Dissents** ■ Despite these qualifying remarks, the statement was criticized by Commissioners Rosel H. Hyde and Robert T. Bartley who, in dissenting opinions, said the commission was attempting to press all applicants into the same mold and was limiting its room for discretion. And it was damned with faint praise by Commissioner Robert E. Lee, in a concurring statement.

The statement, intended as a guide for hearing examiners and the review board, which reviews examiners' decisions, will apply to cases involving new applicants for the same facilities. The statement noted that it does not deal with "the somewhat different problems raised" in cases in which a new applicant is competing with a broadcaster seeking renewal of license.

The policy will be used in deciding all new cases. Hearings already under way will be governed by the policy "to the extent practicable," the statement said. Cases already decided won't be reconsidered.

The commission states two objectives to be served by the hearing process—providing the public with the best practicable service and assuring a maximum diversification of control of mass media of communications.

The commission feels diversity of control of mass media "is always a public good in a free society," particularly when government licensing limits access to use of the frequencies.

**Compatible Goals** ■ And since independence and individuality of approach "are elements of rendering good program service, the primary goals of good service and diversification of control are also fully compatible," the FCC said.

In concentration-of-control questions, the commission will consider the extent of control of media, their location and size, their coverage and relationship to other media in the communities involved.

The statement said that an owner's

## Employees' views sought on new CBS building

CBS Board Chairman William S. Paley and President Frank Stanton and other corporate officers expect to be in the new CBS building in New York this week at 51 West 52d Street. Their move marks the vacancy by CBS of all of its former headquarters space at 485 Madison Avenue. The corporate suite of offices is on the 35th floor of 51W52, but Dr. Stanton and Mr. Paley will occupy temporary quarters on the 34th floor until regular offices are completed (CLOSED CIRCUIT, July 5).

Dr. Stanton's plans to be in the new building were contained in "Dear Joe" and "Dear Miss Jones" letters sent last week to every 10th employee of the more than 2,000 who work at the new building. Every person receiving the letter was asked to let Dr. Stanton know "exactly how things have worked out for you and how you feel about your quarters."

Among the matters asked about: "how you like working in the building, what things you would change or add, what others say about the building, how you have found the air conditioning, the lighting, and

any and everything else, including the washrooms?"

Dr. Stanton noted that CBS was "just about all moved in at 51W52, even though we are a long way from being set. Pictures, plants, ashtrays, floor directories, ground floor lobby desks, and a thousand and one adjustments are yet to come—including completion of the 51/20 Club, and getting someone to turn on the clocks." (CBS said the 51/20 Club is a cafeteria-restaurant on the 20th floor of the building. Clocks in the new building, it was said, were especially designed and created, and not all of them have been installed but they all will run off a master control, which has not been placed in operation.)

Dr. Stanton prefaced his request for comment, by noting:

"In the firm belief that buildings are for people—certainly people make CBS what it is, not bricks and mortar—I would like to ask for your help. Our new building means a lot to Mr. Paley and me, and I want to make sure we know how you find it, for I am anxious to have you feel as good about it as we do."

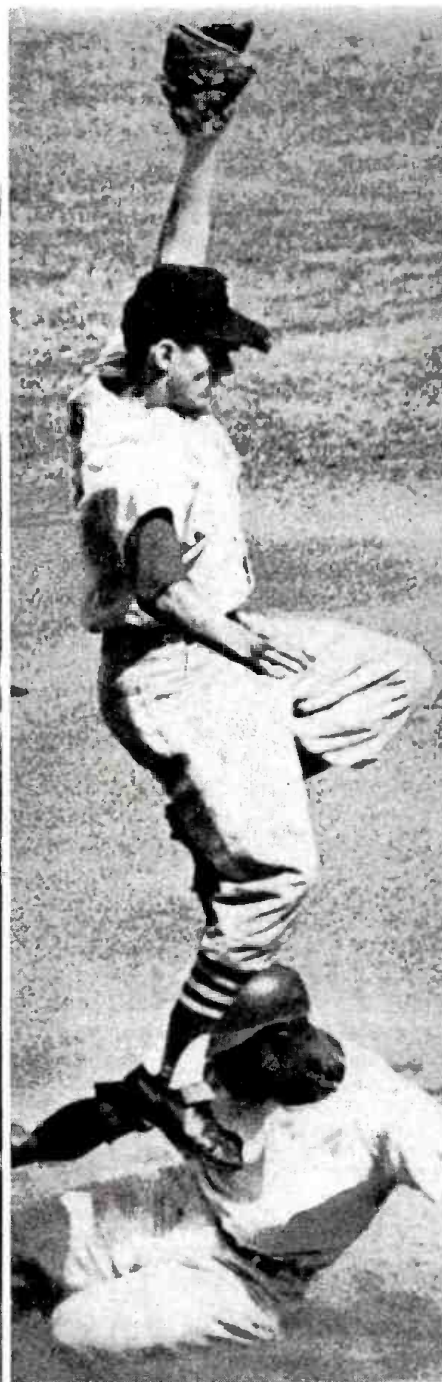


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**SHENANDOAH, IOWA**

**years of the best  
in service and entertainment  
for its audiences in  
a four state area.**

**EDWARD PETRY & CO., INC.**



AFL & NCAA FOOTBALL, FOUR COLLEGE BOWL GAMES / BASEBALL'S WORLD SERIES / WORLD SERIES OF GOLF, BING CROSBY NATIONAL PRO-AM





## We Draw the Line at Hopscotch

We've nothing against hopscotch, actually. It's a fine, healthful game that keeps the tots off the streets (and on the sidewalks).

But, if NBC Sports doesn't include hopscotch in its coverage, it's because we're much too busy bringing viewers the most important and most exciting sports attractions the world over.

And, not incidentally, most of the events are broadcast in color.

The policy of concentrating on the biggest and the best has earned NBC its position as the No. 1 sports network. And the decisive superiority of our sports coverage will be even more evident this coming season.

In pro football, we'll be telecasting—for the first time—the weekly contests of the American Football League. In college stadiums NBC will be giving viewers NCAA football each Saturday and—at regular season's end—more Bowl games than any other network.

The range of NBC Sports coverage is further exemplified by the exclusive telecasts of the World Series; the Bing Crosby National Pro-Am golf tourney; and the weekly NBC Sports in Action.

As long as there are truly interesting and significant athletic events to televise, NBC Sports will continue to give our audiences the very best view of the very best. Until then, hopscotch will simply have to wait.

**NBC SPORTS**



NBC SPORTS IN ACTION...

## Group owners seek research for case against FCC

The Council for Television Development, a union of group station owners formed to combat FCC limitations on multiple ownership in major markets, expects to hire independent research organizations to gather material in defense of its position.

The council's research committee, under the chairmanship of Hathaway Watson of RKO General, met in New York last week to define the areas in which research would be directed.

Mr. Watson indicated research projects had not been specifically set but they might fall into two broad categories dealing with the general question of whether multiple ownership had reduced or intensified competition within the broadcasting industry.

The FCC's concern with concentration of ownership, he said, might be interpreted as a fear of undue consolidation of economic power or the concentration of programing outlets and consequent control of public opinion.

**Finances Not Discussed** ■ Research in this area is being considered by the committee, Mr. Watson said, but no research organizations have been contacted yet and no budget set for the project. Mr. Watson said the question of how the research would be financed had not even been discussed.

Present at the New York meeting were Dwight Martin, WDSU-TV New Orleans; Thomas J. Dougherty, Metromedia stations; Wrede Petersmeyer, Corinthian Broadcasting; D. L. Provost, Hearst Corp.; John E.

McCoy, Storer Broadcasting; Frederick Gilbert, Time-Life Broadcasting, and T. Ballard Morton, WAVE Inc.

The Council for Television Development grew out of meetings of group broadcasters last January in Miami and two weeks ago in Chicago at which the FCC's stance on multiple station ownership was discussed (BROADCASTING, July 26).

In a notice of inquiry and proposed rulemaking in June the commission gave notice of its intention to hold common ownership of television stations down to three properties in the top 50 markets.

Mr. Watson said study areas for research would be further refined before submission to the members of the research committee. A date for the meeting was not set.

full-time participation in a station's operation is "of substantial importance." Such participation would provide a likelihood of "sensitivity" to a community's programing needs and would assure the "desirable" association of legal responsibility and day-to-day performance, the statement said.

It added that the value of the integration factor is increased if the participating owners are local residents and have broadcasting experience. Participation in management by a local resident "indicates a likelihood of continuing knowledge of changing local interests and needs," the statement said.

Although according weight to experience when connected with integration, the commission said it will normally consider that element of minor significance. The statement said emphasis upon experience "could discourage qualified newcomers to broadcasting," and it "generally confers only an initial advantage" on an applicant. Experience, it noted, can be acquired.

**Programing Minimized** ■ The commission downgraded programing plans to the point of wiping them out as a standard comparative issue. The statement said the commission will not give decisional significance to program plans unless there are "substantial differences" between competing applications on this point.

"The importance of program service is obvious," the statement noted, but added that precisely made program proposals often have to be changed "not only in details but in substance" after an application is granted to meet changing needs.

The commission said it will designate programing as an issue only where it feels it "appropriate." Applicants themselves can request the addition of such an issue if they feel they can demonstrate "significant differences" in program plans.

"Past broadcast record"—which includes past ownership of and significant participation in a broadcast station by an applicant—will be disregarded by the commission if "within the bounds of average performance" the statement said. "Average future performance is expected."

However, the commission will be interested in records which are "either unusually good or unusually poor." The commission, for instance, will consider past records which show "unusual attention to the public's needs and interests," or "either a failure to meet the public's needs and interests or a significant failure to carry out representations made to the commission."

**Other Factors** ■ The statement also said:

Efficient use of frequency by the proposed facility will be an important consideration.

Character qualifications will not be considered unless a specific issue on that point has been added. The aim is to avoid unduly prolonging the hearing as well as to bar "those situations where an applicant converts the hearing into a search for his opponent's blemishes," no matter how remote in time and significance.

Petitions to add additional issues will be favorably considered only when "they demonstrate that significant evidence

will be adduced."

**Sharp Dissent** ■ Commissioner Hyde scored the statement as a device for pressing "applicants into a mold in order to meet the commission's preconceived standards." He said this would deter "perhaps better qualified applicants from applying, preclude significant consideration of material differences among applicants and result in automatic preference of applicants slavishly conforming to the mold, and eventually force the commission to decide on trivial differences among applicants. . . ."

He said a better approach to the clarification of criteria is in the production of better-written hearing-case decisions which would point out to the industry the matters given weight by the commission.

He also suggested that the commission employ the procedural device of "discovery," requiring the staff to make a careful examination of each applicant before hearing orders are issued, to ferret out issues which will cover all meaningful differences, rather than order hearings on "boilerplate issues and preconceived conclusions."

**Local vs. Experience** ■ Mr. Hyde was particularly critical of the criteria favoring local-owner applicants. "How can we decide in advance and in a vacuum that a specific broadcaster with a satisfactory record in one community will be less likely to serve the broadcasting needs of a second community than a specific long-time resident of that second community who doesn't have broadcast experience?"

Commissioner Bartley said the commission is attempting "the impossible"



when it "prejudges the decisional factors in future cases." He also said there are so many varying circumstances in each case that a factor in one may be more important than the same factor in another.

"There's nothing static in radio but the noise," he said quoting himself on an earlier occasion. "If we are to encourage the large and more effective use of radio in the public interest, we must avoid becoming static ourselves."

Commissioner Lee said he concurred "with considerable reluctance," disappointed that the commission didn't examine alternative methods of selecting a winner from a group of applicants.

The commissioner has often expressed unhappiness over the plight the commission faces in having to choose among six or more applicants, many of whom are often of virtually equal quality.

"The real blow" in such situations comes after the commission, at the end of a long, frustrating and tortuous decisional process, makes a grant, he said, when the winner sells the station to someone who could not have prevailed over the other applicants in a comparative hearing.

There may be no better selection process, he said. And if this is so: "It seems like a 'helluva way to run a railroad,' and I hope these few comments may inspire the commission to find that better system, even if it requires changes in the Communications Act."

## TV groups start offensive

Seek postponement of  
FCC policy on top-50  
market station sales

The Council for Television Development, organized two weeks ago to fight the FCC's restrictions on TV group owners in major markets (BROADCASTING, July 26), made its first move last week. It asked the commission to rescind or postpone indefinitely its interim policy virtually barring the sale of television stations in the top 50 markets to groups with stations in those markets.

The council said there is no urgent need for the policy which, it said, could have a "substantial and irreparable" effect on group owners by denying them the opportunity to buy and sell stations in the major markets. The council noted that the policy was adopted without affording broadcasters an opportunity to

comment on it.

The policy, adopted pending conclusion of a rulemaking, limits ownership in the top 50 markets to three stations, no more than two of them VHF's. The interim policy requires a hearing in cases in which a group owner proposes to acquire stations in excess of the proposed limit, to determine whether the sale would be in the public interest.

The policy, adopted June 21, supersedes one issued Dec. 18, 1964, which required a hearing in cases in which an applicant sought a second VHF in the top 50 markets (BROADCASTING, Dec. 21, 1964). But the council said the policy creates additional hardships, in that ownership of UHF's in the top markets is now affected.

The council said that in view of the length of time hearings normally consume—"at least 18 months"—the practical effect of the policy is to deny the "proscribed" licensees an opportunity to acquire stations in the top markets.

In addition, the council said, the policy "places certain multiple owners in a caste of untouchables insofar as prospective sellers and the public are concerned [and] places a cloud on multiple ownership and the values and virtues of multiple owned stations."

The council said the commission acted without knowledge as to whether the policy would achieve the goals of avoiding undue concentration of economic control, and stimulating diversity of program and service viewpoints.

The council said that multiple owners are entitled to an opportunity to prove that conditions of the middle 1960's do not require commission action to "ostracize multiple owners from any of the top 50 markets . . ."

The council consists of owners of more than 100 VHF and UHF stations, some of which are not group-owned and some of which do not own stations in the top 50 markets. The licensees it represents are Bonneville International Corp., Capital Cities Broadcasting Corp., Chris-Craft Industries Inc., Corinthian Stations, Cowles Magazines and Broadcasting Inc., Crosley Broadcasting Corp., Cox Broadcasting, Houston Post Co., Jefferson Standard Life Insurance Co., Kaiser Broadcasting Corp., KDAL Inc., Metromedia Inc., Metropolitan Television Co., Midwest Television Inc., Newhouse Broadcasting Corp.

Also, Norton Stations, RKO General Inc., Royal Street Corp., Roywood Corp., Sarks Tarzian Inc., Scripps-Howard Broadcasting Co., Storer Broadcasting Co., Taft Broadcasting Co., Hearst Corp., Steinman Stations, Outlet Co., Time-Life Broadcast Inc., Triangle Publications Inc., Washington Post Co., WGN Inc., WKY Television Systems Inc., Wometco Enterprises Inc., WPIX Inc. and WTAR Radio-TV Corp.

CBS FOR THE QUAD-CITIES

**WHBF STATIONS**

**RADIO & TELEVISION**

**ARE**

**THE QUAD-CITIES'**

**HIT**

CHECK  
LATEST  
PULSE  
ARB  
NSI

**STATIONS**

**IN**

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**WHBF STATIONS**

**RADIO & TELEVISION**

# Two poles of opinion on CATV

AMST and NBC comments show how broadcasters are divided over the degree of federal control they think the wire systems ought to get

Among the welter of comments received by the FCC last week on its proposal to regulate community antenna television systems, those filed by the Association of Maximum Service Telecasters and NBC represented strikingly contrasting views.

AMST, following the hard line it has taken since the first policy statement of its board on the matter in February, supported the commission's view that it has jurisdiction under existing statutes to regulate all CATV's—those that do not use microwaves as well as those that do.

It also applauded the rules and proposals laid down by the commission. But it urged the commission to do more in the way of regulation, to do it better, and to do it faster. It said speed is essential to protect UHF stations, actual or proposed, from damaging if not fatal CATV competition. The AMST filing represented a major effort, running to 85 pages, plus 34 pages of appendices.

NBC, on the other hand, argued that the commission lacks jurisdiction over nonmicrowave CATV's but should seek the authority it needs from Congress. CBS took the same position in an earlier filing (BROADCASTING, July 26).

**NBC's Solution** ■ But rather than establish an elaborate system of rules and regulations to fit CATV's into the free television system, NBC favors, in the main, requiring CATV's to obtain the consent of the stations whose programming they pick up and relay.

The network said the stations would be required to obtain the agreement of their program suppliers, networks, film distributors, syndicators. And this would place CATV's on an equal footing "with translators and boosters, and would integrate CATV into the television program distribution system," the network said.

The network also recommended several other proposals which, with the consent requirement, would eliminate "unnecessary government intrusion and regulation."

AMST urged the commission to tighten up its carriage and nonduplication rules and to make them effective for all systems. It also asked the commission to broaden its interim policy relating to the importation of distant television sig-

nals, and to make it applicable to all CATV's begun or expanded since the commission adopted its rules for microwave-fed CATV's on April 23 (BROADCASTING, April 26).

The interim procedures, which were adopted pending conclusion of rulemaking proposing additional CATV regulations, ban the importation of a station's signal into a major market, unless a showing can be made that the service won't hurt the development of independent UHF television.

**Expanded Rule** ■ AMST said that the rule should not be confined to independent UHF's; and that, with limited exceptions, it should apply to all markets, not just major ones, where CATV presents a threat to UHF development.

AMST, which represents 160 commercial and educational stations operating at maximum power, largely in major markets, has been unable to present a united front in the matter, since many of its members are in CATV.

Eight AMST member-companies, representing 31 stations, told the commission in April they opposed strong government regulation of CATV (BROADCASTING, April 12). However, only one of the dissidents, Triangle Publications Inc., filed comments with the commission last week (see page 54).

The AMST position was largely supported last week in a separate filing by 12 television stations, eight of which are AMST members but all of which were represented by Ernest W. Jennes and Glen O. Robinson, of Covington & Burling, the Washington law firm that also represents AMST. The stations were KHOU-TV Houston; KOTV Tulsa, Okla.; KXTV Sacramento, Calif.; WANE-TV Fort Wayne, WFIÉ-TV Evansville, WISH-TV Indianapolis, all Indiana; WAVE-TV Louisville, Ky.; WFRV Green Bay, Wis.; WJXT Jacksonville, Fla.; WMT-TV Cedar Rapids, Iowa; WNOK-TV Columbia, S.C., and WTOP-TV Washington.

AMST buttressed its proposals with data from new economic studies purporting to show the potential impact of CATV on UHF development in 11 cities.

The studies, made by Economic Associates Inc., of Washington, show that in the 11 cities there are some 230 places where a CATV is either fran-

chised or proposed within the contours of an existing VHF station or an actual or potential UHF. Nearly 1.9 million homes are involved.

The report doesn't show actual subscribers, but it shows, for example, that in Bakersfield, Calif., where three UHF's are on the air, more than two-thirds of the households within the service areas of the stations are in places where CATV franchises have been granted. However, CATV service thus far is furnished in only three incorporated areas in the stations' service area.

The study also shows that 44% of potential audience of UHF stations in Utica, N. Y., lives in places "franchised" to CATV systems. It says that one-third of the Rochester, N. Y., households within the areas of potential UHF's are in places served by CATV's.

**Speed Needed** ■ AMST said that the cautious approach the commission has taken to implement the rules it adopted in April should be abandoned. AMST said the rules should be tightened up and applied to all existing and proposed CATV's on the effective date of the order adopting them, with only "a brief transition period" for those systems that make a showing of need.

As adopted by the commission, the rules require microwave-served CATV's to carry the signals of local stations and to afford them 15-day before-and-after nonduplication protection. The rules are to be applied according to criteria based on the assumption that a CATV owes its primary duty to stations closest to it.

The association suggested modifications to:

- Require CATV's to carry a station's program on the station's channel.

- Establish standards to control a CATV's selection as to which of two stations, equally entitled to protection, shall be carried on the cable when channel capacity is limited. (Present rules allow the CATV some discretion.)

- Prohibit a limited-channel system from excluding a nearby station, duplicated by another on the system, in order to pick up a distant independent station.

- Require CATV's to afford carriage and nonduplication protection to satellite stations, and carriage protection to translators.

- Provide nonduplication protection



for stations regardless of whether they are carried on the cable. Some stations may not be entitled, through channel limitations, to carriage.

- Eliminate exceptions to nonduplication regulations which would deny some stations of all nonduplication protection, even against more distant stations.

- Apply nonduplication provisions to educational stations, and make no exceptions for color transmissions.

**Another Route** ■ NBC feels that many of the problems raised by AMST could be solved if CATV's were, like broadcast stations, required to obtain the permission of originating stations before retransmitting their television programs.

The requirement of a station's consent, the network said, would impose on the station a duty to obtain agreement of its program suppliers to CATV distribution. But this would be consistent with "public policy to protect property rights," which underlies Section 325 (a) of the Communications Act. And the economics of the situation,

the network said, would solve such issues as leapfrogging.

The network gave this example. A New York station might obtain rights to the widespread distribution, including CATV distribution, of a New York baseball team's games. But the games would be seen on CATV systems in Philadelphia or other distant cities only if the additional revenues from that distribution provided a rights fee acceptable to the baseball club.

The consent requirement, the network added, would eliminate the need for the commission's "complex and hard-to-administer rules against" CATV duplication of a local station's network programs.

NBC said a network, whose consent would be required before a CATV could transmit the network programs of an affiliate, would not give its permission if carriage by the CATV would duplicate the programs of a second affiliate in another market. NBC said the network would withhold its consent for the same reasons it does not affiliate with another station in the same community or area.

**Economic Forces** ■ Thus a station would have the same protection against duplication by CATV's as it has against duplication by another broadcast station, the network said. It added: "The economic forces which are at work in the present system of distribution of network programs would be extended to CATV systems."

The network also suggested other regulatory proposals, for which the commission should seek congressional authority, that would contain CATV as a supplemental service.

- CATV's should be required to carry all the programs of the local television broadcast stations, at the station's request or with their consent.

- CATV's should be limited to the distribution of free signals of broadcast stations, without alteration or addition, to prevent them from using the audience created by free television programming as the base for a pay-TV system.

- All signals should be carried by CATV's without material degradation and where practicable on the channel on which the originating station is transmitting.

## CATV penetration as analyzed by AMST

The comment filed by the Association of Maximum Service Telecasters with the FCC last week contained an analysis of community antenna television penetration, prepared by Economic Associates Inc., Washington. The analysis, based on the premise that CATV penetration must be considered in terms of potential, rather than actual subscribers, is concerned with 11 areas "believed to be centers of considerable CATV 'activity.'"

The findings regarding three of those cities, in terms of the percentage of households within reach of CATV's which are operating, or for which franchises have been applied, are reprinted below. The data show the percentage of households in incorporated "places" within the Grade A and Grade B contours of the city's VHF and UHF stations.

In addition to the analysis of the CATV situations in the 11 markets, the economic report provides a summary look at all communities in which a UHF station has been licensed or applied for. It shows 237 commercial UHF's and 93 educational stations either operating or pending in areas with a total population of over 112 million. The cities and metropolitan areas with CATV activity (including proposed systems)

account for 85 million. In the 45 UHF cities with such activity, there are 68 cities with operating systems, 67 with systems franchised, and 93 with applications proposed or pending. Counting all the incorpo-

rated places in the metropolitan areas involved, there are 224 with operating CATV's, 266 with CATV's franchised, but not operating, and 386 with CATV applications proposed or pending.

Table 1C. Selected TV communities and degree of CATV penetration, as of July 8, 1965 (percent of households)

|                                                 | Within VHF contours |         |           | Within UHF contours |         |           |
|-------------------------------------------------|---------------------|---------|-----------|---------------------|---------|-----------|
|                                                 | Grade A             | Grade B | "A" + "B" | Grade A             | Grade B | "A" + "B" |
| <b>Bakersfield, Calif.</b>                      |                     |         |           |                     |         |           |
| Broadcast TV coverage                           | ....                | ....    | ....      | 100                 | 100     | 100       |
| Places with:                                    |                     |         |           |                     |         |           |
| Operating CATV's                                | ....                | ....    | ....      | 2                   | ....    | 1         |
| CATV's franchised, not yet operating            | ....                | ....    | ....      | 91                  | ....    | 62        |
| CATV franchise applications pending or proposed | ....                | ....    | ....      | 4                   | 6       | 4         |
| Unduplicated total                              | ....                | ....    | ....      | 97                  | 6       | 67        |
| <b>Rochester, N. Y.</b>                         |                     |         |           |                     |         |           |
| Broadcast TV coverage                           | 100                 | 100     | 100       | 100                 | 100     | 100       |
| Places with:                                    |                     |         |           |                     |         |           |
| Operating CATV's                                | 39                  | 3       | 32        | 39                  | 4       | 32        |
| CATV's franchised, not yet operating            | 2                   | ....    | 2         | 2                   | ....    | 2         |
| CATV franchise applications pending or proposed | 1                   | 24      | 6         | 1                   | 7       | 2         |
| Unduplicated total                              | 42                  | 27      | 40        | 42                  | 11      | 36        |
| <b>Utica, N. Y.</b>                             |                     |         |           |                     |         |           |
| Broadcast TV coverage                           | 100                 | 100     | 100       | 100                 | 100     | 100       |
| Places with:                                    |                     |         |           |                     |         |           |
| Operating CATV's                                | 50                  | 1       | 26        | 36                  | ....    | 29        |
| CATV's franchised, not yet operating            | 25                  | 6       | 16        | 7                   | 47      | 15        |
| CATV franchise applications pending or proposed | 1                   | ....    | 1         | 1                   | ....    | 1         |
| Unduplicated total                              | 76                  | 7       | 43        | 44                  | 47      | 45        |

# Opinions split on CATV rules

Nobody stirs from original  
position in new comments  
on controls FCC proposes

Conflicting forces dug in a little deeper last week as more than a score of comments were filed on the FCC's proposal to regulate all community antenna television systems. Broadcasters who favored the action found support from several farm organizations, three labor groups and an educational TV association. The CATVers, who without exception opposed the proposal, had the backing of some broadcasters with CATV interests and CATV equipment

manufacturers.

Those supporting the proposed rulemaking said the FCC has all the jurisdiction it needs in the Communications Act. The opponents to the plan maintained that the commission is out of line, that a congressional mandate is needed before any regulation can be effected. But when the count was in, the FCC proposal had more support than opposition.

The National Association of Broadcasters said the FCC has the authority to regulate CATV systems and that it should do so immediately. A tougher line was offered by the Association of Maximum Service Telecasters (see page 50).

Speaking for CATV interests, the National Community Television Association said the FCC does not have the power to regulate nonmicrowave CATV's, should wait for congressional guidelines and should immediately conclude the proposed rulemaking. This line was followed by several broadcast-

ers, CATV operators, franchise applicants and CATV equipment suppliers.

The FCC's proposed rules would make all CATV's give 15-day before-and-after protection to programs carried by local stations and would require the systems to carry local stations.

**Pro-Control** ■ NAB said the Communications Act not only gives the FCC the authority to regulate CATV but also requires it to use the authority "to make the best use of CATV service in order to make CATV an integral part of an effective regulatory scheme with the purpose of providing 'a fair, efficient and equitable distribution of radio service' in the public interest, convenience and necessity."

The Sixth Report and Order, establishing a television allocations table, NAB said, could be nullified by uncontrolled CATV growth. CATV, the association charged, has a "direct and substantial" effect on broadcasting. "It is no casual fringe relationship, but a dynamic force which has the potential

## Staggers sees busy life as Commerce head

Representative Harley O. Staggers (D-W.Va.) says he plans "no radical changes" in the House Commerce Committee when he takes over as chairman, and take over he will as soon as Representative Oren Harris (D-Ark.) leaves to assume the district judgeship for which the President nominated him last week.

Mr. Staggers contemplates the future with a smile, but also with the sober realization that his life will be busier as steward of a House committee with jurisdiction over most American business, including the broadcasting industry.

Friends in the House know him as a liberal, generally inclined to support the regulatory agencies. However, his experience as chairman of the Commerce Subcommittee on Transportation and Aeronautics leaves him comparatively unfamiliar with problems of the communications industry, so the burden of such legislation will probably fall on Walter Rogers (D-Tex.), chairman of the Subcommittee on Communications and Power, a strict constructionist where regulatory statutes are concerned, and regarded a friend to the broadcaster.

**Home for Weekends** ■ The chairman-apparent hails from Keyser, W. Va., and represents the second district, which is most of the northeastern half of the state and there-



Rep. Staggers  
Contemplates future with a smile

fore close to Washington. He takes advantage of this fact by spending weekends there and making frequent trips home to speak at various civic functions.

Mr. Staggers expects to maintain the same pace as his hard-working predecessor, although he doesn't want to sacrifice his close contact with his district. To that end, he doesn't plan to be available for speeches outside of West Virginia, and says he's already had to turn down many invitations.

Besides his Commerce subcom-

mittee, he also heads the Subcommittee on Census and Statistics of the Committee on Post Office and Civil Service.

**William, Goldwater Man** ■ He succeeds to the chair through an interesting twist of fate. Mr. Harris was reportedly offered the same judgeship three years ago by President Kennedy. At that time, he declined gracefully. Had he accepted, Representative John Bell Williams (D-Miss.), then ranking Democrat on the committee, would have moved up. However, Mr. Williams supported GOP candidate Barry Goldwater in the last presidential election, and for that action was stripped of his seniority by the Democratic caucus. This left Harley Staggers in the number two position.

Mr. Staggers was born Aug. 3, 1907, in Keyser and educated at Emory and Henry College. He taught and coached high school sports for two years, then moved to head coach of Potomac State College in Keyser. He served as Mineral county sheriff from 1937-41, and is active in many men's service and fraternal organizations. He married Mary V. Casey, of Keyser, and is the father of six children. His congressional experience began with election to the 81st Congress in 1948, and he has been returned to office in each election since.

of frustrating, if not nullifying, a valid regulatory scheme carefully developed in the public interest."

NAB said a station that has not installed color equipment should not be guaranteed protection of its programs if a CATV carries the same programs in color from another station. This ought to be an exception to the rule, NAB added, because there is no reason to penalize viewers if the local station is not prepared to offer comparable service.

Regarding broadcasters' property rights, NAB said Section 325 of the Communications Act "clearly spelled out . . . the congressional intent to preserve" these rights. And since the FCC has the authority to regulate CATV's, cable systems should also be governed by this regulation. Section 325 prohibits one station from rebroadcasting another's programs without its permission.

**Anti-Control** ■ The NCTA charged the FCC with proposing rules it does

not have the power to enforce without express congressional legislation and said the commission "has not had an adequate fact-finding inquiry into non-microwave-served CATV systems since 1959. "Therefore," NCTA said, "this conclusion is not based upon facts and constitutes a prejudgment of the issues."

The NCTA said the FCC had ignored the report of its own consultant, Dr. Martin Seiden. This report, the NCTA said, "does not support the conclusion . . . that serious, adverse, economic impact exists. . . . In fact, in the only three cases involving a claim of adverse economic impact which have gone through the hearing process at the commission, the hearing examiner has ruled that there was no proof of adverse economic impact."

NCTA said if the FCC's rules become effective and are "upheld by the courts" a transition period should be permitted before the carriage provisions are put into effect. In addition, the association asked that carriage and non-duplication provisions be waived for low-band systems that carry five or fewer channels. These limited-channel systems, NCTA added, "would have great difficulty and might find it impossible to comply with the proposed rules."

Protection or carriage of educational stations should not be required, NCTA said, because such stations "should welcome any medium which makes it possible" for the public to receive their signals.

NCTA contended that translators should be subject to the same regulations as CATV's and should not be given protection in carriage or non-duplication. In addition, NCTA said, the FCC shouldn't adopt a rule prohibiting extension of a station's signal beyond its Grade B contour into "larger cities with burgeoning UHF independent stations." Such a rule, the association noted, would virtually prohibit providing CATV service in such communities, and would be unfair unless there was a "clear and compelling showing" that the system would threaten the development or maintenance of independent UHF service.

**ETV View** ■ Unregulated CATV's pose a danger to educational stations as well as commercial stations, the Eastern Educational Network charged in its filing. EEN called for immediate interim procedures to "provide effective safeguards" for ETV. The interim rules would make the CATV show that its service would not "impair the development of existing or potential local educational service" in the community.

Supporting the FCC's authority to regulate all CATV's, the EEN, which has 17 licensee members in eight states and the District of Columbia, said it

did not understand why the commission had seemingly brushed off any CATV effect on ETV.

EEN said CATV's which could bring in educational stations from distant markets could seriously harm existing stations and be highly detrimental to putting new ETV's on the air. "Funds contributed directly from ETV subscribers," EEN said, "will diminish substantially since the principal incentive of subscribers to support the local station will disappear if a significant portion of the same programs are made available by CATV's importation of the signals of outside educational stations." EEN also questioned whether Congress would continue its grant-in-aid program if CATV "is allowed to undermine the foundations of local educational service through program duplication by distant stations."

The educational group said the FCC's basic policies about non-duplication protection priorities can apply to ETV's, but added that the "widely varying local schedules" means the educational stations need longer periods of protection. "Adequate safeguards" against duplication, EEN said, could be provided by a 30-week non-duplication period—15 weeks before and 15 weeks after local broadcast. And even this, EEN added, "would not provide complete protection in all cases."

**The U View** ■ D. H. Overmyer Inc., permittee or applicant for seven UHF's, supported the FCC position and directed most of its comments to protection of UHF operations from CATV. "A very substantial risk exists," Overmyer said, "that CATV expansion into the very areas where UHF may catch hold may, if unchecked, give UHF a blow from which it will never recover and thereby frustrate national policy."

Midwest Television Inc. (KFMB-TV San Diego; WCIA-TV Champaign and WMBD-TV Peoria, both Illinois) supported the commission, but said the duplication protection should be modified in the case of syndicated or feature films so that the station entitled to non-duplication has such rights "during the entire period the station . . . has rights to the program," but not less than 15 days before and after broadcast.

Additional support for the rulemaking came from the Rex Howell Stations (KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado); KRTV-TV Great Falls, Mont.; WTVV-TV Dothan, Ala.; Bonneville International Stations (KSL-TV Salt Lake City, KIRO-TV Seattle and KID-TV Idaho Falls); The Houston Post Co. (KPRC-TV Houston). Each maintained the commission now has the authority to regulate and additional legislation is not necessary.

Farm and rural organizations also supported the proposed rulemaking. The

#### **Harris Chairman Nine Years** ■

Oren Harris, 61, won his seat in 1940 and rose to chairman of the Commerce Committee in the 85th Congress, nine years ago. The Special Subcommittee on Investigations, which he also chairs, conducted the probes of quiz show rigging, payola, and the ratings industry. He has introduced many bills affecting the broadcasting industry; currently has two pending on community antenna television and transmission of boxing matches.

Speculation that he would be offered the judgeship, for the eastern and western districts of Arkansas, arose several weeks ago with reports from Little Rock that he was being investigated by the FBI, customary preliminary to a presidential appointment.

President Johnson announced the nomination last Monday (July 26).

Mr. Harris has had no comment, beyond saying he was honored by the nomination, pending a Senate Judiciary Committee hearing on his appointment. He enjoys the support of both Arkansas senators, and approval is considered virtually automatic. No date has been set for the hearing, but it is expected within a week or two. Mr. Harris reportedly plans to serve until the end of this session, probably October or November, then resign from the House.



## Why San Diego stations worry about CATV

To emphasize the "serious audience fragmentation" that local television stations face when network affiliates and independent stations are imported into a market by community antenna television, Midwest Television Inc. last week produced results of a subscriber-nonsubscriber survey taken in San Diego. It purported to show Los Angeles stations making deep inroads in San Diego homes of CATV subscribers.

The survey taken for Midwest by Southwest Surveys, an independent research organization in San Diego, was conducted among 300 CATV subscribers and 300 nonsubscribers in the San Diego area for seven days beginning June 23.

Midwest, licensee of KFMB-TV San Diego; WCIA(TV) Champaign and WMBD-TV Peoria, both Illinois, presented some of the findings in its filing on the FCC's proposed rulemaking to regulate all CATV's (see story beginning on page 52).

The question asked of the 600 viewers was: "Which channel do you now use most?" In some cases multiple answers were given and as a result some percentages total more than 100%.

Of the 300 subscribers asked the question, 49% named a San Diego channel; 55% named a Los Angeles

station. Of the 300 nonsubscribers (150 in a CATV area and 150 outside a CATV area) asked the same question, 108% and 94%, respectively, named San Diego stations and 5% and 11% named Los Angeles outlets.

Of the subscribers, 25% named a Los Angeles independent station as the channel they used most; only 1% and 2% of the nonsubscriber groups did so. Additionally, 56% of the subscribers and 11% of the nonsubscribers named at least one Los Angeles independent as one of the three stations used most.

The survey showed the percentage of CATV nonsubscribers and subscribers who named one of the San Diego stations—all network affiliates—as one of the three stations used most:

| Station  | Non-subscribers | Subscribers |
|----------|-----------------|-------------|
| KFMB-TV  | 90%             | 44%         |
| KOGO-TV  | 89%             | 48%         |
| XETV(TV) | 77%             | 29%         |

During the 5-6 p.m. period, Monday through Friday, there is no duplication of San Diego programming by the Los Angeles stations, making 10 different programs available to CATV subscribers. During this period, 95% of the nonsubscribers watched a San

Diego station but only 48% of the subscribers watched a San Diego channel and 52% of the subscribers watched Los Angeles stations. Of the 52%, 36% watched the independents and 16% the network outlets. One Los Angeles independent accounted for 20% of the viewers, beating two of the three San Diego stations, which had 12% and 11% respectively.

In the 9-10 p.m. period, Sunday through Wednesday, when all San Diego programs were network shows duplicated by the affiliates in Los Angeles, the Los Angeles independents accounted for 16% of viewing time.

The figures, Midwest said, show the "threat" that increased CATV activity poses to the development of UHF service in San Diego. Two commercial independent U's plan to go on the air there, but unless "effective action is taken by the commission," Midwest added, "it is doubtful that either of these authorized UHF stations will go on the air, or if they do, that their operations will be viable." The Midwest comments were prepared by Ernest W. Jennes, of Covington & Burling, Washington law firm that also represents the Association of Maximum Service Telecasters which advocates tight CATV control (see page 50).

American Farm Bureau, with membership of more than 1.5 million, urged the FCC to implement its rulemaking without delay. The National Grange, which has 800,000 members in 40 states, said it is "alarmed that the free broadcasting system is endangered by new and ominous developments in CATV." The grange said the commission's action is wise and comes none too soon.

The Tri-State TV Translator Association, made up of 400 TV translator clubs that serve 400,000 residents of Montana, Idaho and Wyoming, urged the FCC to adopt its proposed rules and maintained that a CATV is no less a repeater system than a translator and should be licensed accordingly.

Mobile Video Tapes Inc., licensee of KRVG-TV Weslaco, Tex., said the commission's inquiry should be broadened to include small two-VHF markets, such as Weslaco-Harlingen, where CATV systems will deter a third network service on UHF and impair the VHF's ability to meet local needs.

The American Federation of Mu-

sicians, International Brotherhood of Electrical Workers, International Alliance of Theatrical Stage Employees and American Federation of Television & Radio Artists, in a joint filing, supported the commission's proposed rules and said they should be implemented immediately. However the labor organizations said the proposals "fall somewhat short" since they apply only to communities that actually have TV channels allocated to them and to independent UHF stations.

**Case for Congress** • Two manufacturers of CATV equipment, Jerrold Electronics Corp. and Entron Inc., said the commission should drop the proposed rule and hold off on any jurisdictional assertion until Congress spells it out.

TV Cable Service of Abilene Inc., operators of a CATV system in Abilene, Tex., said that if the FCC assumes jurisdiction instead of waiting for congressional guidance, the "long existing and complex problems can only be answered on a case-by-case basis." TV Cable added that there should be no

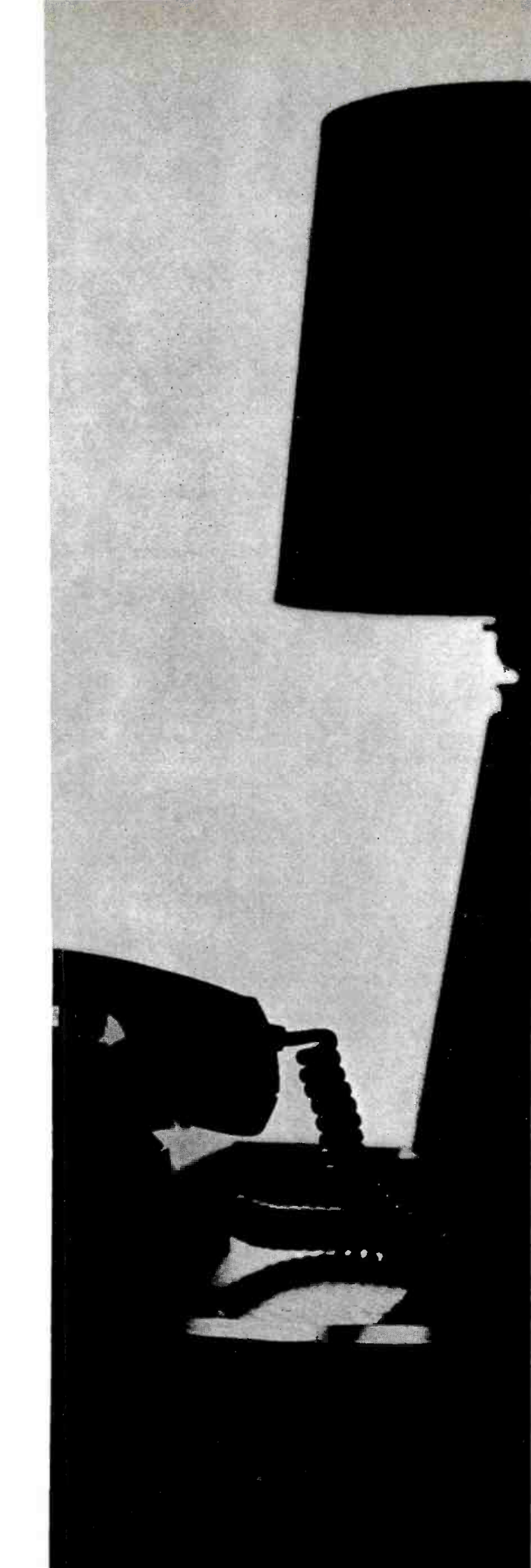
blanket protection for a station and that the government should move in only after the station shows economic injury by a CATV.

American Cable TV Inc., CATV operating subsidiary of Ameco Inc., Phoenix, said it supports the NCTA comments and urged the commission to terminate the proposed rulemaking until Congress acts.

Triangle Publications said without congressional authority the commission lacks the necessary jurisdiction to adopt rules or interim conditions. It called the interim rules "invalid and contrary to the public interest."

Meredith Broadcasting Co. said it was opposed to the "unwarranted and unjustified extension" of FCC jurisdiction to include CATV. It also is opposed to any rules that would stipulate and control programs to be relayed by cable systems. Meredith added that while proposed legislation is pending in Congress (HR 7715 introduced by Representative Oren Harris [D-Ark.]), the FCC should not move in this area.

Smith & Pepper, Washington law



# Nobody ever calls Lillian Aldrich.

Mention television ratings to Lillian Aldrich and there's a good chance you will get the standard lament, "Nobody ever calls me." And although the American Research Bureau does call hundreds of thousands of people every year, we don't call everybody.

*We don't have to. Fortunately.*

Effective sampling allows researchers to reliably and economically provide audience estimates on a large group of people using a relatively small group as a base. Though the size of this base is important, it's the way in which it is selected that counts so much.

So if we take a hard-nose, no-tears approach to Lillian's sad lament, just remember—we didn't invent sampling. We do, however, dedicate ourselves to making it work as effectively as possible for you.



**AMERICAN  
RESEARCH  
BUREAU**

firm representing more than 150 CATV operations, said the proposed rulemaking is an attempt by the FCC "to reverse its own rulings by a generous interpretation of the 'definitions' section" of the Communications Act. The firm added that CATV had helped UHF and the FCC cannot blame UHF difficulties on CATV systems.

The Journal Co. (WTMJ-TV), Milwaukee called the commission's action without congressional guidelines "ill-advised." It said it supports legislation that would "properly" authorize the FCC to adopt CATV regulations.

Telerama Inc., applicant for a CATV franchise in Cleveland and holder of and applicant for franchises in other Ohio communities, said it opposes the proposed action, particularly the FCC adopting any "broad or general prohibition" on CATV construction where a UHF station may go on the air. Citing the Cleveland market as an example, Telerama said co-located UHF's will benefit from a CATV system and the "only stations which are most likely to be affected" by the system are the "long-established existing network affiliated VHF stations."

Representatives of the common carrier group—AT&T, General Telephone & Electronics Service Corp., and the U. S. Independent Telephone Association—took no position on the rulemaking as such, the effect of CATV's on UHF's or interim protection of the U's. They were concerned, they said, with making any rules directly applicable to the CATV's and keeping the common carriers out of it.

## Is CATV common carrier? Court to get question

The question of whether a community antenna television system is a common carrier will be put before the U. S. court of appeals this week. Opponents to Rollins Inc.'s construction of a CATV system in Wilmington, Del., were told by the FCC last week that a CATV system is not a common carrier. The commission has taken the same position in the past.

This position did not satisfy the Philadelphia Television Broadcasting Co., licensee of WPHL-TV Philadelphia; Television Accessory Manufacturers Institute Inc.; Ralph Brinton, and JFD Electronics Corp., who requested the FCC to order Rollins to halt construction of the system.

Counsel for one of the complainants said that a CATV operation should be deemed a common carrier since it operates as a public utility. The commission says CATV's are not common carriers for hire as described in the Communications Act.

# No ban on TV-CATV cross-ownership

## Preliminary FCC decision cites possibility of abuses and promises action if they do occur

Broadcasters who in increasing numbers have been investing heavily in community antenna television were breathing easier last week, following an FCC decision not to ban CATV-TV cross-ownership.

The commission, by a 5 to 2 vote, agreed that the danger of abuses exists in cross-ownership in the same market—but not to the extent to warrant "an overall or across-the-board prohibition against cross-ownership."

The decision, given in a First Report in the commission's 15-month-old inquiry into cross-ownership, was "preliminary and tentative," and "subject to further consideration and modification." And the commission said it reserves the right to act in specific cases of abuse.

But the action settles the matter for the foreseeable future.

Chairman E. William Henry dissented from the commission decision with a statement in which Commissioner Kenneth A. Cox joined. Chairman Henry expressed concern that cross-ownership of a TV station and CATV in the same community would deny the public the benefits of competition.

**Rule Was Considered** ■ The commission had been considering issuing a proposed rulemaking to ban cross-ownership in certain markets. However, a majority three weeks ago lined up against that proposal, and in favor of the decision issued last week (CLOSED CIRCUIT, July 19).

The commission majority was composed of Commissioners Rosel H. Hyde, Robert E. Lee, Robert T. Bartley, James J. Wadsworth, and Lee Loevinger. Commissioner Loevinger reportedly prepared the first draft of the statement.

The majority pointed to a number of possible abuses of cross-ownership—TV-CATV operator might discriminate in the treatment he accords other broadcasters in the market, or he might exploit the CATV at the expense of the television station to secure greater revenue from the CATV, for which subscribers pay a monthly fee.

But the commission cited two reasons for not banning cross-ownership. One was the inquiry which, the order said, "has not disclosed any substantial evi-

dence of widespread abuses." The other is the commission action in April adopting rules to govern microwave-fed CATV's and proposing rules for non-microwave-fed systems (BROADCASTING, April 26).

The commission majority said the proposed and adopted rules "appear to be adequate to prevent discriminatory use of a CATV system." And the commission's general rules should be sufficient to insure "a technically efficient operation by any broadcaster."

**Reserves Right to Act** ■ The majority added it won't "foreclose the possibility" of abuses in particular cases, and reserves the right to inquire, by hearing if necessary, into any allegation of abuse arising from cross-ownership.

The order also acknowledged that various CATV proceedings by the commission have led commission majorities to conclude that "there is an element of unfairness in certain aspects" of the competition with which CATV's confront television stations. "Therefore," it added, "it seems appropriate to permit this unfairness to be eliminated, in some cases, at least, by the union of the economic interests involved."

Chairman Henry said he and the majority agree that CATV's and television stations in the same area are in competition but that he differs in believing "there should be a strong presumption against common ownership in the same area."

He said he would approve of common ownership only to serve a specific public benefit, such as the development of a new television station or the preservation of a marginal existing one.

Accordingly, he said, he would favor a rule banning cross-ownership in large communities and permitting it in smaller markets. He would require conditions permitting all local stations to participate in the operation of the CATV, and he would oblige the cross-owner to provide translator service to fill out inadequately served areas within his service area.

The chairman said cross-ownership would dull the incentive of the licensee involved to improve his station's programming and to increase its service



range. He also said it would give the licensee a measure of concentration of control of media in the market and an advantage over other stations there.

Chairman Henry said that the majority's "narrow concern with a hunt for 'abuses' simply obscures our real goal, which is to promote effective competition between media in any given community."

"Even the most honest man cannot compete with himself," the chairman said. "I am in favor of genuine competition between TV and CATV."

## North Dakota PSC ponders CATV'S status

John W. Boler, president of the North Dakota Broadcasting Co. (group owner) referred to community antenna systems



Mr. Boler

as "a parasite living off the blood of the broadcasting industry" in testimony last week before the Public Service Commission of North Dakota. He was one of a half dozen witnesses testifying before PSC in a hearing to determine

whether CATV should be labeled a public utility and brought under state utility regulation.

The hearing, held June 27 in Bismarck also heard Mr. Boler express fears that CATV could grow into a system of closed circuit TV outbidding broadcasters for sports events and furnishing them to TV viewers for a fee.

Also testifying in behalf of the proposal to place CATV under state regulatory control were Robert Pile, Northern States Power Co. and David S. Hesketh, Montana - Dakota Utilities Corp.

Opposing state regulation were E. Stratford Smith, Washington, counsel for the North Central Antenna TV Association; Robert K. Keating, Devils Lake, N. D., CATV operator, representing the North Dakota Community Antenna TV Association, and Frank P. Thompson, Rochester, Minn., CATV operator.

They argued that CATV is a private, individually owned business, that it is not a monopoly or a necessity.

PSC Chairman Bruce Hagan announced at the conclusion of the one-day hearing that the commission would consider the testimony and issue a ruling in a couple of months.

Besides the CATV in Devils Lake, the only other operating cable system in the state is in Jamestown.

## The disputed cost of an AFTRA strike

A statement of the Los Angeles local of the American Federation of Television and Radio Artists that KPOL Los Angeles had lost \$500,000 through the cancellation of commercials since the start of AFTRA's strike against the station on April 2 was promptly labeled "ridiculous" by the KPOL management.

Claude McCue, executive of the AFTRA local, in making public the union's estimate of KPOL's lost business on Thursday, July 29, said that the figure was arrived at by an economic survey "based upon actual card rates of the spots involved ranging from single spot withdrawals to 26-week cancellations involving thousands of spots."

Fred Custer, general manager of KPOL, informed by BROADCASTING of the AFTRA statement, said "it's so far out of the ballpark that it's really ridiculous." He said that KPOL has not analyzed cancellations "down to the last penny" and declined to estimate what they might be, but insisted that the AFTRA figure was "way out of line."

Mr. McCue gave credit for the commercial cancellations to AFTRA's distribution of leaflets stating "don't buy KPOL sponsor products" in front of Los Angeles stores where the products are sold. And on the national level, AFTRA members are starting a campaign of letters to let KPOL advertisers know that the AFTRA members will not buy their products as long as they continue to advertise on KPOL.

The strike against KPOL, which today (Aug. 2) enters its fifth month, has a more-than-local significance, AFTRA's new national president, Tyler McVey, said on Tuesday (July 27).

If KPOL should be successful in its attempt to do away with the union shop and replace the AFTRA pension and welfare plan with a private plan, other stations would inevitably try to do the same in their communities, he stated.

The other major issue at KPOL is automation, according to Mr. McCue. The KPOL management, he said, wants to use tapes made by the program announcers at times outside the regular working hours of these staff employees and on KPOL-TV as well as on the AM-FM operation. AFTRA, on the other hand, insists that the announcers should get pay for use of their tapes.

Mr. McCue admitted that AFTRA had gone along with another Los Angeles station, KGBS, when it introduced automation a couple of years ago, but noted that KGBS is a daytime station, which "in Los Angeles is a hardship case," whereas "KPOL is a very profitable station and doesn't need automation."



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National representative, ADAM YOUNG

# WWDC sale to Crosley approved

OK conditioned on waivers from brokers owning 1% or more of Avco stock; San Antonio purchase still before commission

The sale of WWDC-AM-FM Washington, one of the capital's major independents, to Crosley Broadcasting Corp. was approved last week by the FCC. Consideration is 35,000 shares of Avco preferred stock valued at in excess of \$3.5 million plus 5,000 shares of Avco common valued at \$112,275.50. Avco is the parent of Crosley Broadcasting.

The grant was made by five commissioners, with Commissioner Robert T. Bartley dissenting and calling for a hearing. Commissioner Rosel H. Hyde was absent.

The grant of the ownership transfer was conditioned on Crosley securing waivers of voting privileges by all brokerage houses, mutual funds, etc. that may hold 1% or more interest in several publicly held broadcast properties. The commission has been imposing this condition on recent assignments of radio and TV stations which are publicly held, pending the conclusion of its current inquiry into holdings by investment

and other firms in more than one broadcast group which might place broadcasters in violation of the FCC's multiple ownership rules.

This was taken to refer to the 3.5% interest held in Avco by Merrill, Lynch, Pierce, Fenner & Smith, as well as the 3.84% held by Investors Diversified Services Inc., the 3.21% by Waddell & Reed Inc., the 1.15% by Fidelity Management & Research Co., and the 1.13% by Keystone Co. of Boston, all according to latest information filed with the FCC in its study of overlapping ownerships.

Crosley is the licensee of WLW and WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio, and WLWI(TV) Indianapolis. Avco has joined with Meredith Publishing Co. (also a group broadcaster) in a joint venture in the CATV field under the name of Meredith-Avco Corp. Crosley is also buying WOAI-AM-TV San Antonio, Tex., for \$12 million; this purchase is

still pending FCC approval (BROADCASTING, May 31).

WWDC is fulltime on 1260 kc with 5 kw. WWDC-FM is on 101.7 mc with 20 kw. WWDC was founded in 1941 and acquired in 1942 by the late Joseph Katz and G. Bennett Larson. Mr. Katz later became full owner. The stations are now owned by the late Mr. Katz's family, and are run by his son-in-law Ben Strouse. Mr. Strouse will be retained in a management capacity, the application for FCC approval stated.

Originally WWDC was on 1450 kc with 250 w fulltime. In 1950 it bought the 5 kw, 1260 kc Washington facilities from Cowles Broadcasting Co. for \$300,000.

The sale to Crosley was announced last May. Earlier it had been reported that ABC was negotiating to buy the WWDC stations, with the asking price said to have been \$5 million.

## WHHL may lose its license

The FCC last week directed WHHL Holly Hill, S. C., to give reasons why its license should not be revoked.

The commission charged that the licensee, Palmetto Communications Corp., submitted false ownership reports, failed to file financial reports and operated without a full-time engineer.

The order gives the alternative of fine of \$10,000 or less if the commission feels that the record does not warrant revocation.

## NBC Radio's Boston switch

WCOP Boston, an independent station, will become an NBC Radio affiliate, effective Sept. 1, replacing WEZE Boston. WCOP, licensed to Plough Broadcasting Corp., is on 1150 kc with 5 kw.

## Changing hands

**ANNOUNCED** ■ The following station sale was reported last week subject to FCC approval:

■ WTGA Thomaston, Ga.: Sold by Sylvia D. Strickland, George M. Strickland Jr. and Leslie E. Gradick to Herbert E. Strickland, for \$75,000. Mr. H. E. Strickland has 50% interest in WSUZ Palatka, Fla. WTGA is 500 w daytimer on 1590 kc. Broker: Blackburn & Co.

**APPROVED** ■ The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).

■ WWDC-AM-FM Washington: Sold by Ben Strouse and group to Crosley Broadcasting Corp. in stock transaction whereby sellers will receive Avco stock

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valued at over \$3.5 million (see page 58).

■ **KVET-AM-TV** Austin, Tex.: Sold by Willard Deason, Jeanne F. Deason and Charles F. Herring to Roy A. and Ann S. Butler, for \$500,000. Mr. Butler has business interests in Austin and vicinity. KVET is 1 kw fulltimer on 1300 kc while KVET-TV is assigned to channel 24 but is not yet on the air.

## New TV stations

As of July 29 there were 124 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 74 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

New TV station going on the air:

**WLCY-TV Largo-Tampa, Fla.**, (ch. 10) WLCY-TV Inc., permittee, went on the air with program test July 7 with 316 kw visual and 50 kw aural using RCA transmitters and an RCA antenna atop a 500 foot tower. Effective Sept. 1 WLCY-TV will be an ABC-TV affiliate.

Information received regarding plans of other holders of CP's includes:

**WBMG(TV) Birmingham, Ala.**, (ch. 42) Birmingham Television Corp., permittee, said last week that it plans to go on the air in September. The Birmingham UHF facility, post office address Box 6146, is currently authorized to broadcast with 479 kw visual and 95.5 kw aural with a tower height of 346 feet above ground. WBMG is the third TV station for the Birmingham market (other two are VHF) which ranks 36th in TELEVISION Magazine's top 50 markets. (TELEVISION, March, 1965). Bill Dubois, president and general manager of Birmingham TV Corp., said that according to April 27 figures compiled by the National Electric Manufacturing Association of Birmingham there are 36,765 all channel sets in Birmingham market homes. Mr. Dubois added that the number of all-channel sets should increase to 50,000 or 20% penetration by September. The broadcasting executive further added that after WBMG has been on the air two years the number should reach 210,000 or 84% penetration. The permittee said that at on-air date WBMG will have network, tape, film and slide color equipment with hopes for at least one live color camera. WBMG will be represented nationally by National Television Sales Inc. and southern rep will be James S. Ayers Co.

**Fort Lauderdale, Fla.**, (ch. 39) Broward Broadcasting Inc., permittee, proposes to use RCA transmitters and antenna. No on-air date has been established by the permittee. FCC granted Broward's construction permit on June 10 for 270 kw visual and 53.7 kw aural. Present address is 2800 East Oakland

Park Boulevard, Fort Lauderdale; while plans to establish headquarters at the William C. Sweet Building, 305 South Andrews Street, Fort Lauderdale, remain subject to change. Rates and network affiliation have not been established.

## Oakland proposal dropped at cities meet

The mixture of 187 telegrams, more than 100 telephone calls and an immense amount of work by broadcasters all over the country, last week produced a victory for broadcasting at the annual meeting of the National League of Cities in Detroit.

Before the convention was a proposal from Oakland, Calif., that would have required broadcasters filing an application for a grant, modification, denial or revocation of a license to personally serve a notice to the official of the involved community. Oakland also was asking the FCC to enforce "the principle that a licensee discover and fulfill the tastes, needs and desires of the community to which licensed."

The National Association of Broadcasters got word of the proposed resolution just 48 hours before it was to be

voted on. What followed was a telegraphic-telephonic bombardment of broadcasters.

These home-town broadcasters then started their own long-distance barrage on the delegates to the Detroit convention. The result was a voice vote tabling the resolution.

The tabled resolution was a watered-down version of Oakland's original proposal. The first draft would have required licensees to serve notice on mayors of all towns, villages and cities within its coverage area. The final version called for the notice to be served only on the mayor of the city of license.

Several radio stations, originally licensed to Oakland, had moved across the bay to San Francisco in the past 25 years and Oakland was reported as feeling that radio and TV stations are needed in a city for economic and prestige reasons. City officials were said to feel the proposed resolution would have blocked any further moves.

## Media reports . . .

**EMP addition** ■ KMAU-TV Wailuku, Hawaii, a booster station of KGMB-TV Honolulu, has become an Extended Marketing Plan affiliate of CBS-TV. KMAU-TV, owned and operated by John

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S. Young Associates, Honolulu, continues to be interconnected via off-the-air pickup from KGMB-TV.

**Added life** ■ The FCC has granted KWK Radio Inc., licensee of KWK St. Louis, permission to continue operating until Sept. 30. It had earlier ordered KWK to leave the air after July 31 (BROADCASTING, July 12 et seq.). The extension was granted, the commission said, to give the review board more time to pick an interim operator of the 1380 kc facility.

**Noble gesture** ■ The FCC has acted to ease the burden placed on radio stations hit by recent floods and other natural disasters by noting that in many cases where the damage is so extensive the licensee has to apply for a modification of his license, it will "look with favor" on requests for waiver of the filing fee.

**Join MBS** ■ WMAX Grand Rapids, Mich., WAVI Dayton, Ohio, and WBSR Pensacola, Fla., have become Mutual affiliates. WMAX on 1480 kc with 1 kw day, was affiliated with Mutual for six years until last February when it temporarily went independent. WBSR, previously an independent, is on 1450 kc with 1 kw day and 250 w night. WAVI, formerly independent, is on 1210 kc with 250 w day.

## Comings and goings on NAB's codes

In the period, May 15 to June 15, 19 stations were added to the rolls of the National Association of Broadcasters radio code and 23 stations were withdrawn. In the same period, two TV stations (KCOY-TV Santa Maria, Calif., and KXGN-TV Glendive, Mont.) were withdrawn from the TV code roster and no stations were added.

Stations added: KFMK(FM) Houston; KGRT Las Cruces, N. M.; KODI Cody, Wyo.; KWFS-AM-FM Eugene, Ore.; WBIB Centerville, Ala.; WCKM Winnsboro, S. C.; WCON-FM Cornelia and WGHC Clayton, both Georgia; WGLM (FM) Richmond, Ind.; WIDD Elizabethton, WMTS-AM-FM Murfreesboro and WPHC Waverly, all Tennessee; WLMK Blountstown and WROD Daytona Beach, both Florida; WLAP-AM-FM Lexington, Ky., and WOXR(FM) Oxford, Ohio.

Stations withdrawn: KADO Marshall, Tex.; KALE Richland, Wash.; KBGN-AM-FM Caldwell and KBRV Soda Springs, both Idaho; KCOY Santa Maria, KNEZ Lompoc, KRML Carmel and KVEC-AM-FM San Luis Obispo, all California; KDVR(FM) Sioux City, Iowa; KPCA Marked Tree and KFDF Van Buren, both Arkansas; KFDI Wichita, Kan.; KFNW Friday, La.; KSDR Watertown, S. D.:

WBVL Barbourville, Ky.; WCNH Quincy and WOOO De Land, both Florida; WCOW-AM-FM Sparta, Wis.; WRCR Maplewood, Minn., and WVNO-FM Mansfield Ohio.

## Overlap rule waiver granted Maine station

The FCC last week granted a waiver of its overlap rules to WCSH-TV Portland, Me., in the face of a strong dissent by Chairman E. William Henry.

The Portland station had received permission in 1961 to move its transmitter site and increase antenna height, but was unable to accomplish the changes then due to problems regarding title to the new site. It subsequently requested modification of its construction permit to specify another site, one which would increase its grade B contour to overlap that of WLBZ-TV Bangor, Me., also owned by the Maine Radio and Television Co.

Chairman Henry said the station's claim that after the changes "... its position in the Portland market would be somewhat closer to parity of its two competitors" was not supported either by the evidence submitted or by the commission's financial records. Therefore, he said, the commission's action was either arbitrary, or, if precedential, an indication that the commission does not intend to follow its own duopoly rules.

Commissioners Bartley, Hyde and Loevinger formed the majority. Commissioner Cox concurred with Mr. Henry's dissent, and Commissioner Lee abstained.

## Suspension of financial responsibility rule asked

Communications lawyers asked the FCC last week to suspend its policy rule requiring applicants for radio or TV stations to show they can build and operate a full year.

The policy was imposed through the wrong route, the Federal Communications Bar Association said in a petition filed last week with the commission. A general policy should be the result of a study or rule-making, it said, and asked that the FCC institute one.

Instead, the FCBA petition went on, the commission expounded the policy in a particular case that is set for hearing and extended what was a standard which was to apply to UHF applicants only (BROADCASTING, July 12, 5, March 22).

The FCBA petition was signed by J. Roger Wollenberg, president of the organization.

## FCC says no to KSHO-TV renewal

The misdeeds of the station's former operators led the FCC last week to deny a renewal of license for KSHO-TV Las Vegas, which has been operated by a receiver in bankruptcy since 1961.

The action killed a series of transfers that would have left the station in the control of a new owner, Arthur Powell Williams, an executive of a food company.

The receiver, Harry Wallerstein, had proposed to assign the station's license back to the original licensee, Television Co. of America as a preliminary to a transfer of Nevada Broadcasters Fund Inc., which owns TCA, to Mr. Powell.

The action is believed to be the first one in which the commission denied renewal of a television license in a contested case. However, the commission has revoked the construction permits of two television permittees and denied a license to cover a CP in another TV case.

**Hearing Issues** ■ The applications were set for hearing on issues indicating various violations by the licensee corporation involving late filings, failure to file reports, and unauthorized transfer of control of the station.

The commission held that many of the violations could be the result "of the most incredibly lax manner in which the station was operated." But "outstanding and willful," the commission concluded, was "the concealment" of an ownership interest in Nevada Broadcasters by KBLI Inc. This occurred through the sale of 54% in the fund by two stockholders in 1960.

The commission noted that those stockholders in the licensee corporation no longer are associated with it and that nonrenewal would punish creditors, employees and others who were "innocent" of wrong doing.

"While the consequences to innocent persons may be unfortunate," the commission said, "it is a fate common to many who associate themselves in business enterprises with persons who are lacking in the affirmative qualifications necessary to be broadcast licensees."

The station, which was acquired by Nevada Broadcasters in 1959, had been in financial difficulties since at least 1958. The licensee corporation filed a voluntary petition in bankruptcy in 1961, and has since been reorganized.

The commission action was taken on a 4-1 vote. Commissioner Robert E. Lee dissented, saying the commission should permit the assignment and transfer.

## NAB reports on radio-TV profits

In 1964 the typical TV station had a profit margin of 18.1% and the typical radio station had one of 7.5%. The figures are part of the financial report of radio and TV stations released last week by the National Association of Broadcasters.

For the typical TV station: total broadcast revenue, \$1,266,600; total time sales, \$1,365,700; total broadcast expense, \$1,037,300; profits before federal income tax, \$229,300.

For the typical radio station: total broadcast revenue, \$121,100; total time sales, \$121,600; total broadcast expense, \$112,000; profits before federal income tax, \$9,100.

The NAB questionnaire was sent to all commercial radio and television stations in the U. S. which were on the air for the entire 1964 calendar year, excluding satellites, semisatellites and stations in Alaska and U. S. territories. The NAB TV figures were based on

284 of 507 possible stations (55.8% sample), and the radio figures on 1,264 of 3,842 possible stations (32.9% sample).

## Sonderling sells \$2.5 million in notes

Sonderling Broadcasting Corp., Long Beach, Calif., has borrowed \$2.5 million from institutional investors on promissory notes due July 1, 1977.

Proceeds from the venture will be used to purchase WOL-AM-FM Washington, and to refund current bank loans.

The Sonderling group also controls WWRL New York; KDIA Oakland-San Francisco; KFOX-AM-FM Long Beach, Calif.; WDIA Memphis, and WOPA-AM-FM Oak Park, Ill.

## Motorola has record half

Motorola Inc., Chicago, has broken records for both the second quarter and the first half of 1965, the company

told stockholders last week.

For second quarter:

|                  | 1965        | 1964        |
|------------------|-------------|-------------|
| Profit per share | \$1.16      | \$0.73      |
| Sales            | 120,306,273 | 101,698,057 |
| Profit           | 7,051,344   | 4,448,341   |

For first half:

|                  | 1965        | 1964        |
|------------------|-------------|-------------|
| Profit per share | \$2.07      | \$1.43      |
| Sales            | 232,415,433 | 192,023,984 |
| Profit           | 12,555,921  | 8,678,218   |

## FC&B reports small increase for first half

Foote, Cone & Belding earnings for the first six months of 1965 gained slightly over the last year's first half as gross billings grew by approximately \$10 million.

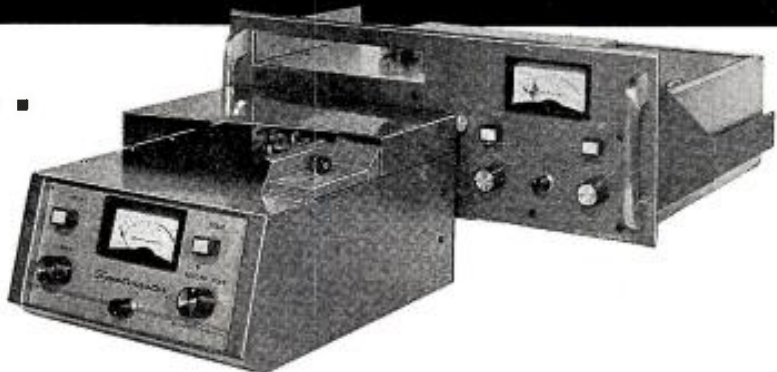
FC&B says reduced billings at two foreign offices and costs sustained in establishing its Rapp & Collins mail order advertising division were the primary deterrents to higher earnings.

Six months ended June 30:

|                    | 1965        | 1964       |
|--------------------|-------------|------------|
| Earned per share   | \$0.61      | \$0.60     |
| Gross billings     | 107,903,000 | 97,709,000 |
| Operating income   | 16,168,000  | 14,212,000 |
| Operating profit   | 2,608,000   | 2,588,000  |
| Net income         | 1,343,000   | 1,283,000  |
| Shares outstanding | 2,183,925   | 2,135,770  |

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# Census lists income of agencies, reps, producers

The Census Bureau through its "Census of Business" has released figures on receipts, number of employees and number of firms in different categories of selected services for 1963. Among these are advertising agencies, radio, television and pub-

lishers' representatives, motion picture producers for television and for recreation services other than motion pictures.

Figures for the first two categories are broken down by region and state as well as the national figures.

Radio, television and publishers' representatives are not listed separately, but are contained under one general heading due to limited number of establishments, the census said. All information is contained in Census' BC-63-SA1.

| Advertising agencies |                |                    | Representatives |                    |        | Advertising agencies |                    |     | Representatives |                    |  |
|----------------------|----------------|--------------------|-----------------|--------------------|--------|----------------------|--------------------|-----|-----------------|--------------------|--|
|                      | Establishments | Receipts (add 000) | Establishments  | Receipts (add 000) |        | Establishments       | Receipts (add 000) |     | Establishments  | Receipts (add 000) |  |
| Total                | 7,432          | \$5,822,357        | 1,486           | \$206,700          | W. Va. | 17                   | 2,262              | 1   | A               |                    |  |
| Northeast            | 510            | 3,077,541          | 421             | 102,894            | N. C.  | 64                   | 16,496             | 12  | 884             |                    |  |
| Me.                  | 10             | 1,510              | 2               | A                  | S. C.  | 21                   | 5,860              | 5   | 315             |                    |  |
| N. H.                | 25             | 2,452              | 1               | A                  | Ga.    | 92                   | 50,705             | 46  | 2,768           |                    |  |
| Vt.                  | 7              | 783                | 2               | A                  | Fla.   | 266                  | 43,785             | 55  | 1,015           |                    |  |
| Mass.                | 234            | 395,028            | 39              | 4,422              | Ky.    | 40                   | 11,073             | 7   | 65              |                    |  |
| R. I.                | 42             | 17,434             | 4               | 52                 | Tenn.  | 82                   | 32,682             | 17  | 584             |                    |  |
| Conn.                | 144            | 26,181             | 8               | 300                | Ala.   | 56                   | 8,126              | 7   | 432             |                    |  |
| N. Y.                | 1,336          | 2,674,468          | 293             | 80,394             | Miss.  | 14                   | 2,755              | 4   | 104             |                    |  |
| N. J.                | 293            | 50,160             | 24              | 5,964              | Ark.   | 37                   | 4,195              | 2   | 12              |                    |  |
| Pa.                  | 397            | 212,737            | 48              | 11,679             | La.    | 51                   | 12,851             | 7   | 307             |                    |  |
| Northcentral         | 1,923          | A                  | 418             | A                  | Okla.  | 70                   | 14,643             | 11  | 897             |                    |  |
| Ohio                 | 383            | 206,478            | 49              | 6,505              | Tex.   | 376                  | 103,399            | 69  | 2,871           |                    |  |
| Ind.                 | 117            | 27,635             | 6               | 171                | West   | 1,582                | A                  | 386 | A               |                    |  |
| Ill.                 | 536            | 837,275            | 174             | 36,631             | Mont.  | 9                    | 708                | 0   | 0               |                    |  |
| Mich.                | 266            | 432,966            | 54              | 5,256              | Idaho  | 12                   | 2,001              | 2   | A               |                    |  |
| Wis.                 | 139            | 54,619             | 14              | 574                | Wyo.   | 7                    | 131                | 2   | 12              |                    |  |
| Minn.                | 127            | 93,497             | 29              | 936                | Colo.  | 99                   | 20,829             | 14  | A               |                    |  |
| Iowa                 | 66             | 13,448             | 14              | 2,157              | N. M.  | 36                   | 3,034              | 0   | 0               |                    |  |
| Mo.                  | 193            | 147,687            | 53              | 3,214              | Ariz.  | 73                   | 10,960             | 10  | 151             |                    |  |
| N. D.                | 4              | A                  | 4               | 10                 | Utah   | 38                   | 9,550              | 1   | A               |                    |  |
| S. D.                | 7              | 826                | 1               | A                  | Nev.   | 17                   | 4,043              | 9   | 105             |                    |  |
| Neb.                 | 53             | 15,845             | 12              | 753                | Wash.  | 119                  | 27,290             | 22  | 701             |                    |  |
| Kan.                 | 32             | 5,026              | 8               | 532                | Ore.   | 82                   | A                  | 16  | A               |                    |  |
| South                | 1,391          | 379,828            | 261             | 18,047             | Calif. | 1,071                | 422,360            | 307 | 26,118          |                    |  |
| Del.                 | 10             | 1,689              | 0               | 0                  | Alaska | 2                    | A                  | 0   | 0               |                    |  |
| Md.                  | 96             | 30,094             | 6               | 2,442              | Hawaii | 17                   | 8,281              | 3   | 17              |                    |  |
| D. C.                | 48             | 23,457             | 9               | 3,207              |        |                      |                    |     |                 |                    |  |
| Va.                  | 51             | 15,756             | 3               | A                  |        |                      |                    |     |                 |                    |  |

(A denotes that figures for state are withheld to avoid disclosure.)

The Census report showed 36 advertising agencies with total receipts in excess of \$25 million for 1963, accounting for 57% of the \$5.8 billion in total receipts for all agencies with payroll. (This figure does not include agencies with only one man.)

The \$5.8 billion figure was a 33%

increase over the \$4.4 billion for the last Census of Business survey taken in 1958.

Twelve percent of the total receipts was accounted for by the 47 agencies with total receipts between \$10 million and \$25 million, and the remaining 31% included receipts

from 1,542 agencies.

Figures do not include advertising placed by American agencies in foreign (Puerto Rico and Canada included) countries but do include fees and sums paid for materials for services used in production of the advertising.

| 1963                        |                |                    | 1958           |                    |                                                                                 | 1963           |                    |                | 1958               |  |  |
|-----------------------------|----------------|--------------------|----------------|--------------------|---------------------------------------------------------------------------------|----------------|--------------------|----------------|--------------------|--|--|
|                             | Establishments | Receipts (add 000) | Establishments | Receipts (add 000) |                                                                                 | Establishments | Receipts (add 000) | Establishments | Receipts (add 000) |  |  |
| Motion pictures for TV      | 527            | \$270,602          | 428            | \$96,532           | Live show producers for radio-TV                                                | 300            | 102,203            | 557***         | 78,385***          |  |  |
| Film & tape TV distribution | 167            | 229,140            | 129*           | 91,176*            | (**"Tape" was omitted in 1958 listing.)                                         |                |                    |                |                    |  |  |
| Radio-TV entertainers       | 5,627          | 81,452             | 7,444**        | 69,671**           | (**Also includes entertainment groups operating in restaurants or night clubs.) |                |                    |                |                    |  |  |
|                             |                |                    |                |                    | (***)Includes producers of night club or restaurant acts.)                      |                |                    |                |                    |  |  |

In other categories, the Census of Business found regional totals for motion picture production for TV; film or tape distribution for TV; entertainers on radio-TV except classical performers, and for producers of live shows for radio-TV.

The tables also give comparative data between 1958 and 1963 for the services.

Regionally, the figures for 1963 give clearer picture of where most shows originate:

| Motion picture production for TV        |                |                    | Entertainers on radio-TV except classical |                |                    |
|-----------------------------------------|----------------|--------------------|-------------------------------------------|----------------|--------------------|
|                                         | Establishments | Receipts (add 000) |                                           | Establishments | Receipts (add 000) |
| Northeast                               | 217            | \$85,079           | Northeast                                 | 1,857          | \$25,069           |
| Northcentral                            | 34             | 8,471              | Northcentral                              | 1,528          | 11,388             |
| South                                   | 14             | A                  | South                                     | 1,116          | 14,288             |
| West                                    | 262            | A                  | West                                      | 1,126          | 30,707             |
| Film or tape distributor for television |                |                    | Producers of live shows for radio-TV      |                |                    |
|                                         | Establishments | Receipts (add 000) |                                           | Establishments | Receipts (add 000) |
| Northeast                               | 75             | \$184,252          | Northeast                                 | 155            | A                  |
| Northcentral                            | 19             | 11,502             | Northcentral                              | 34             | \$ 2,249           |
| South                                   | 14             | A                  | South                                     | 16             | A                  |
| West                                    | 59             | A                  | West                                      | 95             | A                  |

(A denotes information withheld to avoid disclosure.)



# Do theatermen hate progress?

Zenith says they do, and that's why they oppose giving pay TV a chance

Zenith Radio Corp. and Teco Inc., replied with scorn and sarcasm last week to those opposing their request for an FCC rulemaking to establish a nationwide pay-television system (BROADCASTING, March 15).

The Joint Committee Against Toll TV, consisting largely of movie theater groups, which filed the opposition, was depicted as an organization dedicated to the suppression of competition.

"In line with their historical devotion to a free competitive enterprise system, exemplified by their attempts to suppress drive-in theaters, the theaters now attempt to expand their devotion to encompass subscription television," Zenith and Teco said.

"This is also the same dynamic group," they added, "whose interest in innovation and progress is so pronounced that they denounced the advent of talking pictures, color film, conven-

tional television and daylight saving time."

The theater committee, which has fought the pay-TV proposal since 1955, said in the opposition it filed with the commission that pay television, established on a nationwide basis, would kill free television (BROADCASTING, July 19).

**Hartford Test** ■ The Zenith request for a further rulemaking is based on data collected in a test conducted since 1962 of Zenith's Phonevision pay-television system over RKO-General Inc.'s WHCT(Tv) Hartford, Conn., a UHF station.

The theater committee urged the commission to terminate the pay-television proceeding without any further rulemaking—or, at most, to hold a hearing to determine whether the results of the Hartford test indicate that a need for pay television exists.

Zenith and Teco said last week that about half of the theater owners' opposition argument was devoted to the assertion that there is no demand for subscription television and, therefore, pay TV will surely fail. The remaining half, they added, was devoted to the proposition that pay TV will "destroy" television.

Zenith and Teco said also that denial of their request for a further rulemaking to evaluate the facts obtained from the Hartford test, on which "many

millions of dollars" have been spent, would be "rank injustice and breach of good faith."

They said the "paucity of facts" in the theater owners' opposition indicates that their sole reason for requesting a hearing is for "the selfish competitive purpose" of delaying or blocking the advent of pay television.

Zenith and Teco said that the commission's responsibility, under the Communications Act, for encouraging new uses of radio, requires it to "make certain that no one erects a fence around the development and use of new forms and methods of broadcast service by preventing their entry into free competition with the old."

## SAG begins to oil its strike machinery

Whether the producers of theatrical motion pictures would find themselves faced with an actors strike this week was a moot question late last week. Daily negotiating sessions between representatives of the Screen Actors Guild and the Association of Motion Picture and Television Producers had not resolved the differences between actors and producers as of Thursday evening, but another session was scheduled for Friday

## Governors want more research on vote reports

A committee on election laws and communications media operations headed by Governor Richard J. Hughes of New Jersey told the national governors conference in Minneapolis Thursday that it still is not satisfied on the question of whether early radio-TV reports of voting trends have an adverse effect on the final election outcome. It said it wants more research.



Gov. Hughes

The committee met with network representatives a year ago to explore the problems of election reporting and it was decided that because of

the cooperative attitude of broadcasters there would be no legislative remedies urged for the present, the report of the Hughes committee noted. It also pointed out that research studies were undertaken of the effect of the early reports of predictions on California voters who still were going to the polls in the November election and that these studies have found no ill effect (BROADCASTING, May 17).

But the Hughes committee termed this evidence "sparse and uncertain." Although commending the broadcast efforts as far as they have gone, the committee held that "it is fair to say, however, that the present state of knowledge in this area still is tentative and incomplete."

Calling for "rigorous research" into the issue "by specially qualified organizations," the committee said it

recognizes "the possible detriment to the voting process if even the voting behavior of small numbers is influenced because of broadcast election results and predictions."

The committee said it "feels obliged to recommend to the broadcasting industry that it continue to impose self-restraint in its broadcasting policies." The report also concluded that "while the present election laws appear suitable for maintaining these national objectives, the protection of the voter demands that these laws be reviewed as new evidence becomes available."

The committee also cited the "clear obligation" of the broadcasting industry to the American people and their political candidates "to guard against unduly influencing voting behavior by the broadcasts of early predictions and results."

and, if that too ended without agreement, the chances were that a Saturday session would be held in an effort to beat the deadline imposed by the expiration of the last SAG-AMPTP theatrical contract at midnight Saturday (July 31).

If a new agreement was not reached by that time, it is probable that the SAG members are still at work this morning. "It takes time to notify all our members of a strike" an SAG executive said, "and if it seems fruitless to continue our discussions with the producers after the end of the contract, it would probably take several days for us to put our strike machinery into effect." He noted that if the negotiations show any signs of progress toward satisfactory new contract terms, an extension of the contract would be inevitable.

The major issue between the producers and the actors is the SAG demand for an increase in the actors' share in revenues from the sale of theatrical motion pictures to television.

The contract in effect last week called for payment to actors of 3.6% of the gross television sales price, which results in most actors in a picture getting from \$5 to \$10 each when it is sold to TV and some receiving less than \$1. This is only about half the sum received by the crafts unions from the TV sale of a

## N.Y. local sets record

The New York local of the American Federation of Television and Radio Artists has reported it collected for its members the record sum of \$5,562,621 during the fiscal year ended May 31. This was said to be almost \$50,000 more than the previous high for the period ended May 31, 1964. The local pointed out that these figures represent money collected for members by the local and do not reflect total radio and TV earnings, since substantial additional sums are paid directly to the performers.

theatrical picture, a SAG executive said.

SAG is asking for 10% in perpetuity of total world wide gross receipts from the sale to television of movies made for theaters after Jan. 31, 1966 (the date that part of the contract expires, although most of it ended last Saturday), after deduction of actual sales

costs. These costs are not to exceed 10% for broadcast of these theatrical pictures on a U. S. TV network or 25% of all other sales to television including syndication.

Employment of actors on films made for TV will not be affected by the outcome of the negotiations for the theatrical motion picture contract. The agreement covering work on TV films went into effect July 1, 1964, and runs through June 30, 1967, with SAG having the option to extend it for another year.

## CBS's Yankees will leave WCBS for WHN

Play-by-play radio coverage of CBS's baseball subsidiary, the New York Yankees, which has been carried on CBS-owned WCBS New York for the last five years, will move to WHN New York in 1967.

John C. Moler, president and general manager of WHN, and Dan Topping, president of the Yankees, announced the signing of a four-year contract last Friday (July 30). Mr. Moler called it "the largest single-station radio contract ever signed."

The dollar value of the contract was not disclosed, but authorities indicated that it assured WHN a set income from the Yankees for each year of the four-year term. Mr. Topping pointed out that "our ball club controls its own radio and television package." Mr. Moler observed that, from the station's standpoint, "it was impossible to reject the economics of this new association."

Presumably the Yankees, as controller of the package, will work out its own sponsorship arrangements with advertisers, subject to clearance by WHN. There was no mention of this in the announcement, however.

The Yankees contract with WHN, a Storer station, does not start until 1967 because both sides have commitments extending through next year—the Yankees with WCBS, and WHN with the New York Mets. Both Mr. Topping and Mr. Moler spoke warmly of these associations.

In a separate statement Ralph W. Goshen, vice president and general manager of WCBS, said the station had "enjoyed its cordial relationship with the Yankees" but that "new program concepts make it necessary to terminate the baseball broadcasts" after next year.

Television coverage of the Yankees is carried by WPIX(TV) New York, whose contract was recently extended for three more years.

Ballantine Beer, Reynolds Tobacco and Tidewater Oil currently sponsor

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**Sonderling Broadcasting Corporation**

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**BEAR, STEARNS & CO.**

July 27, 1965.

Yankees coverage on WCBS and WPIX. Total broadcast rights, TV and radio, have been valued at about \$1.2 million a year.

The WHN contract, said to have been under discussion for about two years, is the first radio agreement entered by the Yankees since majority interest in the club was acquired by CBS last fall. WCBS has been carrying the Yankees under a five-year contract that was later extended one year.

## ITT acquires news service

Ownership of Press Wireless Inc. by ITT World Communications Inc. was approved by the FCC last week.

The international communications carrier, which serves newspapers, TV and radio clients, is wholly owned by Time Inc., the *New York Times* (both with 36% ownership), and the *New York Herald-Tribune* (with 28%). Consideration is the exchange of 6,520 shares of Press Wireless stock for 63,700 shares of ITT stock valued at \$3,392,000.

Transfer of ownership was approved by the full commission (Commissioner Rosel H. Hyde was absent) with the proviso that ITT will not discontinue any of the news services now offered without 20-day notice to users to permit them to protest to the FCC. Other conditions require that ITT protect existing employees, close the sale within 45 days, and maintain certain records.

Press Wireless, founded in 1929 as an international news radio carrier, was until 1956 owned by the present three owners and *Chicago Tribune*, *San Francisco Chronicle*, *Chicago Daily News*, *Akron (Ohio) Beacon Journal*, *Miami Herald* and Knight Newspapers Inc. In that year, the other newspapers relinquished their stock ownership in return for real estate at the then Hicksville, N. Y., transmitter site. Press now operates from a transmitter at Centereach, N. Y.

ITT World Communications is a subsidiary of ITT which also owns American Cable & Radio Corp.

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BROADCASTING, August 2, 1965

## New department at ABC



this area of programing, Edgar J. Scherick, ABC vice president in charge of TV network programing, announced last week.

Supervising this department will be David Sontag, who has been appointed director of special programs and talent relations. He joined ABC-TV in January 1964 as an executive producer. Earlier, he had been manager of programing for CBS Films and a program executive for NBC.

ABC-TV has set up a department responsible solely for entertainment specials because of the "growing importance" of

## Hill groups to have copyright hearing

Both the House and Senate Judiciary subcommittees on copyright have announced plans to hold hearings Aug. 4 and 5 on the copyright bill, which, among other things, would make community antenna TV systems liable for use of copyrighted program material.

Witnesses before the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights will include representatives of the Library of Congress Copyright Office, book and record publishers, educational groups and Mr. Eugene Aleinikoff from National Educational Television. The National Association of Broadcasters, still awaiting a chance to testify before the House committee, has not been scheduled.

The House Judiciary Subcommittee Number Three has spent several weeks on the problem of copyright revision and has heard from spokesmen for the television, community antenna television and recording industries (BROADCASTING, May 31 et seq).

Although two days are admittedly insufficient time for the complex problem, Senate sources feel no action can be taken on the bill this year anyway, and plan to take additional testimony next year.

## Screen Gems to sell foreign series in U.S.

Screen Gems Inc. has formed a new sales department which will syndicate throughout the U. S. TV film properties produced outside of this country, Lloyd Burns, vice president in charge of international operations, announced last week.

Mr. Burns said this is the first time in the industry's history that such a department has been created. It is an outgrowth of Screen Gems' move four years ago into the production and distribution of programs abroad intended primarily for overseas markets.

Screen Gems has been active in producing programs in Germany, Canada, Australia, France and Japan, either alone or in association with local producers. Mr. Burns noted that in Canada, such programs as *Pick a Letter*, *People in Conflict*, *The Pierre Berton Show*, *A Visit With . . .*, *Showdown*, *Line-em-Up*, *The James Beard Show* and *La Cour Est Overte* have been produced. Also Screen Gems has co-produced *Intercontinent Express* in Germany; *Blackouts* in France, and *My Friends Around the World* and *Voyage of the Fiji Warrior* in Australia.

Still running in Boise.  
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# The debate rages on

Cox and Loevinger have another skirmish over FCC program policy

FCC Commissioners Lee Loevinger and Kenneth A. Cox have battled through countless FCC and occasional public meetings on the question of FCC authority over programing. Last night they continued their debate, on WTTG (TV) Washington.

As always, Commissioner Loevinger was passionate in his view that the commission has no business in programing. And, equally consistent with his past statements, Commissioner Cox insisted that the commission must examine a broadcaster's overall programing record to determine whether he is operating in the public interest.

Paul B. Comstock, vice president for government relations for the National Association of Broadcasters, and Lawrence Laurent, radio-TV critic for the *Washington Post*, appeared with them in a panel discussion of "The FCC and the Broadcaster." But the commissioners' intramural debate dominated the program.

Commissioner Loevinger said the commission should limit itself to establishing and policing technical standards for broadcasting and for creating an economic structure that will "require and permit" competition among broadcasters.

"However I believe the role of government is to be extremely restrained and circumspect with respect to program

content," he said. "This is the subject on which there is major disagreement. . . ." Everyone wants better programs, he said. But should the government do anything about this? he asked, then answered his own question: "No."

**Cox's View** ■ Commissioner Cox said the commission is charged by Congress with granting and renewing licenses in the public interest. "And since programing is in the interest of the public," he said, the commission cannot ignore it.

"No one says we're going to exercise prior restraint and impose our ideas of programing on the broadcaster," he added. It's a matter of overall evaluation.

At one point, Mr. Laurent suggested that Commissioner Loevinger may not have been consistent with his past views when he supported a commission order penalizing WLBT (TV) Jackson, Miss., with a one-year license renewal largely because of discrimination against Negroes in programing (BROADCASTING, May 24).

Mr. Laurent recalled that the commissioner had made a major speech declaring that the commission's inquiry into religious programing violates the constitutional separation of church and state. Yet, Mr. Laurent added, the order in the WLBT case requires the station to include Negro churches in a devotional program it carries in which appearances had been related exclusively among white churches.

"We have authority to forbid discrimination on racial grounds," Commissioner Loevinger said.

Commissioner Cox shouldered his way back into the debate with the observation that if a licensee "spews out only his own venomous brand of personal views" on the only broadcasting outlet in a community but observes all technical regulations, Commissioner Loevinger would renew the license. "I

feel that a man is accountable for the use he makes of this public facility. . . . We are not required to relicense him; in fact we cannot relicense him because we could not say that it is in the public interest to continue the service."

**Higher Public Interest** ■ "I think there's a public interest vastly more profound, vastly more pervasive, vastly more important," Commissioner Loevinger said, "than having a particular broadcast . . . and that is having a society in which all kinds of views and all kinds of trash are in the public discussion."

In another matter, Mr. Comstock restated the NAB's annoyance with the commission for issuing its policy statement on loudness before the association was able to complete its tests on "loudness," which were undertaken in cooperation with the commission (BROADCASTING, July 12). He also criticized the commission statement as being studded with subjective statements.

But both commissioners indicated they felt broadcasters are overreacting to the policy statement. Commissioner Cox said the commission hopes broadcasters, in light of the six guidelines in the policy statement, "do a better job" of keeping commercials loudness within tolerable limits.

Commissioner Loevinger called the statement "more hortatory than mandatory."

One subject on which all panelists agreed was that, far from dying, radio is thriving and has a promising future. Commissioner Loevinger, who makes no secret of his private view that TV programing leaves much to be desired, appeared to be no more than half-joking when he said: "With a little work, they can remove the picture from television, then it will be just as good as radio."

## Radio series sales . . .

*The Reviewing Stand* (Northwestern University): WDOK Cleveland; KPRO Riverside, Calif., and KMA Shenandoah, Iowa.

*The Earl Nightingale Show* (Nightingale-Conant Corp.): WBAP Fort Worth-Dallas; Dime Savings Bank of Brooklyn and WTFM (FM) Lake Success, N. Y.; WELM Elmira, N. Y.; WDEA Ellsworth, Me.; WRAJ Anna, Ill.; KOKX Keokuk, Iowa; WCFV Clifton Forge, Va.; WTJS Jackson, Tenn.; WCRL Oneonta, Ala., and KRGI Grand Island, Neb. Now in 330 markets.

*The Joe Pyne Show* (Hartwest Productions Inc.): WSPA Spartanburg and WOKE Charleston, both South Carolina.

*Top of the Pops* (Hartwest Productions Inc.): KMBY Monterey, KJOY Stockton, KROY Sacramento, and KYOS Merced, all California, and WBBQ Augusta, Ga.



Special panel discussion, 'The FCC and the Broadcaster,' featured (left to right): Paul Comstock, vice president for government relations, National Association of Broadcasters; FCC Com-

missioner Kenneth Cox; moderator Herb Brubaker; FCC Commissioner Lee Loevinger, and TV critic of 'Washington Post,' Lawrence Laurent, on WTTG (TV) Washington.

# New trend: TV tests

NBC to have five while  
six will be on CBS  
with wide subject range

Mass testing via network television planned by CBS-TV and NBC-TV in the coming season suggests the networks have found the viewing public a willing guinea pig.

Eleven full hours of audience-participation testing programs, designed to take the country's political pulse, test its aptitudes and discover its thoughts and reactions in a variety of areas, are projected for 1965-66. Five are planned by NBC News and six by CBS News.

CBS-TV enjoyed remarkable success with its "National Drivers Test" May 24 (10-11 p.m.), a program in which the audience was asked to fill in test forms in response to driving situations described during the show. The American Research Bureau gave the program a 28.2 rating and a 53% share of audience (BROADCASTING, May 31).

Last week NBC News announced that five audience testing programs would be shown in prime time in the coming year covering aptitudes and interests, political beliefs, prejudice, observation-perception and reading ability. The network listed a host of institutions which would cooperate in the mass testing projects including the U. S. Department of Labor; the Department of Health, Education and Welfare; the Psychological Corp.; the Educational Testing Service of Princeton N. J.; the Institute of Social Research, the National Education Association, Harvard University, Columbia University, University of Michigan, New York University and City College of New York.

CBS-TV, which will repeat its drivers test on Aug. 30, has five test specials in progress for showing during the *CBS Reports* hour (Tuesday 10-11 p.m.) in the coming year. Subjects set for testing by CBS News are individual aptitudes, current affairs, youth, health and safety.

## Program notes . . .

**Teledynamics named** ■ WPIX (TV) New York has appointed the Teledynamics Corp., New York, to handle U. S. syndication of WPIX-produced documentary programs. Teledynamics will distribute for WPIX a group of 10 special programs produced by the station, including two new documentaries, *Sea Safari* and *I*

*Was a Prisoner of the Russians.*

**Beatlecasts** ■ Hartwest Productions Inc. has announced that its *Top of the Pops* will be programming exclusive interviews with the Beatles during their forthcoming U. S. and Canadian tour (Aug. 15-Sept. 1). Brian Matthew, a BBC personality accompanying the group on the tour, will do the interviews.

**Doctor's advice** ■ *Your Guide to Good Health*, a new series of 390 one-minute radio programs on health topics narrated by Dr. Lester Colman, is now being syndicated by Alan Sands Productions, 565 Fifth Avenue, New York.

**Sports hearing** ■ Senator Warren G. Magnuson (D-Wash.) announced last week that his Commerce Committee will open a hearing Aug. 16 on the jurisdictional dispute between the Amateur Athletic Union and the National Collegiate Athletic Association. He stated earlier that testimony would be sought from sports experts in radio, television and the press.

**U.N. show** ■ ABC-TV has set Sept. 9 for *Once Upon a Tractor*, the third in a series of dramatic programs underwritten by the Xerox Corp., Rochester, N. Y., on the activities of the United Nations. The program will be seen 8-9 p.m. EDT.

## Rep. May meets with Henry on TV balance

Representative Catherine May (R-Wash.) said last week that she has met with FCC Chairman E. William Henry and "gained agreement that the networks should examine their records and make any adjustments which might be indicated" to bring about a fairer balance between Republican and Democratic appearances. She said "Mr. Henry himself is looking into the records."

On June 17, and again two weeks ago, Mrs. May charged that her own

surveys indicated the network's major public affairs discussion programs were favoring Democrats over Republicans by a ratio of four or five to one (BROADCASTING, July 26). GOP spokesmen say the situation has improved since she raised the issue.

## Seven Arts has film backlog in its vaults

The feature film supply is not scraping the bottom of the barrel—at least not at Seven Arts Associated Corp. Donald Klauber, executive vice president and general sales manager, reported last week that the company still has 490 features available for syndication, including 360 post-1950 first-runs; 30 off-network reruns and 100 unreleased (by Seven Arts) syndication reruns.

In addition, Mr. Klauber said, Seven Arts has a total of 563 post-50 features in distribution in the U. S. and Canada, making a total of more than 1,000 films available for TV distribution.

## NBC to do special on Siberian city

NBC News will travel to Siberia, 3,000 miles inside the Russian border, to film a one-hour special program on the city of Irkutsk. NBC said a formal agreement was signed July 26 by George Bolshakov, television chief of A.P.N. Soviet News Agency (Novosti) and George Vicas, head of NBC News' European Production Unit. Mr. Vicas was producer of *The Kremlin*, an earlier NBC-TV documentary on Russian life.

The color special entitled *Twenty-Four Hours in a Siberian City*, will be narrated by Kenneth Bernstein, NBC News Moscow bureau chief. The program will deal chiefly with the hundreds of scientists who have made the near-wilderness city a scientific center.

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# TV major source for LBJ speech

Both radio and television far ahead of newspapers as origin of news, Sindlinger research reveals

Television was the major source of national awareness of President Johnson's widely headlined news conference on the Vietnam situation last Wednesday, according to a special nationwide survey conducted by Sindlinger & Co., Norwood, Pa., for the *New York Times*.

Both radio and TV ran far ahead of newspapers as the news source for almost five hours after the conference, which was carried live on radio and TV from 12:33 to 1:14 p.m. EDT.

Beginning at 6 p.m. EDT, newspapers began to edge into the front in the hourly computations, but the incidence of "multiple mentions" also increased markedly from that point on, indicating that more and more people were getting their news of the conference from more than one source.

From its interviews throughout the entire sampling period, which started just after the conference was over and continued to 9 p.m. EDT, Sindlinger estimated that 74.2% of the adult population (over 18 years of age) in the continental U. S. were "aware" of the news conference. Of these, Sindlinger's projections indicated the source of their awareness—how they "found out about it"—as follows:

Television: 54.8%, representing 50.-

186,000 adults.

Newspapers: 54.1% or 49,590,000.

Radio: 40.7%, or 37,308,000.

Friends: 10.4%, or 9,564,000.

The percentages add to considerably more than 100 because many people indicated more than one source when asked how they "found out about" the conference.

Of those aware of the conference, slightly more than half—50.9%—said they agreed with "President Johnson's actions today on Vietnam," while 12.8% disagreed and 36.3% said they didn't know. Of those who agreed, Sindlinger authorities indicated, about half indicated they thought the President had no other choice (and at least one, while disagreeing with the President's actions, also ventured that Mr. Johnson had no other choice).

Up to 4 p.m., radio was most often cited as the source of information. It was named by 38.17%, as against 37.56% for TV, 20.53% for newspapers and 17.81 for "friends."

Between 4 and 5 p.m. EDT television was out in front with 47.82% to 40.58% for radio, 32.17% for newspapers and 6.38% for friends. Approximately the same pattern held for the 5-6 p.m. EDT period, except that news-

## 28 million saw LBJ

In audience estimates released last week, about 28 million people in 15 million homes were said to have viewed President Johnson's 45-minute news conference on TV Wednesday, (12:30-1:15 p.m. EDT). According to Trendex ratings in 21 cities across the country, the telecast attracted 96% of the audience watching television at that time. The news conference was concerned chiefly with an assessment of the Vietnam conflict and with projected military needs.

papers—and "friends"—moved up a bit while TV and radio slipped somewhat.

Among those questioned between 6 and 7 p.m. EDT, newspapers were mentioned by 61.41%, television by 54.26%, radio by 39.77% and friends by 9.53%. During the next hour all three major media gained, and during the 8-9 p.m. period they registered further advances with newspapers mentioned by 70.48% of those queried during that hour, television by 66.77%, radio by 42.09% and friends by 8.32%.

## Film sales . . .

*The Big World of Little Adam* (Banner Films): WKY-TV Oklahoma City.

*Tarzan Features* (Banner Films): WSEE(TV) Erie, Pa.

*Judge Roy Bean* (Banner Films): WAFB-TV Baton Rouge and KTHV(TV) Little Rock, Ark.

*Wanderlust* (Bill Burrud): KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

*Holiday* (Bill Burrud): KPTV(TV) Portland, Ore.

*The American West* (Bill Burrud): KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

*Exercise with Gloria* (Triangle): KVCM-TV Monahans, Tex.; WIMA-TV Lima, Ohio; KVAL-TV Eugene, KPIC (TV) Roseburg and KCBY(TV) Coos Bay, all in Oregon.

*National Parachuting Championships* (Triangle): WSUN-TV St. Petersburg, Fla., and KAAR(TV) San Diego.

*Triangle First Eleven* (Triangle): KAAR(TV) San Diego, Calif.; WOI-TV Ames, Iowa, and KVCM-TV Monahans, Tex.

*March of Time* (Wolper Television Sales): WTAE(TV) Pittsburgh; WOOD-TV Grand Rapids, Mich.; KPAC-TV Beaumont Tex.; and KHVH Honolulu.

## DGA gets look at proposed building

Plans for a new Directors Guild of America headquarters building in Hollywood were revealed by George Sidney, DGA president, at a news conference at which a model of the new structure was displayed. The building, cost of which was estimated at "considerably over \$10 million," cannot be constructed for at least two years as the land on which it will be built is now occupied by Shell Oil Co. which is under a lease that will expire in two years. Location is on the southeast corner of Sunset Boulevard and Hayworth, directly across the street from the guild's present building.

Designed by Arthur Froehlich & Associates, architects of DGA's present building, the new structure will include a tower of at least 15 stories, giving the guild a good supply of income-producing office space in addition



tion to space for its own needs—offices, parking, dining room and a theater with more than 1,000 seats.



## More opposition to land-mobile plan

The search for additional land-mobile-radio spectrum space continues as the FCC received comments in an inquiry into the sharing of TV channels by land-mobile radio.

The National Association of Broadcasters said that broadcasting has already contributed heavily in the past for the betterment of other services and suggested that the commission take a look at how the spectrum space is being used by others before it attempts to "erode" the existing TV allocations.

The Joint Technical Advisory Committee had earlier stated that additional spectrum space for land-mobile radio could be obtained by making use of VHF-TV channel frequencies in areas where the channels were not assigned.

The NAB pointed out the interference caused to channel 2 by amateur operators on the 50-54 mc band and added that any operation on adjacent TV channels by any other service could and would most likely result in similar interference. The association said that it was inconceivable that the FCC's policy of "noninterference" to TV service should be changed after pursuing interference-free service for many years.

CBS also said that channel sharing would result in TV interference problems and could not be avoided except under special circumstances that would make sharing unfeasible. It also stated that the use of VHF-TV channels by land-mobile-radio would limit translator service to underserved areas.

A communications engineer of Burbank, Calif., and the Association of Public Safety Communications Officers Inc. both agreed that channel sharing is feasible. The bands of 54-72 mc, 76-88 mc and 174-216 mc were pointed out as possible outlets for land-mobile-radio service.

## Technical topics . . .

**Testing 1-2** ■ Shure Brothers Inc., Evanston, Ill., is producing a new professional nondirectional microphone for studio use that combines a wide-range response and super-cardioid pickup pattern. The SM 33 has 40 to 15,000 cps frequency response; at 1,000 cps dual output impedances of 30 to 50 ohms of 150 to 250 ohms are available.

**VAT switcher** ■ A simple pre-set VAT switcher for video, audio and transitions was announced last week by Visual Electronics Corp., New York. The VAT switcher provides a "take" bar for cuts,



**Umbrella of light tested**

That "pukka sahib" umbrella over the President's head is an aluminized paraboloid used to put 250 foot candles of light over President Johnson's face and was used for the first time for color filming of his news conference last Wednesday (July 28) in the East Room of the White House. Although TV cameramen didn't ask for it, they were not adverse to trying it out since they anticipate the day when all White House news coverage will be in color. The device, used in color film and TV studio production, reflects a bank of four 650 w quartz lights, and overcomes the glare that would occur if the same light intensity was aimed directly at the President.

automatic fades or supers during any series of pre-set events, along with a pre-set button for audio and video transition.

**New tape recorder** ■ Ampex Corp. is now offering a new broadcast portable Videotape recorder, VP-66OB, at a lower cost of \$11,500 replacing the higher priced models, VR-660 and VR-1560. Its features include a second audio channel and a spare set of recording heads.

**Jig is up** ■ Kin Tel Division of Cohu Electronics Inc., San Diego, is producing a new test jig, CTJ-1, at \$450. The unit, designed primarily for Cohu TV cameras, will accommodate most makes of closed-circuit vidicon cameras. Both

linearity and resolution test patterns are an integral part of the 43-pound jig.

**Big order** ■ Telemation Inc., Salt Lake City, has ordered 200 TV cameras from General Electric for use in weather channel time-weather devices for community antenna systems. The order totaled \$325,000.

## Teleprompter plans TV for Catholic schools

Teleprompter Corp. last week won a contract from the Catholic diocese of Brooklyn to install an educational television system in 240 parochial schools in Brooklyn and Queens, New York.

The contract, which calls for payments in excess of \$500,000, provides for installation of master antennas at each school as well as converters and cables into 5,300 classrooms.

Included in the plan is a microwave system which will interconnect the schools' four-channel educational network. The system will provide seven VHF channels and a UHF signal through the master antenna connections.

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## Offshore stations have big audience

The offshore commercial stations Radio Caroline and Radio London are listened to by 13.1 million people during an average week according to a survey of the stations' audiences carried out by National Opinion Polls Ltd.

The survey which used a sample of 3,000 covers the whole of Britain and Northern Ireland. It shows that not allowing for duplication the combined day audience for the stations is 6.8 million on weekdays, 6.6 million on Saturdays and 7 million on Sundays.

## New radio stations approved by BBG

Robert J. McGuigan has been recommended for a license for a 10 kw station on 950 kc at Sydney, N. S., the only new AM station approved by the Board of Broadcast Governors at its Ottawa hearing last month. Decision was reserved on a number of applications and several were turned down.

Robert E. Redmond, vice president of CHOW Welland, Ont., is to form a

### The grass was greener

Commercial or news announcing was the choice given last week by the Canadian Broadcasting Corp. to Earl Cameron, its chief staff television newscaster. Mr. Cameron has been the 11 p.m. national TV newscaster for the past five years, and his authoritative manner has won CBC's national news a big audience. CBC news is unsponsored and Mr. Cameron is on salary at Toronto. CBC, however, allows its staff announcers and newscasters to do commercials on the side and Mr. Cameron does commercials for Crest toothpaste and Rambler automobiles. CBC gave him the choice of giving up the commercials or the newscasting job. He chose to keep the commercials, and will remain on the CBC staff.

company for a new FM station at St. Catharines, Ont., with 50 kw on 105.7 mc, following approval of his application.

The Canadian Broadcasting Corp. has

been authorized to build new TV re-broadcasting stations at Fisher Branch, Man., on channel 10, with 27.4 kw video and 13.7 kw audio power, and at Elliot Lake, Ont., on channel 9 with 10.8 kw video and 5.4 kw audio power.

## Abroad in brief . . .

**Nasser interview** ■ A half-hour interview with President Gamal Abdel Nasser of the United Arab Republic, telecast July 11 on CBS-TV, has been made available by CBS to broadcasters in Australia, England, Norway, Germany, Holland, Italy, Finland, Singapore and Sweden.

**Advertising placement** ■ Training film editors to insert commercials where they will be most acceptable to the viewer and most effective for the sponsor, is one of the main projects of a new film standards committee of the Canadian Association of Broadcasters. The committee is headed by Charles S. Chaplin of Seven Arts Productions Ltd., Toronto.

**Agency merger** ■ Ardiel Advertising Ltd., and Ellis, May & Chadwick, Toronto advertising agencies have joined forces and will work from the Ardiel headquarters at 4 Lawton Boulevard. Ardiel has offices in Hamilton, Ottawa and Montreal.

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## FANFARE

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## Xerox aims for larger audience

### ENLISTS ASSISTANCE OF SPECIAL-INTEREST GROUPS

The Xerox Corp., Rochester, N. Y., is stepping up advance promotion and merchandising of its television program sponsorship as a means of making its approximate \$4 million annual investment in TV more effective.

Donald L. Clark, Xerox vice president in charge of corporate advertising, noted in an interview in New York last week that the company's objective is to reach decision-making executives and businessmen who are prospects for Xerox equipment. Xerox believes that association with prestige-type programs of a newsworthy nature (documentaries and UN dramatic specials) reach the type of audience it desires but one problem was to reach as many of this segment as possible, he pointed out.

After two years of sponsoring various news specials, Xerox decided last year that although its ratings had been satisfactory, it felt it could reach a larger portion of its target audience by enlisting the assistance of civic, church, edu-

cational and fraternal organizations in the promotion of its presentations.

Xerox began sending postcards and posters to these groups and holding special screenings in advance of the on-the-air presentations for key organizations, depending on the nature of the program. Examples: prior to the showing of *The Louvre* (NBC) it alerted museums and art schools throughout the country and for *Let My People Go* (independent lineup) obtained support from leading Jewish organizations throughout the country.

"The ratings of our shows in 1964 and in 1965 have gone up seven or eight points over earlier shows," Mr. Clark reported. "And we had favorable reports from our branch offices on telephone calls the day after our shows ran."

Xerox now is planning a more extensive promotion-merchandising campaign for its upcoming special, the 90-minute *The Making of The President—1964*

which will be carried on CBS-TV in October. Cooperation is being solicited from Democratic and Republican party committees, civic groups, high schools, colleges and universities, and certain premium offerings are being considered, Mr. Clark said.

## Wometco describes 40 years of growth

The story of how to build a multi-million dollar business from one movie theater was told by Wometco Enterprises Inc. as it celebrated its 40th anniversary last month.

In a supplement to *The Miami News*, entitled "40 Years of Service," Wometco describes the meeting of Mitchell Wolfson, a Miami merchant, and Sidney Meyer, a Nebraska movie man, and their formation of a partnership, Wolfson-Meyer-Theater-Co. in 1925.

The company, which opened its first movie theater in Miami in 1926, now lists among its divisions: theaters (32 in central and southern Florida), radio and television stations (WTVJ-TV Miami and WFGA-TV Jacksonville, both

## New teen-age magazine

The first issue of *Lloyd Thaxton's Tiger Beat* magazine, a monthly publication, developed from a TV program, will go on sale throughout the country on Aug. 5. It will be a fan magazine with articles of interest to teenagers on musical trends and personalities. (*The Lloyd Thaxton Show* is syndicated by MCA-TV.)

The magazine is owned by New Asbury Ltd., Hollywood, with Charles Laufer as publisher and Ralph Benner as editor. Mr. Thaxton, who has financial interest in the magazine, writes a monthly article of comment but it was stressed that the publication will focus its articles on a wide range of entertainment personalities and musical trends. The first issue, dated September, will have a press run of 450,000.

Florida; WLOS-AM-FM-TV Asheville, N. C., and KVOS-TV Bellingham, Wash.), Coca-Cola and 7-Up bottling plants, film production companies, a Seaquarium in Miami, vending interests and Coffee Time Inc. in Washington.

A pictorial history of the company accompanied feature stories on each of Wometco's divisions. Also included in the supplement were congratulatory messages from area businesses.

## GAB members advertise Ga.

The Georgia Association of Broadcasters set out to promote prominent state products to out-of-state tourists and wound up with more than 1,200 replies from 43 states, the District of Columbia, three Canadian provinces and Costa Rica. GAB offered samples of peanuts, pecans, pimentos, poultry and paper—all products in which Georgia is the leading producer—via spots on 155 member radio stations. The stations ran from one to 15 spots a day during the month the promotion was on. WLOS-Thomasville was responsible for almost 500 of the requests.

## Saturation transit ads

While KGO-TV San Francisco was signing a contract for 1,000 king-size posters to be used on busses and other public rapid transportation vehicles in the San Francisco-Oakland area during September, its sister station KGO was conducting a poster campaign on San

Francisco's "non-rapid transit" vehicles, reported Arnold Seidner, KGO radio's sales promotion director.

Large posters are placed on San Francisco's cable cars, giving history of the vehicle, mixing fact with fiction. The copy contains no more than 80 words which, Mr. Seidner says, can be read easily even when the car is going at "its maximum speed of only nine miles per hour." Agency for both KGO and KGO-TV is Cancilla, Gore & Knapp Inc., San Francisco.

## Drumbeats . . .

**Friendly competition** ■ Almost 300 Philadelphia advertising executives, nearing the dock after a dinner and cruise on the Delaware river as guests of WCAU Philadelphia, were welcomed back by a 20 x 12-foot sparkler display which spelled out "Safe Landing. Stay on Solid Ground with WIP." WIP, also a Philadelphia station, had given the same WCAU-sponsored trip sendoff last year when it had an airplane fly over the boat with a banner reading, "Have fun. But you're never at sea with WIP."

**July carols** ■ Highway safety on holiday weekends got special attention in the Sacramento, Calif., area on July 4. KARO Oroville played Christmas carols every fifteen minutes for people who won't be around for next Christmas because of a fatal highway accident. The station, which wanted to shock its listeners into being extra careful during the long weekend, said that many people had called the station to comment on the campaign.

**Conserve water!** ■ WPIX(TV) New York devised a plan to remind New Yorkers to conserve water during the city's serious water shortage. With the help of KLAS-TV Las Vegas, that city's chamber of commerce and Trans World Airlines, the station had a yucca tree shipped from Las Vegas and planted in front of the WPIX studio building.



The yucca tree arrives at WPIX(TV) studio accompanied by TWA stewardess, Gia Kothe.

KLAS-TV, besides supplying the cactus, also supplied the New York station with one gallon of Lake Mead (Nevada) water for the plant. WPIX added the finishing touch: a sign reading, "Be Like a Cactus—Save Water." This scene was also converted into a 10-second TV spot which was aired on the station.

**New records** ■ In actions that recall past marathon days, what are claimed to be two new edurance records have been reported. Kurt van Syk, assistant manager of KCMK(FM) Kansas City, Mo., stayed on the air 210 hours, 41 minutes and 15 seconds, surpassing what is said to be a record held by former WMGM New York disk jockey Peter Tripp's 210 hours, 20 minutes and 10 seconds. (WMGM is now WHN New York.) Disk jockey Bob Lamont of WCVS Springfield, Ill., claimed the new record for nonstop ferris wheel riding when he went around for 72 hours and 42 minutes.

## Broadcasting

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## BROADCAST ADVERTISING



Mr. Brennan

**William E. Brennan**, VP and account supervisor, Rumrill Co., New York, re-joins Grey Advertising, New York, as VP and account supervisor. He was with Grey as account executive in 1955-59, leaving

agency to join Young & Rubicam, New York.

**Jerry Gardner**, formerly account executive, Monte Rosenwald & Associates Advertising, Amarillo, Tex., appointed manager of Dallas office of Venard, Torbet & McConnell Inc., TV and radio station representatives.

**James F. Hoffman**, account executive at KHJ-AM-FM Los Angeles, named account executive at KHJ-TV, succeeding **Dennis Holt**, named account executive at RKO General Broadcasting's National Sales office, New York.

**Bill Hillinck**, promotion manager of ABC Radio western division in Los Angeles, named account executive.

**Walter C. Reisinger**, in advertising department of Anheuser-Busch Inc., St. Louis, named to newly created post of media coordinator for corporate advertising there.



Mr. Gilbertson



Mr. Zuver

**William L. Gilbertson**, account supervisor on Comet cleanser, and **Dick Zuver**, account supervisor on Tide detergent, both elected VP's of Compton Advertising Inc., New York. Mr. Gilbertson joined Compton in 1961; Mr. Zuver in 1955.

**Donald Bruce**, on sales staff of Avery-Knodel, Los Angeles, joins The Katz Agency Inc., that city, in similar capacity.

**William L. Unger Jr.**, account executive at ABC Radio, Los Angeles, joins Blair TV, that city.

**Richard T. Thacker**, account executive at Blair TV, Los Angeles, and **Bill Exline**, manager of San Francisco office of Storer Television Sales, named managers of West Coast operations for Eastman TV Inc., in Los Angeles and San Francisco, respectively. **Bruce Hagerty**, buyer at D'Arcy Advertising, New

York, named account executive at Eastman TV, that city.

**Irving R. Levine**, production coordinator of Ben Sackheim Inc., New York advertising agency, named general manager of agency including supervision of art and production departments.

**Frank Curtis**, newscaster at WTRF-TV Wheeling, W. Va., named account executive.

**Neil E. Derrough**, assistant sales manager of WEEI-AM-FM Boston, named general sales manager. Mr. Derrough previously was account executive at CBS Radio Spot Sales in Detroit and before that, was national sales representative at KCBS-AM-FM San Francisco.



Mr. Derrough

## Way back when . . .

**John W. Gardner**, named by President Johnson last week to be Secretary of Health, Education and Welfare, is former FCC official. He was chief of Latin-American section of Foreign Broadcast Intelligence Service in 1942-43, which monitored and recorded foreign broadcasts during World War II. It was split off from commission during war and made part of Central Intelligence Agency.

**Felix W. Penzarella**, artist with Curtis Publishing Co., and **Schnur & Appel Inc.**, advertising agency, both Philadelphia, named art director at Al Paul Lefton Co., that city.

**August A. Busch III**, VP for marketing operations, Anheuser-Busch Inc., St. Louis, promoted to VP and general manager. **George W. Couch Jr.**, brand manager for Budweiser, succeeds Mr. Busch as marketing operations VP.

**Thomas E. McManaman**, formerly with advertising staffs of *Detroit Free Press* and *Detroit News*, joins Creative House Inc. as account executive assigned to account of wxyz, there. Creative House's new address is 18040 James Couzens; phone 341-7745.

**Kelly O'Neill**, associate media director in New York office of Gardner Advertising, has been named media director in agency's St. Louis office where he reports to **Rudolph Maffei**, recently named VP in charge of media for all Gardner offices. Gardner also promoted

seven to VP. They are: **Phillip Capice**, radio-TV network program director, and **Robert A. Johans**, creative group supervisor, both New York; **John Davidson** and **James H. Lindsey**, account supervisors, also New York, and **Joseph Creaturo**, **A. Laney Lee** and **Claude R. Sides**, creative group supervisors, St. Louis.

**Sherwin Wasserman**, formerly with Eric Marder Associates, New York, joins Tatham-Laird & Kudner, Chicago, as research director.

**Roy C. Lindau**, for past two years sales manager, WEAM Arlington, Va., joins sales staff of WINS New York.

**George H. Gallup**, since 1963 station manager, WGAN Portland, Me., joins NBC Radio as manager, sales, central division, Chicago.

**Philip Drinkwine**, assistant promotion manager at KIRO-TV Seattle, named assistant advertising and sales promotion manager at KPDX(TV) San Francisco, replacing **Ed Rickey**, named producer-director at station.

**Margaret Sefershayan**, with medical copy department of Sudler & Hennessey Inc., New York, named medical marketing assistant at Hixson & Jorgenson Inc., Los Angeles.

**Peter J. Duran**, all media buyer at Ted Bates & Co., New York, named television salesman at Edward Petry & Co., that city.

**Francais J. Malley**, VP and director of public relations department at Doremus & Co., New York advertising and public relations agency, elected to board of directors.

**John H. Kline**, assistant sales manager at WFIL-TV Philadelphia, named director of sales development at WPHL-TV (not yet on air), that city.



Mr. McIlhenny

**J. William McIlhenny**, coordinator of broadcast relations and in account servicing at Ketchum, MacLeod & Grove, Pittsburgh, named VP.

**James Richard Hendrick**, announcer-salesman for WIKI Chester, Va., named account executive at WEET Richmond, Va.

**Irwin F. Fredman**, in copy department of Ogilvy, Benson & Mather, New York, named copy supervisor at C. J. LaRoche & Co., that city.

**Lee Gannon**, account executive for New York's Teleguide (closed circuit TV in hotels with news, weather and tourist information), and **Eugene Su-**

**torius**, account executive for Broadcast Communications Group, that city, named account executives in TV department of George P. Hollingbery Co., there.

**Norma Bodine**, manager of advertising department and copy chief at Lanvin-Charles of the Ritz Inc., New York, named fashion and cosmetics copywriter at Chirurg & Cairns Inc., that city.

**Rick McElheny**, senior market analyst for Solar division of International Harvester, San Diego, named account executive for The Bowes Co., advertising and public relations agency in Los Angeles.

**Albert L. Linton**, for past eight years, head of radio-TV section of Second Army Information Office, Fort George G. Meade, Md., named account executive at WBAL-TV Baltimore. Mr. Linton previously served as time salesman in Louisiana and Tennessee.



Mr. Linton

**Frank J. Scharrer**, account executive at West, Weir & Bartel, Los Angeles, named manager of new Los Angeles office of W. H. Schneider Inc., located at 9046 Sunset Boulevard. Telephone: 274-8635.

**Francis J. Cosentino**, account executive at Storm Advertising Inc., Rochester, N. Y., named VP.

**Neil Schreckinger**, account supervisor at Doyle Dane Bernbach, New York, and **James H. Graham**, account supervisor with DDB, that city, named VP's. Mr. Schreckinger joined agency in 1950; Mr. Graham in 1964.

**John F. Dorritie**, in executive capacities in sales, advertising and research for Sandoz Pharmaceuticals, New York,

named account executive at Sudler & Hennessey Inc., that city, for Pfizer Laboratories account.

**Joseph R. Rollins Jr.**, account executive at Wermen & Schorr Inc., Philadelphia, elected VP.



Mr. Sawyer



Mr. Porte

**Alvin R. Porte**, account executive, elected VP and account supervisor at Ted Bates & Co., New York, and **Sewall C. Sawyer**, associate media director at Dancer-Fitzgerald-Sample Inc., that city, named VP and media director at Bates.

**Herb Isaacs**, account executive on local sales staff of WTTV(TV) Bloomington-Indianapolis, joins Chicago office of Metro TV Sales, division of Metromedia Inc., as account executive. **Frank Di-Graci**, account executive for H-R Television, New York, joins Metro TV, there, in similar capacity.

**Minna Gottleib**, with Blackman-Ross Co., New York, Blackman Co., and later Compton Advertising (all same company) for past 50 years, retires. For past 48 years she has been supervisor of checking department where, it is estimated, she and her staff have saved clients from \$750,000 to \$1 million through make-up and short space advertising.



Mr. Drase

**George Drase**, account executive with WBBM-TV Chicago, has been named sales manager of WFLD(TV) there, new UHF station under construction by Field Communications Inc. **Marcel-la Braun**, formerly head of broadcast standards and practices department at WBKB(TV) Chicago, joins WFLD as director of women's programming. Her husband, also formerly with WBKB, recently became WFLD's program manager.

**Ednabelle Drury**, with advertising and public relations department of Swan Pools Inc., Los Angeles, named media buyer at MacManus, John & Adams Inc., that city.

**Dr. Edwin M. Berdy**, market research director for Vick Chemical Co., named director of research and marketing at Smith/Greenland Co., New York advertising agency.

**Phyllis E. Taylor**, head of broadcast

production at J. Walter Thompson Co., San Francisco, named new head of sales promotion and merchandising services, there.

**John Lego**, account executive in Chicago office of AM Radio Sales Co., named manager of Detroit office of representative firm.

**Thomas N. McDonnell**, director of television and radio for Lynn Baker Inc., New York, named television and radio producer and writer at Geyer, Morey, Ballard Inc., that city.

**Thomas Burchill** joins New York sales staff of Mort Bassett & Co., as account executive.

**Charles P. Flynn**, account director for Buick motor division advertising for four years at McCann-Erickson, Detroit, has been elected VP. He has been with agency nearly 10 years.



Mr. Flynn

**John Gillin**, account executive at Tatham-Laird, New York, named to similar task at Papert, Koenig, Lois, that city. **Donald Saltzman**, in programming department at NBC, Filmways and General Artists Corp., named TV

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## Fortas replaces Goldberg on Supreme Court

**Abe Fortas**, long-time friend of President Johnson and member of Washington law firm which includes Thurman Arnold, former assistant attorney general (antitrust division) and Paul Porter, former FCC chairman, was nominated last week to be associate justice of U. S. Supreme Court, replacing Arthur Goldberg, chosen by President Johnson to be U. S. Ambassador to United Nations. Mr. Fortas, who held number of important federal posts during Roosevelt and Truman administrations, is member of Federal Communications Bar Association, among other affiliations. He is also member of Advisory Committee on Free Press-Fair Trial of American Bar Association.

During his three years on Supreme Court, Ambassador Goldberg voted in two important broadcast cases: He joined Chief Justice Earl Warren and Associate Justices Tom Clark and William O. Douglas in hard core position that television coverage of Billie Sol Estes trial deprived defendant of his right to fair trial. This viewpoint became majority opinion when Associate Justice John



M. Harlan sided with Warren group (BROADCASTING, June 14). He also voted with majority in Colgate-Palmolive "sandpaper" case (BROADCASTING, April 12).

programming executive at PKL. **Bernard Dolan**, manager of accounting department at PKL, named controller. **Blake Johnson**, in TV production at Geyer, Morey, Ballard, New York, named TV producer at PKL.

**William L. Lauer**, manager of Detroit office of Metro Radio Sales, named general sales manager of WCBM-AM-FM Baltimore. He is succeeded at Detroit by **Glenn Gilbert**, manager of AM Radio Sales Co., that city.



Mr. Lauer

**Louis Crossin**, media supervisor at Cunningham & Walsh, New York, named group media director there.



Mr. Coffey

**John S. Coffey**, director of marketing services for Weightman Inc., Philadelphia, named senior VP. Mr. Coffey has held posts with N. W. Ayer, that city, and Young & Rubicam, New York.

**Dave DeArmond**, regional sales representative for WLOS-TV Asheville, N. C. in Greenville, S. C., named regional sales manager, with offices in Greenville.

**Lewis Nemerson**, VP at Ben Sackheim Inc., New York advertising agency, and **Ted Breining**, VP, named executive VP and VP and secretary-treasurer, respectively.

**Thomas D. Harrison Jr.**, national sales manager of WFLN-AM-FM and WPBS, both Philadelphia, named to similar capacity at WDVR(FM), that city.

### THE MEDIA

**Hugh F. Del Regno**, on special assignment at RKO General Broadcasting, New York, for past few months, returns to KHJ-AM-FM-TV Los Angeles, as controller.

**Gene Taylor**, program manager for WLS Chicago, promoted to station manager. He reports to **Ralph Beaudin**, WLS Inc. president-general manager. **Clark Weber**, WLS morning personality, succeeds Mr. Taylor as program manager.

**Walter Welch**, VP and general manager of Community Television Cable Corp., Lehigh Acres, Fla., named general manager of CATV operations for Knight Management Corp., Boston, responsible for development of CATV systems in Virgin Islands and other Caribbean locations.

**Winston H. DeForest**, manager of data processing systems and records in New York office of Metromedia Inc.,

named assistant to VP for finance and planning of Crown Stations (KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.).

**Robert Barnes**, sales manager of KOWN Escondido, Calif., named general manager. **Jay Raymond**, salesman for KOWN, named sales manager.

**Charles R. Sanford**, news director of WGAN-AM-TV Portland, Me., named station manager of WGAN.

**John R. McCarthy**, artist at WTVT(TV) Tampa-St. Petersburg, Fla., named art director for station. Mr. McCarthy previously worked as freelance artist in Kalamazoo, Mich.

**Donald Laufer**, general manager of WMMW Meriden, Conn., named general manager of The Hall Syndicate Radio (WMMW, and WICH Norwich, Conn.) which plans to acquire other radio-TV properties.

**Alan Henry**, VP and general manager of KLAC Los Angeles, has resigned effective Aug. 2. **John V. B. Sullivan**, president of Metropolitan Broadcasting Radio, division of Metromedia, will act as general manager at KLAC until replacement is announced. Mr. Henry had been with KLAC in post for past year and half.

**J. Allen Jensen**, KID-TV Idaho Falls, elected president of Idaho Broadcasters Association. Others elected: **Robert Saxvik**, KBAR Burley, VP, and **James Davidson**, KIDO Boise, secretary.

### PROGRAMING

**Fred Freiburger** and **Richard Landau**, producer and associate producer, respectively, for *A Man Called Shenandoah*, at MGM-TV, Hollywood, fill same slots on *The Wild, Wild West*, CBS-TV production of hour series to begin Sept. 17.

**Charles Austin Love**, producer, director and creative supervisor of radio-TV commercials, named producer at Tel Ra Sports Film Productions, New York.

**Tom Dunn**, Universal Pictures Co., sales manager in St. Louis, named to sales staff of MCA-TV, Universal City, Calif., handling *Indianapolis 500* and other special assignments.

**Robert Henabery**, special program consultant at WCBs New York, named program director for WNAC-WRKJ(FM) Boston, and Yankee Network. Mr. Henabery previously was program and production manager of WWJ Detroit for 10 years.

**Ruby Johnson** joins announcing staff of KTBC-FM Austin, Tex.

**Len White**, formerly director of program development for CBS-TV in Hollywood and previously in charge of new



## New deal for Anderson



Mr. Anderson

New five-year contract has been signed by **Herb Oscar Anderson** (radio entertainer since 1944 and "morning personality" in radio) and WABC New York that guarantees him yearly salary in \$100,000 range. Top disk jockey personalities in first three radio markets in the country reportedly receive salaries in the \$75,000 to \$100,000 bracket, making Mr. Anderson one of highest paid in this group.

Mr. Anderson has been with WABC for the past five years.

TV programs for J. Walter Thompson, Hollywood, appointed VP in charge of program development for Harbour Productions, Unlimited, company headed by Raymond Burr.

**Harlan Horton**, announcer under name, **Grant Williams**, at KMOX St. Louis, joins KSD, that city, with title "Whatsisname," since "Grant Williams" is property of CBS. KSD will ask listeners to suggest new name for Mr. Horton.

**William Kronick** named director of *Frontiers of the Mind*, hour TV special in Wolper Productions' *The March of Time* series.

**Mal Campbell**, manager of WOL-AM-FM Washington; joins sports staff of WMAL-AM-FM-TV, that city.

**Bill Hersey**, television writer and formerly with Young & Rubicam, Los Angeles, named assistant program development manager for ABC-TV on West Coast. Mr. Hersey replaces **Larry Gordon**, who resigns to pursue freelance writing career.

**Lee Leonard**, announcer-personality at WCKY Cincinnati, joins WNBC New York, in similar capacity.

**Frank Sims**, former play-by-play announcer for baseball networks of Philadelphia Phillies, Detroit Tigers and Los Angeles Dodgers, joins Sports Network Inc., as announcer with Los Angeles staff.

**Seymour Horowitz**, program director of WABC-TV New York, named program director of KGO-TV San Francisco, replacing **Calvin Thomas**, who becomes production manager, replacing **Dick West**, who becomes operations manager. All men formerly held their new posi-

tions when Mr. Horowitz was called to New York on special assignment in 1963.

**Ron Jacoby**, associate producer in programming at ABC-TV, New York, named associate producer at D'Antoni/Baer Productions Inc., that city.

**Robert Wallace**, announcer at WAMC-FM Albany, N. Y., noncommercial, named program director.

**William L. Schaub**, since 1956 investigative reporter and writer for *Chicago American*, joins WBBM-TV Chicago as assistant editorial director. **Rick Weaver**, former sports director of KFH Wichita, Kan., joins WBBM-AM-FM.



Mr. Pearson

**John Pearson**, VP of international division of Independent Television Corp., Toronto, named sales manager for Latin America of Desilu Sales Inc., with offices in Hollywood, Mexico City and Buenos Aires.

**Jimmie Dykes**, professional baseball player, coach and manager, joins WCAU Philadelphia, as expert on baseball and sports consultant.

## NEWS

**Robert L. Davidson**, announcer at WFAS White Plains, N. Y., named director of public affairs at WRRG Spring Valley, N. Y. **Dom Alagia**, formerly with WINS New York, named head of sports department at WRRG.

**Don Hewitt**, veteran CBS News producer, named executive producer, *Town Meeting of the World* series of international discussions to be transmitted by satellite. **William K. McClure**, named European producer of *Town Meeting* in addition to current post of director of operations, Europe, for *CBS Reports*.

**Ed Whitaker**, with Armed Forces Radio Service, and **Jay Anthony**, with

KADY St. Louis, join news staff of KHOW Denver.



Mr. Chandler



Mr. Kubasik

**Robert Chandler**, for past two years director of CBS News information services, appointed manager of program administration with CBS News. **Ben Kubasik**, manager of CBS News information services for past year, succeeds Mr. Chandler. Mr. Chandler's responsibilities include administrative and informational aspects of broadcasts in *CBS Reports*, news specials, *The Twentieth Century* and *Town Meeting of the World* series, special events and election units.

**Carolyn Rosen Boiarsky**, with Kana-wha (W. Va.) county board of education, and previously reporter for UPI in Charleston, W. Va., named news editor at WCHS-TV, that city.

**Paul Comer**, with WDBJ Roanoke, and **Mike Wright**, night news editor at WTAR-TV Norfolk, named announcer-weatherman and manager of news at WSVA-AM-TV Harrisonburg, all Virginia.

**William Wippel**, owner-manager of KOFE Pullman, Wash., and **Martin Tobin**, newscaster at KIRO and KOL, both Seattle, named newscaster and news director, respectively, at KIXI-AM-FM Seattle.

**Robert C. Lape**, newscaster at WBZ-TV Boston, named news director.

**Robert Carroll**, with KFRM Salina, Kan., joins Kansas State Network as newscaster with headquarters at KARD-TV Wichita. Other stations in network are KCKT(TV) Great Bend; KGLD(TV) Garden City, and KOMC(TV) McCook, Neb. Latter three are satellites of and



## NBC News' John Chancellor to head VOA

**John Chancellor**, White House correspondent for NBC and NBC newsman for 15 years, last week was named director of Voice of America, radio and television arm of U. S. Information Agency.

President Johnson said at his news conference last Wednesday (July 28) that this is first time VOA has been headed by working newsman. "I have confidence that it is going to be in imaginative, competent, reliable and always truthful hands," President said. Mr. Chancellor, who succeeds **Henry Loomis** who resigned in March to join Department of Health, Education & Welfare, reports to Leonard H. Marks, Washington communications lawyer, who was named director of USIA by President only last month (BROADCASTING, July 19).

Native of Chicago, Mr. Chancellor was born in 1927 and attended University of Illinois. After serving in Army he joined *Chicago Sun-Times* in 1948 working as reporter, rewrite-man and feature writer.

His first assignment with NBC was as midwestern correspondent. In 1956 he was television floor reporter at political conventions and during campaign he covered Adlai E. Stevenson, Democratic nominee for President. Early in 1958 he was assigned to NBC News' Vienna bureau, and then to London bureau. In mid-1960 he was named chief of NBC's Moscow bureau, but came back to the U. S. in that year to work on 1960 elections. After elections he returned to Moscow, but came back to the U. S. in July 1961 to become host of NBC-TV's *Today* program for one



Mr. Chancellor being evicted from GOP convention

year. After political reporting in this country before and during 1962 elections, he returned to Europe early in 1963 to study Common Market and to report on it in *A Country Called Europe*, NBC special. In July he was named head of NBC News bureau covering Common Market in Brussels. He returned to U. S. early in 1964 to cover 1964 political campaign, from pre-convention activities to election itself. He was named NBC News' White House correspondent in December 1964.

It was during 1964 GOP convention in San Francisco that he won

fame of sort; during interview on floor, he was ejected by police. He was later escorted back to floor by Republican sergeant-at-arms who apologized for police action (see picture.)

Mr. Chancellor's reporting has won him national Sigma Delta Chi Award and Robert E. Sherwood Award.

Mr. Chancellor is third from broadcast ranks to head VOA; J. R. Poppele, former engineering VP of WOR-AM-FM-TV New York was VOA chief 1953-56; Robert E. Button, former NBC program and sales executive, was VOA chief 1956-1960.

are sold with KARD-TV.

**Robert Irvine**, news writer at KTLA (tv) Los Angeles, joins news staff of KNX, that city.

**Abe Albright**, news director at WHEN Syracuse, N. Y., named news director of WWVA Wheeling, W. Va.

**Nick Charles**, news director of WGBB Freeport, and WGSM Huntington, both New York, named to news staff of WWRL New York.

**John Franklin**, formerly on news staff of KYW (previously WRCV) Philadelphia, and **William Garrett**, on news staff of WCBM Baltimore, join news staff of KYW, there, which is converting to all-news operation.

### ALLIED FIELDS

**Robert Jacobi**, attorney in FCC's of-

fice of general counsel, has joined Washington law firm of Cohn and Marks. Mr. Jacobi had been commission attorney total of four years since 1959. Between 1961 and 1963 he was in private practice in Washington.

**Ben Abbene**, formerly with Henry Jaffe Enterprises and Wolper Productions, Los Angeles, appointed associate professor in communication arts department of Loyola University, Los Angeles, and director of school's TV activities.

**Jack Shelley**, newscaster and manager of news departments at WHO-AM-FM-TV Des Moines, Iowa, named associate professor in department of technical journalism at Iowa State University, Ames.

**Harry G. Sells** and **Harry E. Wood** have established Washington law firm

of Emery, Sells & Wood, 1 Farragut Square South; telephone: Metropolitan 8-3772. Both originally were with Dow, Lohnes & Albertson, and then with what is now Grove, Paglin, Jaskiewicz, Gilliam & Putbren.

### DEATHS

**Rev. Frank S. Hemingway**, 70, founder and since Dec. 2, 1926, general manager of WMPC Lapeer, Mich., noncommercial, died July 25 following heart attack. Mr. Hemingway managed station, licensed to Liberty Street Gospel Church, Lapeer, which operated from church funds and from individual subscription.

**Jo Ranson**, 57, former radio station public relations executive, died July 27 in New York of injuries sustained in automobile accident. He had been as-



sociated for 17 years until 1958 with New York radio stations including WFAF (now WNBC), WNEW and WMGM (now WHN) and more recently had been writer with trade publications and with National Tuberculosis Association, which he joined in 1963.

**Lester M. Malitz, 58**, president of Lester M. Malitz Inc., New York advertising agency, and formerly VP at

Leo Burnett & Co., Chicago, died July 24. He is survived by his wife, Marguerite, daughter and son.

**Thomas A. Wright, 52**, formerly associated with Young & Rubicam, New York, and ABC, died July 26 at his home in Santa Monica, Calif.

**A. Vance Hallack, 50**, television consultant for Encyclopaedia Britannica

Inc., Chicago, died July 16 in Memorial hospital, Chicago, following stomach operation. Before joining Encyclopaedia Britannica six months ago, Mr. Hallack was, for four years, Department of State television consultant in Iraq, Iran, Nigeria and Sierra Leone. Previous to that he managed NBC-TV's color division. He is survived by his wife, Bernice.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 22 through July 28 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: 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.

#### New TV stations

##### ACTION BY FCC

**Phoenix**—Spanish Language Television of Arizona Inc. Granted CP for new TV on UHF channel 21 (512-518 mc); ERP 19.85 kw vis., 3.96 kw aur. Ant. height above average terrain 1,540 feet, above ground 92 feet. P.O. address 2873 Sky Harbor Boulevard, Phoenix. Estimated construction cost \$165,600; first year operating cost \$145,000; revenue \$275,000. Studio and trans. locations both Phoenix. Geographic coordinates 33° 20' 03" north latitude, 112° 03' 42.5" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-30J. Legal counsel Philipson, Lyon & Chase; consulting engineer Jansky & Bailey, both Washington. Principals: E Pluribus Unum Enterprises Inc. (16.67%), Donald B. Thomson (13.89%), George W. Soderquist (16.67%), Arnold R. Sabel (8.33%), T. Richard Gregory (8.33%), Leonard M. Calderon Jr. (13.89%), Harvey M. Ross (8.33%), Edward Panosian (5.55%), Elmer Green (5.55%) and Herb Linder (2.79%). Mr. Thomson owns E Pluribus Unum Enterprises, Phoenix advertising agency. Mr. Linder is Phoenix city councilman and others have business interests in Phoenix and vicinity. Commissioner Cox abstained from voting. Action July 23.

##### APPLICATIONS

**Little Rock, Ark.**—Victor Broadcasting Inc. UHF channel 16 (482-488 mc); ERP 32.38 kw vis., 6.48 kw aur. Ant. height above average terrain 393 feet, above ground 508.4 feet. P.O. address 4015 West Capitol Street, Little Rock. Estimated construction cost \$283,660; first year operating cost \$280,000; revenue \$280,000. Studio and trans. locations both Little Rock. Geographic coordinates 34° 45' 57" north latitude, 92° 17' 39" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Fly, Shuebruk, Blume and Gaguine; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principal: Victor Muscat (100%). Mr. Muscat owns KMYO Little Rock, and KIKS Sulphur, La. Ann. July 19.

**Atlanta**—Rice Broadcasting Inc. UHF channel 46 (662-668 mc); ERP 570 kw vis., 110 kw aur. Ant. height above average terrain 1,097 feet, above ground 1,054.25 feet. P.O. address 3091 Arden Road, N.W., Atlanta. Estimated construction cost \$390,000; first year operating cost \$450,000; revenue \$300,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45' 34" north

latitude, 84° 20' 04" west longitude. Type trans. GE TT-57A, type ant. GE TY-25E. Legal counsel Cohn & Marks; consulting engineer Gautney and Jones, both Washington. Principal: Jack M. Rice. Mr. Rice owns Atlanta Telemeter Inc. and Home Theaters of Georgia Inc., both Atlanta pay-TV firms. Ann. July 20.

**Louisville**—Consolidated Broadcasting Co. UHF channel 41 (632-638 mc); ERP 176 kw vis., 17.6 kw aur. Ant. height above average terrain 675 feet, above ground 395 feet. P.O. address 1713 Calhoun Street, Chillicothe, Mo. Estimated construction cost \$384,200; first year operating cost \$270,000; revenue \$300,000. Studio location Louisville; trans. location New Albany, Ind. Geographic coordinates 38° 20' 50" north latitude, 85° 51' 29" 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 firm. Principals each have 5% interest in applicant for new TV in Kansas City, Mo., for channel 25. Consolidated Broadcasting is also an applicant for UHF channel 16 in Wichita, Kan. Ann. July 16.

**Lake Charles, La.**—Victor Radio Inc. UHF channel 29 (536-542 mc); ERP 176.8 kw vis., 35.35 kw aur. Ant. height above average terrain 278 feet, above ground 300.25 feet. P.O. address Box 324, Lake Charles. Estimated construction cost \$350,210; first year operating cost \$280,000; revenue \$280,000. Studio location, Lake Charles; trans. location Sulphur, La. Geographic coordinates 30° 12' 36" north latitude, 93° 22' 36" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-24 DL. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principal: Victor Muscat (100%). Victor Radio owns KMYO Little Rock, Ark., and KIKS Sulphur. Ann. July 16.

**Kettering, Ohio**—Kittyhawk Broadcasting Corp. UHF channel 16 (482-488 mc); ERP 250 kw vis., 25 kw aur. Ant. height above average terrain 187 feet, above ground 356 feet. P.O. address Box 2263, Kettering. Estimated construction cost \$318,200; first year operating cost \$295,500; revenue \$400,000. Studio location Kettering, trans. location Moraine, Ohio. Geographic coordinates 39° 43' 11" north latitude, 84° 13' 20" west

longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John A. Kemper (32%), E. Raymond Arn, Kenneth D. Caywood, Robert Frame (each 17%), John H. Pearce (9%) and Victor J. Cassane (8%). Kittyhawk Broadcasting is applicant for new AM in Kettering. Messrs. Pearce and Cassane each have 200 shares of stock in Cox Broadcasting Corp. Mr. Arn is president and has 80% interest in Film Associates Inc., Dayton, Ohio, production and lab service film firm. Ann. July 20.

#### New AM stations

##### ACTION BY FCC

**Saratoga Springs, N. Y.**—Community Radio of Saratoga Springs, N. Y., Inc. Granted CP for new AM on 900 kc, 250 w, daytime. P.O. address Kent E. Jones, 71 West Avenue, Saratoga Springs. Estimated construction cost \$1,000; first year operating cost \$42,000; revenue \$60,000. Principals: Kent E. (29.9%) and Francis P. Jones (29.2%). Paul R. Rouillard, Larrie G. Sutliff, Iona W. Robertson (each 11.7%), James E. Cudney and James M. Burke (each 2.9%). Messrs. Rouillard and Cudney are area businessmen; Mr. Burke is attorney; Mrs. Jones and Mrs. Robertson are housewives; Messrs. Jones and Sutliff are employees of WSPN Saratoga Springs. Applicant proposes to use facilities of WSPN, which suspended operations Feb. 9. Action July 27.

##### APPLICATIONS

**Red Oak, Iowa**—Mid-American Publishing Corp. 1080 kc, 250 w, D. P.O. address Box 130, Shenandoah, Iowa. Estimated construction cost \$28,114.07; first year operating cost \$24,000; revenue \$24,000. Principals: David E. Archie (12%), W. D. Archie (5%), Mrs. John P. Tinley (3%), Ardon E. Bowman (5%), Joseph P. Rosenfeld (3%), Ruan Leasing Co. (3%) and others. Mid-American is publisher of Charles City (Iowa) Press, Cedar Valley Times, Vinton, Iowa, Marion (Iowa) Sentinel, and Clear Lake (Iowa) Mirror-Reporter. Messrs. Tinley and Archie are publisher and president, respectively, of Shenandoah (Iowa) Sentinel. Ann. July 23.

**Brandon, Miss.**—Wilbur J. Martin Sr. 970 kc, 1 kw, D. P.O. address Box 507, Waynesboro, Miss. Estimated construction cost \$62,034; first year operating cost \$28,000; revenue \$35,000. Mr. Martin owns WABO Waynesboro. Ann. July 21.

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531





## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 28

|    | Lic.  | CP's | NOT ON AIR<br>CP's | TOTAL APPLICATIONS<br>for new stations |
|----|-------|------|--------------------|----------------------------------------|
| AM | 4,039 | 38   | 70                 | 454                                    |
| FM | 1,331 | 18   | 245                | 297                                    |
| TV | 551   | 43   | 116                | 213                                    |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 28

|               | VHF              | UHF | TV  |
|---------------|------------------|-----|-----|
| Commercial    | 510 <sup>a</sup> | 165 | 675 |
| Noncommercial | 59               | 56  | 115 |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31, 1965

|                                                 | AM    | FM    | TV  |
|-------------------------------------------------|-------|-------|-----|
| Licensed (all on air)                           | 3,998 | 1,292 | 559 |
| CP's on air (new stations)                      | 19    | 41    | 30  |
| CP's not on air (new stations)                  | 77    | 207   | 88  |
| Total authorized stations                       | 4,094 | 1,540 | 677 |
| Applications for new stations (not in hearing)  | 220   | 189   | 78  |
| Applications for new stations (in hearing)      | 78    | 59    | 60  |
| Total applications for new stations             | 298   | 248   | 138 |
| Applications for major changes (not in hearing) | 201   | 48    | 22  |
| Applications for major changes (in hearing)     | 35    | 3     | 10  |
| Total applications for major changes            | 236   | 51    | 32  |
| Licenses deleted                                | 1     | 0     | 0   |
| CP's deleted                                    | 2     | 0     | 0   |

<sup>a</sup> Does not include seven licensed stations off air.

<sup>b</sup> Includes three noncommercial stations operating on commercial channels.

## Existing AM stations

### ACTIONS BY FCC

■ By memorandum opinion and order, commission granted application of WFTL Broadcasting Co. to increase daytime power of WFTL Fort Lauderdale, Fla., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, with DA-D; conditions include no construction unless and until application of Indian River Broadcasting Co. to increase daytime power of WIRA Fort Pierce, Fla., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w is granted. Denied or dismissed as moot petitions to deny by WWIL Fort Lauderdale, and WIRA. Action July 28.

■ Commission gives notice that May 27 initial decision which looked toward granting application of Radio Station KVOL Inc. to increase daytime power of KVOL Lafayette, La., from 1 kw to 5 kw, continued operation on 1330 kc, 1 kw-N, DA-N; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419, became effective July 16 pursuant to sec. 1.276 of rules. Action July 27.

■ By order, commission denied petition for reconsideration by Greater Minnesota Broadcasting Corp. (KVBR). Brainerd, Minn., and dismissed as moot its motion for stay of June 11 decision which granted application of Brainerd Broadcasting Co. to change trans. site of KLIZ Brainerd, and change operation on 1380 kc from 1 kw, D, to 5 kw, uni., DA-N. Commissioners Cox and Wadsworth not participating. Action July 27.

■ By order, commission authorized KWK Radio Inc. to continue operation of KWK St. Louis, Mo., until end of broadcast day on Sept. 30, pending determination by commission's review board with respect to proposals for interim authority. Commissioner Bartley dissented. Action July 21.

■ Commission has addressed letter to Richard B. Wheeler, of Radio Denver Inc., licensee of KTLN Denver, concerning complaint by Paul G. West, on behalf of Sheldon D. Doman, d/b as Credit Counselors, against series of programs entitled "The Gougiers." Action July 21.

## New FM stations

### ACTIONS BY FCC

Owosso, Mich.—Owosso Broadcasting Co. Granted CP for new FM on 103.9 mc. channel 280, 3 kw. Ant. height above average

terrain 244 feet. P.O. address c/o Merrill Walker, 2300 North Shiawassee, Owosso. Estimated construction cost \$11,100; first year operating cost \$9,800; revenue \$5,000. Applicant is licensee of WOAP Owosso. Chairman Henry and Commissioner Cox dissented. Action July 21.

St. Albans, W. Va.—St. Albans-Nitro Broadcasting Co. Granted CP for new FM on 105.1 mc, channel 286, 50 kw. Ant. height above average terrain 500 feet. P.O. address 212 Talbott Building, Dayton 2, Ohio. Estimated construction cost \$14,500; first year operating cost \$10,000; revenue \$15,000. Applicant is licensee of WKLC St. Albans. Action July 26.

### APPLICATIONS

Scottsboro, Ala.—Dr. Ralph M. Sheppard. 98.3 mc, channel 252, 1.5 kw. Ant. height above average terrain 404 feet. P.O. address Box 6, Scottsboro. Estimated construction cost \$18,917; first year operating cost \$18,500; revenue \$30,660. Dr. Sheppard is dentist and has real estate interests. Ann. July 19.

Mesa, Ariz.—Maricopa County Broadcasters Inc. 93.3 mc, channel 227, 100 kw. Ant. height above average terrain 1,649 feet. P.O. address Box 1510, Mesa. Estimated construction cost \$81,324; first year operating cost \$36,000; revenue \$48,000. Principals: Lee Ackerman (65.5%), Sheldon Engel (20%) and Tad Hankey (14.5%). Maricopa County owns KALF Mesa. Ann. July 19.

Valparaiso, Ind.—Northwestern Indiana Radio Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 490, Valparaiso. Estimated construction cost \$19,728; first year operating cost \$27,100; revenue \$27,404. Principals: Emmett M. Mellenhith, W. Jerome Dee, Nettie B. Hershman (each 30.5%), G. Edward Hershman and Arthur L. Hershman (each 4.13%). Applicant owns WNWI Valparaiso. Ann. July 19.

Corbin, Ky.—James Calvin Vernon. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 82 feet. P.O. address c/o WYGO Radio, 311 South Main Street, Corbin. Estimated construction cost \$8,204; first year operating cost \$24,000; revenue \$36,000. Mr. Corbin owns WYGO Corbin. Ann. July 19.

Corbin, Ky.—Corbin Times-Tribune Co. 99.3 mc, channel 275A, 3 kw. Ant. height above average terrain 259 feet. P.O. address Box 509, Corbin. Estimated construction cost \$17,695; first year operating cost \$7,400; revenue \$7,200. Principals: J. Springer Robinson (60%), John L. Crawford (27.5%)

and James O. Crawford (12.5%). Applicant is publisher of Corbin Times-Tribune and is licensee of WCTT Corbin. Ann. July 18.

Lake Charles, La.—Victor Radio Inc. 98.1 mc, channel 241, 35.33 kw. Ant. height above average terrain 218 feet. P.O. address Box 324, Lake Charles. Estimated construction cost \$23,465; first year operating cost \$18,000; revenue \$24,000. Principal: Victor Muscat (100%). Mr. Muscat is also applicant for new TV on UHF channel 29 in Lake Charles, and channel 16 in Little Rock, Ark. Victor Radio owns KMYO Little Rock and KIKS Sulphur. La. Ann. July 21.

Alpena, Mich.—Midwestern Broadcasting Co. 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 122 feet. P.O. address Paul Bunyan Building, Traverse City, Mich. Estimated construction cost \$10,384; first year operating cost \$1,500; revenue \$5,000. Principals: Les Biederman (52.5%), Drew McClay (15%), William Kiker (16.25%) and Fred Zierle (16.25%). Midwestern owns WTCM and WPBN-TV Traverse City, WTOM-TV Cheboygan, WATT Cadillac, WATC Gaylord, WATZ Alpena and WMBN Petoskey, all Michigan. Ann. July 19.

Sturgeon Bay, Wis.—Door County Broadcasting Inc. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 300 feet. P.O. address 15th and Utah Streets, Sturgeon Bay. Estimated construction cost \$15,022; first year operating cost \$8,000; revenue \$8,500. Principals: Edward Allen (52%), Dr. H. D. Grota (13%), Frank H. Kellner (12%), Verner Felhofer (10%) and others. Door County Broadcasting owns WDOR Sturgeon Bay. Ann. July 19.

## Existing FM stations

### ACTION BY FCC

■ Sec. 73.242 of commission's rules, adopted in 1964, provides that effective October 15, FM's in cities of over 100,000 population can devote no more than 50% of average broadcast week to duplication of programming of commonly owned AM in same local area. Rule also provides that stations may file requests for exemption, such requests to be filed six months before the effective date, or by April 15, 1969 stations covered by rule filed requests for exemption. Because of large number, and also because supplemental material was filed quite recently in connection with several of them, commission has not yet reached decision on requests. It will consider them in Sept. and reach decision during that month. Since decision has not yet been reached, it is appropriate to postpone effect of rule with respect to those stations which have sought exemption. Therefore, with respect to 106 of these stations, exemption is granted until Dec. 31. In three other instances, exemption requested was temporary, until April 15, 1968. These requests have merit and are granted. 109 stations are listed hereto. With respect to other FM stations covered by the rule, it becomes effective October 15. In those cases in which commission denies exemption upon consideration of request in Sept., stations will be given reasonable time to make whatever changes in facilities are needed to present required amount of nonduplicated programming. Four other stations filed requests but exemption is not necessary since they are not covered by rule. These are: WDBO-FM Orlando, Florida. WCRB-FM Waltham, Mass., and WPBC-FM Richmond, Minn. (cities of less than 100,000 according to 1960 Census); and WHA-FM Madison, Wis. (a station in the educational FM band). Action July 21.

Following FM's are granted exemption from provisions of sec. 73.242 of commission's rules, to and including December 31 except in three cases indicated where exemption is to and including April 15, 1968: WJLN Birmingham; WKRC-FM Mobile, and WHYY-FM Montgomery, all Alabama; KHEP-FM and KMEO, both Phoenix, and KCEE-FM Tucson, both Arizona; KEZR Anaheim; KPAT-FM Berkeley; KFOX-FM, KABC-FM, KFAC-FM, KNX-FM, all Los Angeles; KFMF-FM and KSEA, both San Diego, and KABL-FM, KCBS-FM, KGO-FM, KKHI-FM and KNBR-FM, all San Francisco, all California; KFML-FM and KOA-FM, both Denver; WDRC-FM Hartford, and WATR-FM Waterbury, both Connecticut; WGMS-FM, WOL-FM, WRC-FM and WTOP-FM, all Washington; WGBS-FM Miami; WGNB St. Petersburg, and WDAE-FM Tampa, all Florida; WAVQ, WGKA-FM and WPLO-FM, all Atlanta; WBBM-FM, WJJD-FM, WMAQ-FM and WNUS-FM, all Chicago; WBST-FM South Bend, Ind.; KCKN-FM Kansas City, Mo.; WKLO-FM

Louisville, Ky.; KRMD-FM and KWKH-FM, both Shreveport, La.; WCOP-FM, WEEI-FM, WRKO-FM and WKHR-FM, all Boston; WKRR-FM Dearborn; WJBK-FM and WXYZ-FM, both Detroit; and WYFE Lansing, all Michigan; KTIS-FM Minneapolis; KBEY Kansas City, KMOX-FM and WIL-FM, both St. Louis, all Missouri; KICN-FM and KOWH-FM, both Omaha; WKDN-FM Camden; WPAT-FM Paterson; and WTTM-FM Trenton, all New Jersey; WEBR-FM, WGR-FM and WYSL-FM, all Buffalo; WCBS-FM, WEVD-FM, WHOM-FM, WNBC-FM, WOR-FM and WQXR-FM, all New York; and WROC-FM Rochester, all New York; WSJS-FM Winston-Salem, N. C.; WCUF Akron; WERE-FM, WGAR-FM and WJW-FM, all Cleveland; WCOL-FM Columbus; WONE-FM Dayton; WSPD-FM Toledo; and WRED Youngstown, all Ohio; KOCY-FM Oklahoma City and KAKC-FM and KRMG-FM, both Tulsa, all Oklahoma; KOIN-FM, KPQD-FM and KPOJ-FM, all Portland, Ore.; WCAU-FM, WFLN-FM and WIBG-FM, all Philadelphia, and KQV-FM, WJAS-FM, WRYT-FM and WWSW-FM, all Pittsburgh; WFQM and WKAQ-FM, both San Juan, P. R.; WDEF-FM Chattanooga; KRLO-FM Dallas; KSET-FM El Paso; KNOK-FM Fort Worth; KVIL-FM Highland Park-Dallas, and KTRH-FM Houston, all Texas; KCPX-FM Salt Lake City; WAVA-FM Arlington; WCMS-FM Norfolk, and WRVA-FM Richmond, all Virginia; KIKI-FM and KTW-FM, both Seattle, and KNTN-FM Tacoma, all Washington; WEMP-FM, WISN-FM and WRIT-FM, all Milwaukee.

## Ownership changes

### ACTIONS BY FCC

WCRI Scottsboro, Ala.—Granted assignment of license from Jackson County Broadcasting Service, owned by Pat M. Courington (100%), to Jackson County Broadcasting Service Inc., owned by Mr. Courington (62.5% after), Forrest W. Crowe (12.5%) and Benny Waverly Kennamer (25%). Consideration \$40,000. Mr. Kennamer is general manager of WCRI. Action July 21.

WLBE Leesburg-Fort Eustis, Fla.—Granted transfer of control of licensee corporation, WLBE Inc., from Paul A. and Sally H. Husebo (100%), to Edwin Mead, Arthur D. Peplin, Harold J. Sharp (each 25%), D. Richard Mead Jr. (18.67%) and Robert E. Warfield Jr. (8.33%). Consideration \$190,000. Mr. Peplin has 33% interest in WPRY Perry, Fla. Mr. Sharp is sales manager of WLBE. Others have nonbroadcast business interests in Fort Eustis and vicinity. Action July 21.

KASI Ames, Iowa.—Granted transfer of control of licensee corporation, KASI Iowa Inc., from Dale Cowle, Robert A. Dettman, G. Laverne Flambo, W. John Grandy, Harry S. Hyett and Odin S. Ramsland (100% as group), to Ames Broadcasting Co., owned by Dale Cowle (100%). Consideration \$132,000. Mr. Cowle is general manager of KBIZ Ottumwa, Iowa. Action July 21.

WNVL Nicholasville, Ky.—Granted assignment of license from Pierre E. and F. E. Lackey, and Katherine G. Peden d/b as Nicholasville Broadcasting Co., to Katherine G. Peden tr/as Nicholasville Broadcasting Co. Consideration \$50,000. Action July 26.

WFAU-AM-FM Augusta, Me.—Granted assignment of license from Twin City Broadcasting Inc., owned by Faust Couture (82.4%) and others, to Capitol Communications Corp., owned by Harold L. Vigue (52%), Norman G. Gallant (24%), Joseph R. Roy and Paul F. McClay (each 12%). Consideration \$184,551. Mr. Roy is engineer for WCOU-AM-FM Lewiston, Me., owned by Twin City Broadcasting. Mr. Gallant is general manager of WFAU-AM-FM and has interest in Twin City Broadcasting. Messrs. Vigue and McClay are employed at WTVL Waterville, Me. Assignment is contingent on grant of assignment of WCOU-AM-FM to Androscoggin Radio Corp. (see below). Action July 21.

WCOU-AM-FM Lewiston, Me.—Granted assignment of license from Twin City Broadcasting Inc., to Androscoggin Radio Corp., owned by John C. Libby (75%) and Harry Ferguson (25%). Consideration \$183,057. Mr. Libby has interest in Twin City Broadcasting, owner of WFAU-AM-FM Augusta, Me., and WCOU-AM-FM (see above). Action July 21.

KCBY-TV Coos Bay, Ore.—Granted assignment of license from Pacific Television Inc., owned by Eugene Television Inc. which is owned by Edna E. Fisher (28 1/2%), Lee P. Bishop, Edward T. Gardner, C. Philip Tillman, J. Don Smith, Janeth H. Russell, Robert P. Booth (each 6 1/2%) and

others, to Eugene Television Inc., owned by same individuals with same percentages. No financial consideration, transaction of asset transfer. Action July 27.

WENS(TV) Pittsburgh—Granted assignment of CP from Telecasting Inc., owned by Thomas P. Johnson and others, to Springfield Television Broadcasting Corp., owned by William L. and Roger L. Putnam and others. Consideration 5,000 shares of Springfield stock or about \$110,000. Springfield TV owns WWLP(TV) Springfield, WJZB(TV) Worcester, both Massachusetts; WKEF(TV) Dayton, Ohio, and WRLP(TV) Keene, N. H.; Brattleboro, Vt.-Greenfield, Mass. with CP for new TV in Raleigh, N. C., and application pending for TV in Kansas City Mo. Action July 28.

WAND-TV Pittsburgh—Granted assignment of CP from Agnes J. Reeves Greer to D. H. Overmyer Communications Co. Consideration \$28,000. Agnes Greer is controlling stockholder of Dover Broadcasting Inc., licensee of WJER Dover-New Philadelphia, and WCNS-AM-FM Canton, both Ohio. West Virginia Radio Corp., licensee of WAJR-AM-FM Morgantown, W. Va.; WKJF Inc., licensee of WKJF-FM Pittsburgh. Mr. Overmyer owns WNOP-TV Newport, Ky.; WDHO-TV Toledo, Ohio, and WATL-TV Atlanta. OCC is also applicant for new UHF-TV's in Rosenberg, Tex., (ch. 17) and Dallas (29). Action July 28.

WISA-AM-FM Isabela, P. R.—Granted assignment of license from Sergio Martinez (99.94%), Gualberto Martinez and Gloria Maria Machado (each 0.03%), to Luis Alan Mejia (100%). Consideration \$205,000. Mr. Mejia had minority interest in WIAC-AM-FM San Juan, P. R. Action July 21.

KVET-AM-TV Austin, Tex.—Granted assignment of license from Austin Broadcasting Co., owned by Willard Deason (99%) and Jeanne F. Deason and Charles F. Herring (each 0.5%), to KVET Broadcasting Inc., owned by Roy A. Butler (60%) and Ann Showers Butler (40%). Consideration \$500,000 plus accounts receivable. Mr. Butler has various nonbroadcast business interests in Austin and vicinity. Action July 28.

### APPLICATIONS

KHUM Santa Rosa, Calif.—Seeks transfer of control of licensee corporation, Bay Area Electronic Inc., from Frances S. De Golla (100%), to Henry J. Guzik (100% after). Consideration \$1. Mr. Guzik has agreed to furnish licensee with \$10,000 now and additional \$10,000 in working capital. Mr. Guzik is western sales manager for Tele-Radio & TV Sales Inc., Los Angeles radio representation firm. Ann. July 18.

KLMO-AM-FM Longmont, Colo.—Seeks acquisition of control of licensee corporation, Radio Longmont Inc., by William G. Stewart (50% before, 99% after), through sale of stock by Judson G. Rosebush (50% before, none after) to licensee corporation. Lila Jean Stewart also acquires 1% interest in Radio Longmont. Consideration \$44,250. Ann. July 20.

WFIF Milford, Conn.—Seeks assignment of CP from Blair A. Walliser tr/as Milford Broadcasting Co., to Colonial Broadcasting Inc., owned by Mr. Walliser. No financial consideration, transaction of incorporation. Ann. July 19.

WTGA Thomaston, Ga.—Seeks transfer of control of licensee corporation, Radio Georgia Inc., from Sylvia D. Strickland, George M. Strickland Jr. (each 25% before, none after) and Leslie E. Gradick (50% before,

none after), to Herbert E. Strickland (100% after). Consideration \$75,000. Mr. Strickland has 50% interest in WSUZ Palatka, Fla. Ann. July 16.

KOLL Honolulu—Seeks assignment of CP from Lawrence T. Kagawa, to Diamond Head Broadcasting System Inc., owned by Perry W. Carle, Dr. Ralph B. Cloward and Jerry J. Neville (each 33 1/3%). Consideration \$9,000. Mr. Carle is account executive for KULA Honolulu. Dr. Cloward is neurosurgeon and has 50% interest in Coconut Grove Hotel Corp., Honolulu. Mr. Neville owns Press Dispatch, Honolulu commercial communications firm. Ann. July 19.

KSOO-AM-TV Sioux Falls, S. D.—Seeks transfer of control of licensee corporation, KSOO-TV Inc., from Morton H. Henkin (33 1/3% before, 10% after), Thomas Barnstable (27 1/3% before, 5% after), Harold W. Bangert (23 1/3% before, 8% after), and Julius Hetland (15.9% before, none after), to Messrs. Henkin, Barnstable, Bangert, Gordon Ritz (41.5%) and Wheelock Whitney (28.5%). Consideration \$770,000. Mr. Ritz was project director for Time Inc.'s Sports Illustrated, and vice president of Time-Life Broadcasting's WTCN-AM-TV Minneapolis. Mr. Whitney is chairman of board of J. M. Dain & Co. Inc., Minneapolis investment bankers. Ann. July 20.

WSHC Collierville, Tenn.—Seeks assignment of CP from George Kleim, E. W. Fitzgerald, Parker C. Henderson and Pierce Thomas d/b as Collierville Broadcasting Co., to Paul Piper tr/as Piper Broadcasting Co. Consideration \$2,200. Mr. Piper has majority interest in five firms that engage in manufacturing, selling and servicing farm machinery. Ann. July 19.

KMCO Conroe, Tex.—Seeks transfer of control of licensee corporation, Montgomery County Broadcasting Inc., from F. Regan Smith (80%), deceased, to Mrs. F. Regan Smith, independent executrix. No financial consideration. Ann. July 19.

WLVA-AM-TV Lynchburg, Va.—Seeks assignment of licenses from Lynchburg Broadcasting Corp., owned by Philip P. Allen (25.56%), John P. Read Jr. (4.2%), Champe C. Allen (25.56%) and others to Evening Star Broadcasting Co., owned by Ruth Sheldon and Elizabeth Noyes Hempstone, trustees (11.4%), Sutter & Co. (7%), Willmott Lewis Jr. (3.9%), Godfrey W. Kauffmann (2.84%), Miriam H. Kauffmann (2.84%) and others. Consideration \$1.25 million. Evening Star Broadcasting owns WMAL-AM-FM-TV Washington and is owned by Washington Evening Star. Ann. July 19.

WOLD Marion, Va.—Seeks assignment of license from Charles B. Seward (55%), Charles L. Harrington (8.75%), James F. Killinger (8.75%), Allen H. Whitney (7%) and others, to Emerald Sound Inc., owned by Robert S. Dix, Roy E. Caldwell, Chloetta E. Dix and J. Russell Dix (each 25%). Consideration \$78,000. Mr. R. S. Dix is chief engineer and salesman for WKOY Bluefield, W. Va. Ann. July 16.

WIGL Superior, Wis.—Seeks assignment of license from Charles R. Larsen, trustee in bankruptcy, to Arthur A. Cirilli, trustee in bankruptcy. No financial consideration. Ann. July 20.

## Hearing cases

### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission (1) designated for hearing application of West Central Ohio Broadcasters

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Inc. (Harry B. Miller, president and 25% owner), for new AM on 1110 kc, 250 w, DA, D, in Xenia, Ohio, and (2) granted application by Mr. Miller for renewal of license of WHBM-FM in same city, conditioned on outcome of hearing on AM application. Action July 21.

#### OTHER ACTIONS

■ Commission notes that floods and other natural disasters besetting various sections of country have caused considerable damage to radio stations located in stricken areas. In many instances, damage is so extensive as to require licensee to apply for modification of license, e.g., where station's facilities have been completely destroyed and station must be relocated at new site. Since such modifications are beyond control of applicant, commission will look with favor on requests for waiver of filing fee in those instances. Applicants who wish to request waiver on these grounds should enclose statement setting forth description of natural disaster and damage which caused modification to be filed. Action July 21.

Tilbury Knob Inc., West Nanticoke, Pa.—Granted CP for new VHF-TV translator on channel 2 to rebroadcast programs of WDAU-TV (ch. 22) Scranton. Commissioner Bartley dissented. Action July 21.

■ By supplement number 5 to fourth report and order in Doc. 14229, commission amended revised table of assignments to (1) substitute channel \*21 for channel \*47 for educational use at Pensacola, Fla., leaving latter channel available for commercial use there and, (2) assigned channel 26 to Jacksonville, Ill. Latter renders moot request by Keith Moyer to assign lowest possible UHF-TV channel to Jacksonville, and petition for rule making was dismissed. Action July 21.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), San Pedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., commission denied petition by Mid-Ocean for consolidation of proceeding in oral argument with other arguments involving "basic 307(b) policy questions" scheduled to be held before commission en banc on Oct. 1. Action July 21.

■ In proceeding on application of American Colonial Broadcasting Corp. to increase power of WKBM-TV Caguas, P. R., commission ordered that record, when closed, be certified to commission for decision, and directed parties to file proposed findings of fact and conclusions of law within 30 days from date of closing of record, with reply briefs, if any, to be filed 10 days thereafter. Commissioner Loevinger not participating. Action July 27.

■ In Rochester, N. Y., TV channel 13 proceeding, commission granted joint motion by eight of applicants for extension of time to Aug. 27 to file responses to pending pleadings and to Sept. 15 to file amendments updating applications. Action July 27.

■ Commission made following changes in FM table of channel assignments (numerals are channel numbers): By report and order in Doc. 15969, deleted 292A from Red Bank, N. J., substituted that channel for 288A at Eatontown, and assigned 240A to Point Pleasant; also, modified license of Harold M. Gade to specify operation of WHTG-FM on 292A at Eatontown, subject to filing required technical information and also conditioned to affording equivalent protection to WQAL (FM) Philadelphia, until Aug. 1, 1966, expiration date of WQAL's license term. Commissioner Lee not participating. Action July 28.

■ By first report and order in Doc. 15935: added 233 to Kirksville, Mo.; assigned 249A to Rensselaer, Ind., and 232A to Golden Meadow, La.; added 237A to Xenia and assigned 272A to Wilmington, Ohio; assigned 279 to Atlantic, Iowa; substituted 270 for 279 at Omaha, Neb., and deleted 270 from Lincoln without replacement; assigned 252A to Ralls, Tex., and substituted 284 for 251 at Lamesa; substituted 296A for 244A at Skohegan, Maine; assigned 279 to Park Rapids, Minn.; added 232A to Ukiah, Calif.; deleted 282 from Cincinnati, and assigned 277 to Tasley, Va. Remaining channel changes proposed in proceeding affecting Hamilton, Ala., Booneville and Starkville, Miss., and Savannah, Tenn., will be dealt with later. Action July 28.

K70AL, K73AD, K77AV Palm Springs and Desert Hot Springs, Calif.—Granted transfer of control of translators to Harriscope Cable Corp. (owned by Harriscope Inc.); consideration \$4,000. Action July 28.

■ By memorandum opinion and order, commission denied petition by Sarkes Tarzian Inc. (WTTV, channel 4, Bloomington,

Ind.), for reconsideration of Oct. 12, 1962 action which denied Tarzian proposal to move channel 4 from Bloomington to Indianapolis for use by WTTV at new trans. site; terminated Doc. 14420. Commissioner Bartley issued concurring statement; Commissioner Lee not participating. Action July 28.

■ By memorandum opinion and order, commission denied request for waiver of sec. 73.24 of rules, and returned as unacceptable for filing application of Semrow Broadcasting Co. to increase hours of operation of WNMP Evanston, Ill., on 1590 kc, 1 kw, from day to Unl., with DA-N. Chairman

#### ETV applications

■ Following applications for matching funds have been received by Department of Health, Education and Welfare:

Lincoln, Neb. — Nebraska Educational Television Commission; \$187,789 to activate channel 13 in Alliance, Neb.; total project cost \$508,477.

Wilkes-Barre, Pa. — Northeastern Pennsylvania Educational Television Association; \$200,000 to activate channel 64 in Scranton; total project cost \$519,120.

Chapel Hill, N. C.—University of North Carolina; \$144,758 to activate channel in Linville, N. C.; total project cost \$289,516.

Norfolk, Va.—Hampton Roads Educational Television Association; \$26,306 to expand facilities of channel 15 in Norfolk; total project cost \$35,075.

Henry not participating; Commissioner Loevinger dissented. Action July 28.

■ By letter, commission dismissed application of Cherryville Broadcasting Inc. for additional time to construct WCSL Cherryville, N. C. because of delays not within meaning of sec. 319 of Communications Act but afforded opportunity for hearing. In so doing, it pointed out that issues would include apparent misrepresentations and criminal conviction. In order to facilitate bringing Cherryville its first local broadcast service, it advised Broadcasting Co. of Carolinas Inc., would-be assignee of WCSL, that consideration would be given to application for vacated facilities. Action July 28.

■ Commission invited comments to proposed rulemaking to amend FM table of channel assignments based on following petitions:

By Crest Broadcasting Inc., licensee of WPMP-FM, channel 255, Pascagoula, Miss., to substitute 256 for 255 in that city. At petitioner's request, commission on March 15 granted special temporary authority to operate on 256 to determine whether such operation would eliminate interference caused by its operation on 225 to audio reception of WALA-TV Mobile, Ala. Crest stated that there has been no interference since it began operations on 256. Action July 28.

By North Carolina Central Broadcasters Inc. (WCKB), Dunn, N. C., to make following changes in North Carolina: assign 276A to Dunn; substitute 272A for 274 at Goldsboro, 252A for 270 at Washington, and 249A for 252A at New Bern; delete 249A from Beaufort and assign 270 to Beaufort-Morehead City, retaining 240A at Morehead City and add 274 to Wilmington. Action July 28.

■ By memorandum opinion and order, commission denied petition for rulemaking by J. M. Hammond to assign FM channel 252A to Glenshaw, Pa., by deleting that channel from Uniontown. In view of geographic location of Glenshaw and Uniontown, in respect to population concentration, as well as fact that from social and economic viewpoint services located in Pittsburgh can be considered local services for Glenshaw, commission found no justification to institute rulemaking. Action July 28.

■ Commission notified Roy Marsh, receiver for Metro-WBOF Inc. and Continental Broadcasting Inc. that action on application for assignment of license of WYFI-FM Norfolk, Va., from Marsh to Continental is being deferred pending outcome of hearing on Continental's application for renewal of license of WNJR Newark, N. J. Action July 28.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ Granted request by Flathead Valley Broadcasters (KOFT), Kallispell, Mont., to extend time to Aug. 10 to file oppositions to petition by Garden City Broadcasting Inc. (KYSS), Missoula, to enlarge issues and to Aug. 31 for replies in proceeding on AM applications. Action July 28.

■ Granted motion by Broadcast Bureau to extend time to Aug. 2 to file responsive pleadings to joint appeal by O. K. Broadcasting Co. and WGAY Inc. from examiner's adverse ruling in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, both Virginia. In Dockets 15861-2. Member Nelson not participating. Action July 28.

■ Members Nelson, Sloan and Kessler on July 27 adopted decision granting joint request by Community Radio of Saratoga Springs New York Inc. and A.M. Broadcasters of Saratoga Springs Inc. for approval of agreement whereby A.M.'s application would be dismissed; dismissed later's application for new AM in Saratoga Springs, N. Y.; and granted Community's application for new daytime AM on 900 kc, 250 w, in Saratoga Springs, N. Y.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. June 1 initial decision looked toward granting Community's application denying A.M. Broadcasters. Action July 27.

■ Granted motion by Broadcast Bureau to correct order of designation in proceeding on application of Twelve Seventy Inc. for renewal of license of WTID Newport News, Va.; motion is unopposed, errors were inadvertent, and correction will not prejudice rights of applicant. Action July 27.

■ By memorandum opinion and order denied motion by Seashore Broadcasting Corp. to enlarge issues as to Ocean County Radio Broadcasting Co. in proceeding on applications and that of Beach Broadcasting Corp. for new FM in Toms River, N. J. Action July 26.

■ Denied motion by Jall Broadcasting Inc. to delete financial qualifications issue in proceeding on application, and that of Television San Francisco for new TV on channel 26 in San Francisco. Action July 26.

■ By memorandum opinion and order denied petition of Waynesboro Broadcasting Corp. to enlarge and otherwise modify hearing issues, but accepted its supplement to reply in proceeding on its application and that of WANV Inc. for new FM in Waynesboro, Va. Action July 23.

■ Dismissed as moot petition by American Colonial Broadcasting Corp. to amend issue in proceeding on its application to increase power of WKBM-TV, channel 11, Caguas, P. R. Action July 23.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (KMSP-TV) Minneapolis, in Doc. 15841-3, dismissed as moot contingent motion to review board by Association of Maximum Service Telecasters Inc. for amendment, modification, or enlargement of issue. Action July 23.

■ By memorandum opinion and order in Delray Beach-Pompano Beach, Fla., consolidated FM proceeding in Doc. 15803-6, (1) denied petition by Broadcast Bureau to enlarge issues as to application of Boca Broadcasters Inc., (2) dismissed as moot Boca Broadcasters motion to strike bureau's petition and reply to opposition, and (3) on own motion, enlarged issues to determine what efforts have been made by Boca Broadcasters to determine programming needs of community and area it proposes to serve and the manner in which it proposes to meet such needs. Member Kessler concurred in result. Action July 21.

##### ACTIONS ON MOTIONS

###### By commission

■ Commission granted petition by 22 broadcast licensees (Capital Cities Broadcasting Corp., et al.) to extend time from Aug. 2 to Sept. 1 to file comments and from Aug. 31 to Sept. 20 for replies in matter of amendment of sec. 73.35, 73.240 and 73.636 of rules relating to multiple ownership of AM, FM and TVs. Action July 26.

###### By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Sol Schildhouse to



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preside at hearings in Carson City-Reno-Las Vegas-Idaho Falls, Idaho, consolidated AM proceeding in Doc. 16109-15; scheduled prehearing conference for Sept. 22 and hearing for Oct. 26. Action July 20.

■ Designated Examiner Isadore A. Honig to preside at hearings in proceeding on applications of Huntington Broadcasters Inc., WDAD Inc. and Clearfield Broadcasters Inc. for new FM's in Huntington, Indiana, and Clearfield, Pa., respectively, in Doc. 16116-9; scheduled prehearing conference for Sept. 9 and hearing for Oct. 7. Action July 20.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at July 6 prehearing conference, scheduled certain procedural dates and hearing for Sept. 27 in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando, Fla., in Doc. 158985. Action July 26.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from July 22 to July 26 to file proposed findings in proceeding on application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Action July 26.

■ Granted motion by Meriden-Wallingford Radio Inc. to continue July 27 conference to Sept. 1 in proceeding on application of Southington Broadcasters for new AM in Southington, Conn. Action July 23.

■ In proceeding on applications of Victor Management Inc. and Jacksonville Broadcasting Inc. for new FM's in Little Rock and Jacksonville, Ark., respectively, in Doc. 16085-6, granted request by the Broadcast Bureau to extend time from July 22 to July 28 to file response to petition by Jacksonville for leave to amend application. Action July 22.

■ Scheduled conference for July 27 to consider further hearing in proceeding on application of Southington Broadcasters for new AM in Southington, Conn. Action July 21.

By Hearing Examiner Millard F. French

■ Granted petition by James B. Childress to extend time from July 26 to Aug. 2 to file proposed findings and from Aug. 6 to Aug. 13 for replies in proceeding on application for new AM in Burnsville, N. C. Action July 26.

By Hearing Examiner Walther W. Guenther

■ Scheduled hearing conference for July 27 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Radio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R. Action July 23.

■ In Eugene-Pendleton, Ore.-Twenty-Nine Palms, Calif., consolidated AM proceeding in Doc. 15996-16000, granted request of Emerald Broadcasting Corp. (KFIR), Eugene, to extend time from July 19 to July 22 to file response to motion by Pendleton Broadcasting Co. (KUMA), Pendleton, for leave to amend application. Action July 19.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Quality Radio Corp. (WSAR), Fall River, Mass., to extend time from July 28 to Sept. 15 to exchange exhibits, and to extent of rescheduling Sept. 13 hearing for Nov. 1 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York.

#### Actions of July 21

By Hearing Examiner Forest L. McClenning

■ Granted motion by Broadcast Bureau and dismissed, but with prejudice, application of Pasadena Civic Broadcasting Co., in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al. Action July 26.

■ In Toms River, N. J., consolidated FM proceeding in Doc. 15944 et al., granted motion by Seashore Broadcasting Corp. to extend time from July 25 to July 30 for exchange of direct written cases and specified Sept. 1 for notification of witnesses to be called for cross examination and of any principal not sponsoring exhibit who is desired for examination. Action July 22.

■ In 1110 kc, Pasadena, Calif., area proceeding, in Doc. 15752-15766, granted motion by California Regional Broadcasting Corp. for extension of time to file opposition to petition by Pacific Fine Music Inc. for leave to amend application; denied petition of Pacific for leave to amend and rejected amendment. Action July 22.

■ Denied motion by Horace C. Boren for continuance of July 28 prehearing conference and Sept. 23 hearing in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla. Action July 20.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ Certified to review board question of whether issues in Houston, TV channel 29 proceeding should be modified to include issues similar to those designated in Ultravision Broadcasting Co. Doc. 15254 et al. relating to financial qualifications of broadcast applicants. Action July 21.

By Hearing Examiner Sol Schildhouse

■ Pursuant to July 26 prehearing conference in proceeding on AM application of KUNO Radio Inc. (KUNO), Corpus Christi, Tex., in Doc. 15679-80, granted Tri-Cities motion to continue certain procedural dates and reschedule July 26 hearing for Sept. 14. Action July 20.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., in Doc. 15679-80, granted Tri-Cities motion to continue certain procedural dates and reschedule July 26 hearing for Sept. 14. Action July 20.

By Hearing Examiner Elizabeth C. Smith

■ In Sag Harbor-East Hampton, N. Y., consolidated FM proceeding in Doc. 16033-4, denied petition by Eastern Long Island Broadcasters Inc. for addition of sufficiency of funds issue as to Reunion Broadcasting Corp. application. Action July 23.

By office of opinions and review

■ Granted petition by Broadcast Bureau to extend time from July 22 to Aug. 2 to file response to petition by Horace C. Boren (KMUS), Muskogee, Okla., for reconsideration of commission's designation order in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee. Action July 22.

■ In Beaumont-Port Arthur, Tex., TV proceeding in Doc. 16001-3, granted joint petition by Television Broadcasters Inc. (KBMT), Beaumont, and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur, to extend time to July 23 to file replies to Broadcast Bureau's opposition to joint petition for reconsideration and grant. Action July 21.

#### BROADCAST ACTIONS

by Broadcast Bureau  
Actions of July 27

\*WIPR-TV San Juan, P. R.—Granted CP to change ERP to 53.7 kw vis., and 5.37 kw aur.; trans. location to Cerro La Santa, P. R.; ant. height to 2,860 feet; change type aur. trans. and make changes in ant. structure.

KVTV(TV) Sioux City, Iowa—Granted mod. of CP to change ERP to 245 kw vis., and 49 kw aur.; ant. height 2,020 feet; and make changes in ant. system and other equipment.

■ Following were granted extensions of completion dates as shown: WCAX-TV Burlington, Vt., to Jan. 27, 1966; WATL-TV Atlanta, to Jan. 27, 1966; KNOP North Platte, Neb., to Dec. 31; WOLA(FM) San Juan, P. R., to Aug. 31; WGRP-FM Greenville, Pa., to Sept. 30; KCHQ-FM Coachella, Calif., to Jan. 1, 1966; KARL-FM Carlsbad, Calif., to Aug. 15; WMAG-FM Forest, Miss., to Jan. 16, 1966; WSPB-FM Sarasota, Fla., to Sept. 30; WVEM(FM) Springfield, Ill., to Oct. 15; WXYW(FM) Suffolk, Va., to Jan. 27, 1966; WTAS(FM) Crete, Ill., to Oct. 21.

Actions of July 26

WQAM Miami—Waived sec. 73.30(a) of rules, and granted CP to extent of permitting relocation of main studio and remote control point beyond corporate limits of Miami at Miami Beach; Miami station identification to be continued.

KCLO-FM Leavenworth, Kan.—Granted CP to change type trans., and increase ERP to 100 kw.

WJLK-FM Asbury Park, N. J.—Granted CP's to install new trans. and ant.; increase ERP to 3 kw, and ant. height to 280 feet, and make engineering changes; remote control permitted; conditions; and to install new ant.

■ Granted renewal of licenses of following TV translators: W12AD, Alex Radio

& TV, Monticello, Ky.; W07AC, W. D. Baldwin, Pennington Gap, Va.; W04AF, W07AH, Barbourville Area Television Corp., Barbourville, Ky.; W07AB, Sam S. Broach, Big Stone Gap, Va.; W09AH, W13AL, Capital Cities Broadcasting Corp., Roxboro and Roanoke Rapids, N. C.; K06AO, K08AT, K13FD, City of Cabool, Cabool, Mo.; W02AA, W04AB, Community Television System, Gatlinburg, Tenn.; W03AB, W07AD, Edward L. Hughes, Manchester, Ky.; W08AB, Island Translator System, Guayama, P. R.; W05AA, Lynchburg Broadcasting Corp., Roanoke, Va.; W07AJ, Middlesboro Emergency Squad Inc., Middlesboro, Ky.; W07AE, Roy H. Park Broadcasting of Tennessee Inc., Look-out Mountain, Tenn. and Fairyland, Ga.; W02AE, Shenandoah Life Stations Inc., Garden City, South Salem, Hidden Valley, and Sugarloaf, Va.; W02AD, W05AC, W05AE, W05AF, W06AD, W08AN, Skyway Broadcasting Co., Waynesville and Hazelwood, Tryon, Sylva, Cherokee, Spruce Pine and Bryson City, N. C. and Landrum, S. C.; W04AD, W08AJ, Smith Radio & TV, Corbin and Woodbine, Ky.; W02AF, W04AH, W11AH, Southeastern Broadcasting Corp., Sylva and Tryon, N. C. and Middlesboro, Ky.; W02AG, W08AO, W09AD, W09AE, W09AF, W10AD, Spartan Radiocasting Co., Brevard, Canton, Lake Junaluska-Maggie Valley, Waynesville, Sylva, Webster, Love Field, Cullowhee, Dillsboro, Montreat, Black Mountain, Ridgecrest and Swannanoa, N. C. and Mountain City and Clayton, Ga.; W04AG, Times-World Corp., Garden City, South Salem, Hidden Valley and Sugarloaf, Va.; W08AD, W10AB, Tri City Improvement Corp., Bessemer, Ramsey and Wakefield, Mich.; W71AC, W73AD, W76AB, W80AC, J. R. Karban, Rhinelander, Wis.; W70AF, Metromedia Inc., Champaign-Urbana, Ill.; W79AE, W79AF, W83AB, W83AC, Midwest Program on Airborne Television Instruction Inc., Detroit and Chicago; K71AY, K73AZ, K77AZ, Ozark Television Translator Systems Co., West Plains, Mo.; W75AD, Plains Television Corp., Mattoon, Ill.; W72AE, Spartan Radiocasting Co., Asheville, N. C.; K80BS, Turner-Farrar Association, Chaffee, Mo.; W72AA, W77AA, W75AE, U. P. TV Systems Inc., Iron Mountain, Mich.

WIFE-FM Indianapolis—Granted CP to change trans. location; remote control permitted; conditions.

WFKO(FM) Kokomo, Ind.—Granted CP to replace expired permit to change ant. trans. and studio location; install new ant.; increase ERP, and decrease ant. height.

KFML-FM Denver—Granted CP to change transmission line; remote control permitted; conditions.

WPFL-FM Montrose, Pa.—Granted CP to replace expired permit to install new trans.

KICD-FM Spencer, Iowa—Granted mod. of CP to change transmission line, install vertical ant.; remote control permitted; conditions.

Actions of July 23

WSFM(FM) Birmingham, Ala.—Granted renewal of license of FM.

KPEN(FM) San Francisco—Granted license covering installation of new trans., and increase in vertical ERP.

WAOV-FM Vincennes, Ind.—Granted license for FM, and specify ERP as 2.80 kw and type trans.

WHK Cleveland—Remote control permitted for main and alternate main trans., while using DA-N; conditions on main trans.

KHVV-FM Honolulu, Hawaii — Granted extension of completion date to Jan. 2, 1966.

Actions of July 22

WIMA-TV Lima, Ohio—Granted license covering changes; subject to such action as may be taken under Doc. 15415 and 15971 or any proceeding which may be instituted thereunder.

\*KRRC(FM) Portland, Ore.—Granted CP to change ant.-trans. location, install new ant., and delete remote control operation.

K03AN, K06BH, K07CJ Dutch John, Manila and Green Lake, Utah—Granted CP's to change type trans. for VHF-TV translators; also make changes in ant. system for K06BH.

WGBS-TV Miami—Granted mod. of CP to change ERP to 191 kw (DA) vis., and 33.9 kw (DA) aur.; redescribe trans. location; change studio location and type ant.; and make changes in ant. system.

WFLD(TV) Chicago—Granted mod. of CP to reduce aur. ERP to 166 kw; change studio location, and type trans.; decrease ant. height to 890 feet, and make changes in transmission line and other equipment; condition.

WLBZ Television Inc., Waterville, Me.—

Continued on page 90



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## RADIO

### Help Wanted—Management

Qualified manager needed 250-1000 only local station growing city under 50,000. County population 200,000. You are now employed but for good reason may want to make change to permanent spot where pay is good and opportunity participation in established successful well financed station ultimately. Salary and incentive pay five figures based on history operation. Proven experience in South or Southwest preferred. Must be good salesman with ability to manage, direct and operate already successful locally owned station. Write fully with snapshot in strict confidence. Box G-275, BROADCASTING.

Sales-manager, mid-west major market. One of the country's best radio markets. Good salary plus excellent override. References will be thoroughly checked. This is an opportunity for a real pro. Box H-83, BROADCASTING.

Experienced, sales oriented manager for WGUY, Bangor. Salary open. Send qualifications to Mr. Stone, Lobster Network, 440 Forest Ave., Portland, Maine.

All-around Manager. Small market radio station. Northwestern Wisconsin. Resort area. Write Box 352, Rice Lake, Wisconsin.

Immediate opening—Peoria, Illinois station for good salesman. Metro area 325,000. Great potential. Good base salary plus good commission. Send resume to Wister Broadcasting Co. Box 1020, Peoria, Illinois or call person to person—Mr. Wister. Jefferson Hotel-309-674-1151.

### Sales

Regional salesmanagers (3) for new division of 30 year old million dollar company. Background in advertising helpful. Income well above average. Career position only. Box G-71, BROADCASTING.

Attention Radio account executives and sales managers. Top job for top money! One ownership—20 years old—5000 watt station. Guarantee plus commission for top sales producer. You'll be proud to represent best in market. National reputation. Top position for top income with big pluses. If you are sharp, name your price. Box G-247, BROADCASTING.

Progressive young salesman ready to move into a major market with fast-paced promotion conscious network station in Ohio. Good draw, good list, great opportunity. Box H-46, BROADCASTING.

Major market in mid-west—this is one of the nation's best markets, need a real pro. We are multi station operators looking for sales talent—the opportunity is here if you can sell—references will be thoroughly checked. Box H-94, BROADCASTING.

Established account list, \$7,000 guarantee, you'll exceed \$10,000 your first year. Stable station requires stable man. 105,000 total market, growing rapidly. Resume, references, etc., to Tom Kelly, KARR, Redding, California.

Immediate opening for local radio salesman at KLIV, top-rated popular format station in San Jose, California. Market's business, industry and population growth rates number one in the nation. Send resume, references and copy of W-2 (earnings). Commission: 15% first \$2,000.00, 17.5% next \$1,000.00, 20% next \$1,000.00 22.5% next \$1,000.00 and 25% thereafter. Reply to Hugh J. MacPherson, Radio station KLIV, P. O. Box 995, San Jose, California.

## Sales—(Cont'd)

Wanted: Aggressive, young salesman-announcer. Unlimited opportunity. KXXI Radio, Alamogordo, N. M.

Knoxville, Tennessee, Country Music WIVK. If you believe in country music and can sell, we have a place for you. Contact James A. Dick, Owner-Manager.

We can provide one of the finest programed stations in the country, dominance in a three-station market, sponsor documentation of advertising success, and great town. We need sales manager to coordinate sales, sell, and direct others. Demand impeccable personal and professional background. Write WJON Radio, St. Cloud, Minn.

Experienced sales person to join medium market multi station group. Russ Salter, WKKD, Aurora, Ill.

Radio Account Executive: We want a young college graduate with a record of consistent success in local radio sales and the potential and desire to move into management. We are an expanding company with an excellent sales compensation plan, good opportunities for advancement, and excellent fringe benefits. Interested applicants should write, including age, marital status, education, and complete sales record to J. P. O'Hagan, Personnel Department, WLW, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

Salesman for small market station. Good earnings and potential if you can sell. If not, you'll starve to death . . . so don't apply. We prefer you do board show 3 hours daily, for which you will receive a salary, plus additional 20% commission on your sales. You will be selling along with station manager. You must be able to give top credit and personal references. Contact Clearance Jones, Owner, WQIZ Radio, St. George S.C. 803-563-4371.

Salesman, 2 station market, NBC affiliate, top 40. Excellent earning potential for right man. Located in heart of "Big Sky" country. Call Dewey Wilmot, Area Code 406 792-9111.

Salesman take over sales department. Willing to work hard for good commission or on share of the profit basis for new AM operation. Call Joe Tyrrell, 733-6885, Bellingham, Wash.

## Announcers

1st phone, "top 40"—Immediate opening! Will consider beginner—send air check, resume first letter. Box G-41, BROADCASTING.

Fine opportunity for top imaginative talent with new Ohio large market fulltime radio station. Box G-142, BROADCASTING.

D.J. Smooth professional delivery required by number one Top 40 type station in Great Lakes area. Immediate opening in daytime shift. Don't reply unless you're really good. Many unusual advantages, Tape, photo resume. Box G-253, BROADCASTING.

Down state Illinois kilowatt, in modern, prosperous city, has desirable opening for a showmanship announcer. Must be familiar with modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively, friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for a top notch man. Write Box G-164, BROADCASTING, with details of experience, reference, tape.

Announcer, first phone, no maintenance, for 5 kw AM, 50 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

## Announcers—(cont'd)

Wanted: Top-notch spiritual and Gospel dj, good on community contacts, East coast top rated station. Salary open. This is not an immediate opening, we can take our time to find right man. Experienced only. Tell all first letter. Resume, photo, references, Tape (non-returnable). Box G-184, BROADCASTING.

Have an immediate opening for top-notch announcer with first phone license. Man who can swing with a top 40 format as well as write and produce commercials and station promotions. Looking for a man with ability and who wants a future with a 5000 watt station that has been #1 for the past six years in one of the South's fastest growing markets. Ability to do engineering preferred but not essential. Top salary for the right man. Send tape, complete resume including photograph to Box G-269, BROADCASTING.

NYC area station seeks experienced announcer with mature voice, polished delivery, thorough knowledge of middle of road music. Excellent salary. Send aircheck and resume to Box G-295, BROADCASTING.

Program director wanted by professionally formatted top-40 station on the Central California Coast. Must handle responsibility and air shift. If you have experience and are over 25, rush tape and resume. Box H-13, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box H-15, BROADCASTING.

Top 40 station in top 100 market, looking for swinging djs. Some news and production. Send tape and resume and salary expected to Box H-21, BROADCASTING.

Immediate opening for late evening-night shift good music AM-FM-TV midwest station. Five years experience required. Send tape, resume, picture and salary requirements. Box H-35, BROADCASTING.

Announcer, first phone; 2 years experience. Looking for position with solid organization. Draft exempt, single, 25 years old. Play by play. Box H-43, BROADCASTING.

Need a DJ who can do a good newscast. Play-by-play helpful. Possibility of part-time sales if desired. Prefer a Southerner. Box H-52, BROADCASTING.

Experienced man, quality station, New York State. Box H-73, BROADCASTING.

Do you have at least 2 years' commercial experience? Run a tight board for a good music station? Have a third class ticket? Want to move to a growing mid-west market? Send tape, resume and references to Box H-80, BROADCASTING.

Opening now for announcer, some one who can also do play-by-play. Can also sell to earn extra money. Send tape and resume. Box H-92 BROADCASTING.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Wanted: Bright personality for 10:30—3 p.m. show. Must be experienced and stable. Prefer married man. Excellent facilities, good working conditions. Area's #1 modified top 40 station. Send photo, air check, resume to KLID Radio, 208 Hwyway 67 S. Poplar Bluff, Mo. Salary open.



## Announcers—(Cont'd)

Immediate opening announcer with mature, strong resonant voice for "bouncy" middle road Oregon coast 5 kilowatt daytime. Minimum 8 years experience in announcing; news & production absolute requirement otherwise don't apply. Salary open. Send resume; picture, tape to Manager, KRAF, Reedsport, Oregon. No Phone calls!

Wanted: 3rd class ticket, top 40 announcer. Experience not necessary as ambition. KXXXI Radio, Alamogordo, N. M.

Immediate opening for announcer-engineer for network station. Must be qualified. No beginners. Send tape and resume. Good salary to start. Mike McCormack, General Manager, WBHC, MBS, Hampton, S. C.

Help Wanted: Professional radio announcer with sports background, to do play by play in addition to regular announcing schedule. Only experienced play by play men should apply. Please reply to: Mr. Eugene Umlor, General Manager, WCEN, Box 407, Mt. Pleasant, Michigan 48858.

Announcer wanted, WCOF Immokalee, Florida. Needs announcer that can do Mexican, Spanish Show . . . and C & W. Send tape with both Spanish and English voice. Immediate opening for right man.

Versatile announcer familiar with good pop-music format, sports, news gathering and writing, interviews, hard work. Want friendly alert voice to woo all segments of audience. Send tape, resume and references to WJON Radio, St. Cloud, Minn.

Wanted: Announcer with first phone for 1000 watt directional. Maintenance not necessary. Contact Jim Muehlenbeck, WLEW, Bad Axe, Michigan.

Immediate opening for qualified DJ with mature sound for popular music daytime. No beginners. Send tape, resume and reference to Program Director, WLTH Radio, 3669 Broadway, Gary, Indiana.

New station—WSMD—AM joining WSMD-FM an air real soon, only station in county. Sales, sports announcing openings. Salary plus commissions, rare opportunity for serious professionals. Beginners, hard sell shouters, please don't apply. Send aircheck, experience, references, WSMD, Waldorf, Maryland.

WSMI, Litchfield, Illinois accepting applications for an announcing position. Resume, tape to: H. L. Talley.

1st phone dj wanted immediately! Rush tape, resume to program Director, WTLB, Utica, New York.

Announcers: 3rd class ticket, immediate opening. Must be enthusiastic with happy sound. Salary open. Write or call WVAM, Altoona, Penna.

Immediate opening, top 40-news-dj must be good and be able to handle heavy schedule in top rated station in the finest town in the Rockies. Call or write, Lou Erck, P. O. Box 188, Cheyenne, Wyo. phone 632-5898 or 638-8921. Good salary plus opportunity for advancement.

An interested young, single announcer with first phone license, needed immediately for 40-hour week night shift. No maintenance, but good voice. If you have potential, we will train. Contact: Bob Dittner, 366-5364, Houghton Lake, Michigan.

Peoria, Illinois—Metro 325,000—Middle Road—3rd class with broadcast endorsement—bright personality—tight board—production important—immediate opening—send tape, picture, resume—Wister Broadcasting Co. Box 1020, Peoria, Illinois.

Unhappy in your job? Get "WORLD-WIDE JOB GUIDE." Lists 460 sources. All types. Reviews and analyzes entire current job picture. Send \$2 to: Advance, Suite 536-BC, 152 W. 42nd St., New York, N. Y.

## Technical

Chief engineer to take charge of 5 kw AM and powerful FM separately programmed, both 24-hour operations. Must have 5 years current chief engineering background and be qualified in all, we mean all respects. One of Michigan's best broadcast facilities, modern equipment throughout. Send summary about yourself in complete confidence. This is not a run down make-do plant. Salary open. Minimum \$7,500.00 acceptable. Box G-272, BROADCASTING.

## Technical—(Cont'd)

Engineers for part-time work at New York FM station. First phone license and several years experience with studio equipment and transmitter maintenance required. Manhattan residence preferred. Box H-79, BROADCASTING.

First-phone chief engineer-announcer, for outstanding small market station. Studios in new building with good equipment. If you are honest . . . trustworthy . . . can handle the engineering and are interested in a growing station in a growing community, call EL 9-2261, or write KTTN, 804 Main, Trenton, Missouri.

Attend the Society of Broadcast Engineers Northwest Regional Convention October 4 and 5. Dave Sather, KXLO, Lewistown, Montana.

First phone for transmitter duty. No announcing or maintenance. WAMD, Aberdeen, Maryland.

Engineer with experience. Permanent position AM-FM small market station. Salary open, in excess of \$100 a week for qualified man. Announcing ability welcome but not necessary. Essentially want Chief Engineer for easy going, clean operation. No pressure. You're on your own. Call WBMK, West Point, Georgia. Telephone 404-645-2991.

Engineer able to keep 250 watt daytime on air and handle maintenance. Some board work required, car needed. Send resume and requirements to Manager, WMBT Radio, Shenandoah, Pennsylvania.

## News

Big ten journalism faculty needs young broadcast newsman to teach in growing department. Must be skilled writer and photographer. Box G-161, BROADCASTING.

Florida AM-FM needs news director to run completely equipped three-man department. If you're qualified for the job, you'll know the kind of man we're looking for. Tell all first letter. State requirements and send tape. Position open now! Box G-215, BROADCASTING.

Experienced Newsreporter . . . Also staff announcer. Suburban Westchester. 3rd class license. Resume and tape. Salary \$110.00. Box G-221, BROADCASTING.

Broadcast news teaching assistantships can open at big ten journalism school for candidates with some professional experience. In 18-month program, student earns master's degree, assists in news laboratories and gains six months experience in paid job on metropolitan broadcast news staff. University stipended plus station pay. Box G-251, BROADCASTING.

Newsman . . . for top rated contemporary music station in upper midwest. Experienced, with mature authoritative delivery . . . a commanding sound that moves. Write and up-date stories as they develop including actualities, and air major morning newscasts. Mobile unit. Advancement possible. Tape, photo, history. Box G-252, BROADCASTING.

Wanted: Radio newsmen, with or without first class ticket. Station in metropolitan New York Area. Good, experienced radio newsmen wanted only. Beginners save your time. Send information to Box G-254, BROADCASTING.

All news radio station seeks newsman to edit and air news for the Nation's Capital. Immediate. Call Eric Sher, Program Director, WAVA, all news radio for the Nation's Capital. (703) JA 2-1111.

Newsman—Opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio, and Television, Savannah.

## Production—Programing, Others

Massachusetts station wants program director capable of D.J. work—production and copy and to handle talk show. Send information to Box H-8, BROADCASTING.

Wisconsin station, small market, seeks program director. 5,000 watts AM, 75,000 watts FM young imaginative. Send tape with production standards. State salary requirements. Box H-31, BROADCASTING.

"One of Florida's fastest growing city's." This Florida city, located on Florida's beautiful Miracle Strip, is booming. And so is this radio station. We need an ace production man, who really swings to join our staff of the same. Pop contemporary music. The best of jingles and production aids and facilities. Join one of America's growing radio chains. Send complete resume, tape and salary requirements to Box H-48, BROADCASTING.

Immediate opening for P. D. at No. 1 station in 3 stations market located in Northeast. Want married man who knows modern radio and at least 3 years experience. Some play-by-play experience an asset. This is a group operation. Excellent income to the right man. Send resume, tape, and photo to Box H-59, BROADCASTING.

Program director who will carry board shift of 33 hours including morning show. Want civic minded man who knows value of good public relations and willing to take part in community affairs. Send tape, resume & present salary. WCSS, Amsterdam, New York.

Production engineer with background in religious programing. J. O. Terry, P. O. Box 12157, Ft. Worth, Texas.

## RADIO

### Situations Wanted—Management

Want to manage small market where ability to handle any station duty, including engineering, is an asset. Excellent sales record, experience, first phone, college. Objective is future at your station, not step to major market. Box G-225, BROADCASTING.

Manager (working variety)—15 years experience—all phases. Excellent references, industry—personal. Prefer East or West Coast. Box H-4, BROADCASTING.

Assistant manager or P.D.—17 years broadcast sales and programing. Top program and leading 50 kw. Award-winning writer—producer. Best references. Box H-5, BROADCASTING.

Program manager mid-Atlantic five kilowatt independent desires change. Experienced all phases, Box H-12, BROADCASTING.

Eighteen years vet seeks change by September. Capable of successful small or medium market management. Married, 40, stable, sincere, stern but fair. Now Illinois. Box H-14, BROADCASTING.

Young Pennsylvania Broadcast executive interested in real challenge. Twelve years present employer. Ten-thousand minimum plus percentage. Strong sales and administration background. Large, Medium or small markets. Will purchase interest. Box H-26, BROADCASTING.

Versatile first phone, seeking job as office manager, Southeast. Box H-37, BROADCASTING.

General manager—interested in working for you only if I can eventually buy you out! Box H-40, BROADCASTING.

Profitable FM?—Ideas & varied music—4th rates in 2 yrs. 9 station AM-FM 250,000 market. Let's make a deal. West/southwest. Write Box H-42, BROADCASTING.

General Manager—Built multi-station group up to very profitable sale—willing to do it again. Box H-58, BROADCASTING.

Working owner, manager, chief engineer successful medium market station past eighteen years seeks place not for retirement at age 50. First radiotelephone, second radiotelegraph, amateur thirty years. Experienced powers to one million watts all frequencies. Proven ability to supervise, analyze, write, create, handle all engineering. Financially independent. Prefer foreign assignment. Working knowledge forty countries and three languages. Box H-87, BROADCASTING.

## Management—(Cont'd)

Available immediately—25 years broadcasting experience, fifteen in management. Exceptionally strong on sales, also building and reorganizing. Capable executive ability from overall planning to detailed supervision. Any location considered. Box H-61, BROADCASTING.

Widely experienced veteran, midwest radio and TV multiple and single station sales and sales management, desires opportunity. Now available, Chicago based. Box H-77, BROADCASTING.

## Sales

Salesman available. Earned \$8600 & \$10,200 last two years, Box H-2, BROADCASTING.

Please file until needed. Available, highly oriented good radio executive. Heavy sales-local, national, multi top market background, radio and TV. Presently successful commercial manager. Family situation necessitates return to east coast from large midwest market. Box H-11, BROADCASTING.

Southeast . . . Experienced salesman with background in sales, announcing and management. Box H-17, BROADCASTING.

Sales exp . . . operations exp . . . top 50 market announcing exp . . . 1st ticket . . . opportunity wanted . . . consider all contemporary offers! ! ! Box H-51, BROADCASTING.

Former announcer (dj, newsmen, TV and free lance—4 years in all) now advertising sales executive of national radio & TV company—would like sales and/or announcing position in major market TV or radio station. 212-535-6761. or Box H-72, BROADCASTING.

## Announcers

Good music announcer. Top rated locally. Eight years, 50 kw; fifteen years experience, news, programming, production. Extra voices. Tape, resume available. Fifteen thousand per year. Box G-219, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box G-222, BROADCASTING.

Quality music programming, good music background. 1st phone. Box G-244, BROADCASTING.

1st phone, 2 yrs. exp., 1 yr. college, know pop music well. Ideas. Clean habits, no drifter. Perm., full time pd or md-annr. non-frantic top 40, college town, West. No maintenance. Min. \$450/mo., available Sept. 1. Box G-266, BROADCASTING.

DJ-newscaster—bright, mature sound, experienced, willing to travel. 3rd class. Box G-280, BROADCASTING.

Penna., Ohio, W. Va.—Top 40 personality dj, wants to locate in your area. Experienced and dependable. Salary secondary to good working conditions. Available, Box G-292, BROADCASTING.

Major market jock . . . with top background ready to settle in medium, medium-metro market and raise family. Must be top flight station. Salary negotiable. Will consider pd job. Box G-293, BROADCASTING.

Young ambitious D. J. announcer top 40—mid-road, AM-FM. Commute. Manhattan. Object: Immediate work. Box H-16, BROADCASTING.

"A bird in the hand gathers no moss!" Morning Personality. Ticket. Box H-18, BROADCASTING.

Staff-announcer—licensed—50,000 W. experience. Unique background. Specialty: News, sports (radio-TV). Good road show. Excellent references. Photo—tape—resume available. Presently employed. Box H-19, BROADCASTING.

## Announcers—(Cont'd)

D. J.—Newscaster—brite, snappy, air personality, tight board tapes, TV commercial available. Box H-22, BROADCASTING.

Light, all around experience. College, third, hard worker, imaginative, stable. Box H-24, BROADCASTING.

School trained DJ, experienced, current station in red, best references, top 40. Box H-25, BROADCASTING.

Top-forty personality offers solid background. Major east or Midwest market. Top rated present market. Box H-32, BROADCASTING.

Major market C&W dj or PD available immediately. Strongest references, thorough knowledge of C&W industry. Clean sound. One of the nations best known in the field. Prefer midwest but will relocate anywhere. Box H-39, BROADCASTING.

1st phone, sports, news, dj. Experienced, presently employed, family will relocate. Box H-45, BROADCASTING.

1st phone—non rock ann. 1½ yrs. experience—1 yr. college—looking for stable position. \$70-85. Box H-49, BROADCASTING.

Announcer—1st phone—young—single—experienced—relocate—presently employed. Box H-53, BROADCASTING.

Pulse top rated 2 p.m. till midnight men in three station 150,000 metro area. Desire challenge of new market. 2 men offering you. teamwork format sound, drive and personality. Production spots our speciality. Let us win new listeners for you in our proven top rated way. Write us for Pulse figures, audition tape and complete information. Write Box H-55, BROADCASTING.

Announcer—DJ., experienced with third. Tight board. Enthusiastic "Top 40" sound. Looking to settle. Box H-56, BROADCASTING.

Announcer D. J., 3 years experience. Family, responsible, salesman, not floater, prima donna. Box H-57, BROADCASTING.

Announcer, first phone, top forty, very enthusiastic personality. Box H-64, BROADCASTING.

Negro dj/newscaster, experienced. Married. Third phone, will relocate. Box H-65, BROADCASTING.

All round announcer, anything and everything, new career, salary secondary. Intelligent. 34 FCC 3rd B.E. Box H-66, BROADCASTING.

Middle of the road dj. Authoritative newscaster. Experienced. Will relocate. Not a prima donna or floater. Married, tight board. Box H-67, BROADCASTING.

Negro announcer, dj. Good on sales. Will relocate. 3rd class FCC permit. Can work tight board. Box H-68, BROADCASTING.

DJ top 40 talented. Broadcast graduate near N. Y. Box H-69, BROADCASTING.

Announcer—Engineer—Negro—Sales background. Nine months experience. Staff announcer/engineer. New York City—seeks challenging job to include announcing—engineering. Age 30. Ambitious. Box H-70, BROADCASTING.

Combo man; presently employed as summer replacement. Job ends July 30th. Will relocate. Box H-76, BROADCASTING.

California Country & Western announcer, engineer, 1st phone, veteran, best references. Box H-78, BROADCASTING.

Announcer, first phone, experienced authoritative news, good commercials, tight production. Prefer good music station. Box H-80, BROADCASTING.

Employed top 40 p.d., 23, bright morning man, seeks financially stable operation, many responsibilities. 3rd ticket endorsed, big Jersey market now . . . will relocate. No replies under \$125.00 please. Box H-83, BROADCASTING.

## Announcers—(cont'd)

First ticket announcer, production, and sales 4 years experience. Box H-84, BROADCASTING.

DJ announcer. Authoritative newscaster. Versatile. Bright show. Tight board. Will relocate. Box H-75, BROADCASTING or Phone 201- OR 4-1317.

Country dj, singer, musician, comic and salesman. Excellent character. Box H-89, BROADCASTING.

Ex-musician—no floater, good personality. Experienced, English or Spanish fluently. 212-584-0685 or Box H-71, BROADCASTING.

Combo, 1st eng./C & W jock. Relocate, conditions right. \$125 minimum. Russ Vestal, 625 N. Camella, Farmersville, Calif. Ph. 209-594-4437.

DJ—personality, experienced, top 40, married, Illinois preferred. King Lambird, 417 South Maple, Centralia, Illinois. New England. Top 40, tight board, believable News, Commercials. 3rd phone. Ted Marvelle, 9303 Dillon Drive, La Mesa, California 714-466-3111.

Are you looking for a young man, ready willing and able to do a job? Then stop! Don't look no more. . . . Just put me on the show. Available now. Experienced, married, age 25. Call collect 212- SU 7-4576.

## Technical

Experienced supervisor AM-FM-TV, CCTV, maintenance and installation. Sixteen years broadcasting, radar, instrumentation. Box G-69, BROADCASTING.

First class phone. Four years experience electronic technician, desires to enter field of radio or television engineering. Box H-60, BROADCASTING.

Chief Engineer, A. M. & F. M. Married, one child. Will announce. Wants to go South, preferably, Arkansas, Missouri, Texas, Kansas, Oklahoma Louisiana. Dial 614-676-5661 after 12 PM E. D. T. Ask for Burnett.

Experienced chief engineer desires approximately 30 hour week allowing time for my sideline of equipment construction. I'm especially good with older facilities. Light announcing. 31. References. West only. Box 352, Gilroy, California.

## News

European assignment desired by professional newsmen and writer—16 years experience including management. Mature delivery. Exceptional ability and references. Box H-6, BROADCASTING.

U. S. or Canada: Career position sought in news and sports announcing and editing. Large organizations only. University graduate in speech, 2 years announcing experience. Currently salesman for worldwide food Processor. Box H-8, BROADCASTING.

Authoritative delivery, succinct writing, and successful background. Presently employed major market. Seeking mid-west major or growth potential medium market. Box H-74, BROADCASTING.

## Production—Programing, Others

Professional sportscaster available September, make your sports department come alive, exciting play-by-play, intelligent, interviews, plus sales or news. Box H-62, BROADCASTING.

Operations manager—program director, top ten major market. Creative commercial production. Experienced all types programming, air show, play-by-play football & baseball. Responsible family man, dedicated worker, top references. Prefer East coast. Will consider medium market with right organization and long-range opportunity. Gene Creasy, 1317 Burleigh Rd., Luther-ville, Md. Phone 301-828-7371.

## TELEVISION

### Help Wanted

#### Sales

Sales manager for new station in top 10 market. Must be experienced, creative, energetic, and ready to make big money. Earnings will match performance. Box H-86, BROADCASTING.

Experienced, small-market TV salesman looking for larger area with more potential. Established 12-year operation offering wide range of accounts, right man can build long-term stability; company growth offers good advancement potential. Send letter selling me on you! Box H-88, BROADCASTING.

#### Technical

Staff radio-television engineer for university broadcast stations equipment operation and maintenance. 1st Class license required plus radio-television station experience. Opportunity to work in new facilities with first quality equipment. Call or write: Robert F. Kissinger, chief engineer, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-146, BROADCASTING.

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details, experience and background. Box G-178, BROADCASTING.

Transmitter Engineer: Opening in September or October for thoroughly competent experienced professional technician. ETV, VHF, in major midwest city. Salary to \$190/week depending on experience. Send full resume and picture. Box G-220, BROADCASTING.

Chief engineer for new station in top 10 market. Responsible for building from ground up. Salary will match performance. Box H-85, BROADCASTING.

Television transmitter-studio technician for a major market eastern city. Exciting growth opportunity. Prefer all around man, five to ten years experience in small market operations. Send photo and resume first letter. Box H-91, BROADCASTING.

Television technicians: Immediate openings. Must have good technical background. First phone required. Send resume to Leo W. Reetz, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

TV transmitter engineer wanted for isolated mountain top job. No experience necessary must have some maintenance or repair experience. Good position for newcomer. Must be able to stay on mountain during winter. Write: KWRB-TV, 500 Broadway, Thermopolis, Wyoming, 82443.

Channel 7 TV, under construction, seeks technical chief, studio and transmitter engineer. Chance to grow with new operation. Interested? Write Gen. Mgr., WEMT-TV, 7 Main Street, Bangor, Maine.

Experienced TV transmitter engineer needed to fill permanent position at maximum power VHF station. Responsibilities commensurate with abilities. Excellent working conditions. Contact Chief Engineer, WJBF TV, Augusta, Ga.

Engineering positions now open, transmitter, studio, VTR. Experienced helpful but not absolutely necessary. Contact C. A. Perkins, Chief Engineer, WJTV, Phone 601-372-6311.

Transmitter-studio engineers for new Philadelphia UHF. Transmitter experience preferred. Top pay, and benefits for right men. Contact Director of Engineering, WPHL-TV, 1230 E. Mermald Lane, Philadelphia, Pa. 19118.

Permanent position in Cleveland UHF-ETV station. First phone and experience required. Send resume. WVIZ-TV, 4600 Detroit Avenue, Cleveland, Ohio 44102, 216-281-6870.

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

## News

Opportunity for director of outstanding television news department in 3-station Midwest market. Job requires administration plus writing daily editorials. Chance for advancement within major group ownership. Send resume plus photo to Box H-30, BROADCASTING.

Newsman—Prominent VHF group station seeks a young TV newsman. Must have some experience in reporting, photography and on-air. Good growth opportunity. Attractive company benefits. Send resume, including recent photo and salary requirements, and video or audio tape to Charles Caton, News Director, WIS-TV, Columbia, South Carolina.

### Production Programing & Others

Scenic Designer—immediate need for creative man in nation's 3rd market. Should be experienced in color TV production. Expanding staff to meet heavy schedule of live programming. Salary: open. Box F-153, BROADCASTING.

Operations-production manager to supervise all production staff and activities in expanding ETV station in new television building. Annual salary \$8500. One month vacation. Experience in station operations required. M. A. education preferred. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-144, BROADCASTING.

Producer-director-instructor to direct ETV and telecourse productions, supervise student productions, and teach radio and/or television production course. M. A. required plus professional production experience. Instructor rank. Annual salary depends on qualifications. Twelve months' position. One month vacation. Call or write: Dr. Duane E. Tucker, WBGU-TV, Bowling Green State University, Bowling Green, Ohio. BGSU is an Equal Opportunity Employer and as such will give consideration for employment without regard to race, color, creed, religion or national origin. Box G-145, BROADCASTING.

Art director for Florida station. Immediate opening for experienced person, heavy on creative visualization, set design and construction, graphic design. B.A. desirable. Station heavy in live production. Need top notch person capable of organizing and running art department. Send photo, resume and portfolio 1st communication. Box G-245, BROADCASTING.

Program Director: Immediate opening in a major market. Key group station with heavy emphasis on local live color. We need a creative, aggressive, positive thinking man, under age 40, with several years production and programming experience, who can originate program ideas, locate and develop talent, formulate and administer program budgets and who wants to grow in responsibility as we grow. Starting salary around \$13-14,000 with excellent fringe benefits. Send complete confidential resume to Box H-3, BROADCASTING. An Equal Opportunity Employer.

Production—Mid-west NBC affiliate has production opening for creative person interested in training toward becoming director. Box H-63, BROADCASTING.

Cameraman—Creative, experienced, for ETV station in North Carolina. Prefer college graduate but experience more important. New teleproduction center, excellent working conditions, opportunity for advancement. Immediate opening. Box H-82, BROADCASTING.

## TELEVISION—Situations Wanted

### Management

Experienced program manager looking for a major market station with problems. Fifteen years of aggressive station administration, programming, production, and sales promotion can work for you. Box G-270, BROADCASTING.

## Sales

TV Sales. If you're multiple owner with own sales organization, or rep, specializing in thorough selling small list. I can produce for you. 2½ years successful TV sales major New York rep. Also large market radio station and national magazine sales. I'm 30, with strong desire to build mutually profitable future. Box G-238, BROADCASTING.

### Announcers

Television sports director available. Excellent organization. Accent on film at local level. Fine news gatherer. Top writer. Editorial approach. Image builder in sports minded market. Box G-267, BROADCASTING.

### Technical

First class engineer desires to relocate in northeast area. Box H-20, BROADCASTING.

Energetic, young chief experienced in construction, installation, and operation of UHF, FM, FM Stereo and AM desires supervisory position in larger market anywhere in U. S. Box H-50 BROADCASTING.

## News

Mature 37-year old journalist, 20 years radio-TV news reporting, production and management. Some public relations and promotion. Presently station News Director in well-known group ownership. Excellent references. \$13,000 minimum. Will negotiate contract. Box G-166, BROADCASTING.

Professional newsman with 7 years major market TV-radio news background. Strong delivery, fluent writing. Consider medium market with potential. Family man in early thirties. Box H-7, BROADCASTING.

12 years radio-tv news-sports . . . top rated late night news. M. S. Journalism. Commercial pilot, instrument and multi-engine rated. Desires job combining broadcast and flying responsibilities. Box H-27, BROADCASTING.

Young family man with college degree and TV sports news experience desires position with future in medium or large market. Excellent references. Box H-28, BROADCASTING.

MS Journalism, BS speech. Experienced. Seek field reporter position in challenging market. Impressive writer, thorough interviewer, knowledge film technique. Quality airwork. Box H-33, BROADCASTING.

Master's Journalism. Write, film, edit, report. Impressive airwork. Experienced. Seek opportunity major market. Box H-34, BROADCASTING.

Negro newsman and announcer. Thoroughly experienced all phases of news procedures, including writing, mobile unit reporting. Presently employed in Eastern market. Desire opportunity to enter television news. Impressive voice, with unique style. No regional accent. Bill Baker, 112-44 178th Place, Jamaica, New York.

### Production—Programing, Others

Childrens show. If you have 1 hr. a day available. We have a children's show. Comedy, puppets, music, magic, etc. We have format material and background. We're 2 experienced children's performers with sales ability. Box G-283, BROADCASTING.

Producer-Director. Six years experience in live television and motion pictures. B.S. degree. Married. Box G-239, BROADCASTING.

Producer-director—TV production pro seeks challenging opportunity. 12 years with major market station. Family man. References. Box H-1, BROADCASTING.

New York City kid's personality wants out. No hurry but want to re-locate in Hawaii, Canada, West or ? Market size and money less important than safe healthy place to raise family. Work with your film or all live. Syndication, network credits this field. Also radio network news, sports credits. VTR, info on this versatile Kid/adult talent on request. Box H-10, BROADCASTING.



## WANTED TO BUY—Equipment

RCA TK-41 Color camera in good condition. Reply Box G-37, BROADCASTING.

Remote Control System for KW. Both studio and transmitter units. Box H-54, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 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.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Tower, 185 ft., excellent condition, self-supporting, \$1,500 standing; \$2,000. F.O.B., WEAU, Evanston, Illinois.

Excellent buy—10 kw FM, W. E. transmitter—\$2500 cash. WSKT, Knoxville, Tennessee. Phone 577-4439.

RCA BR-84 racks, used with bases and top covers—\$50.00. Doors ventilated and non-ventilated—\$10.00. Side panels \$5.00 FOB Albuquerque. J. Danziger, Box 1351, Albuquerque, New Mexico.

Used 230 foot SS BLAW-KNOX BASE insulated tower complete with lighting, KWIC, P. O. Box 8158, Salt Lake City, Utah.

RCA type TP-6EC film projector, excellent condition with less than 800 hours running time. Price: \$8,500.00. Box G-235, BROADCASTING.

For Sale. Hercules, gasoline driven motor generator. 225-250 volts, 3 phase, 60 cycles AC, 35 KVA, in good condition. (Ordinance generating unit M-7.) Unit complete with starting and control panel is mounted on I beam frame. \$500. Can be seen at WSM transmitter, Concord Road, Franklin, Tennessee. 832-5498.

Television transmitting antenna RCA PFH 12AP super turnstile. Excellent condition. Priced far below original cost for immediate disposal. Phone collect 305-633-6311, B. Haurlyak, National Airlines, Miami, Florida.

For Sale: 524 Ft. H-40 Television Tower, 87 Ft. U. H. F. Antenna, Approx. 900 ft. 6 1/2" Coaxial Cable, Box H-23, BROADCASTING.

"Mobile Units" 2 completely equipped mobile trailers. Air conditioned. Gas heat. Double turntable consoles. Toilets. Hook them up and you are on the air. Ideal for shopping centers—Auto dealers—etc. 26 foot unit—\$1,950.00. 18 foot unit \$950.00. Write Box H-36, BROADCASTING.

Ampex 600 series users, gain up to 20 db s/n ratio using VIFkit 1001 6F5 replacement adaptor containing selected (for low noise) 7025. \$10.00 each postpaid. Send check with order to VIF International, P. O. Box 1555, Mountain View, Calif. 94042.

Gates 250 watt FM transmitter and Gatesway console; both four years old and in excellent condition. Two REL FM microwave links, associated equipment, spare parts, and tubes. Make offer on any or all. KPEN, 1001 California Street, San Francisco, California.

Limiters, G.E. BA5A, very good condition, G. E. remote mixer BA6A, G. E. turntable pre-amp BA3A, contact: D. Bowers, KROY, Sacramento, California, 916-443-2525.

Buy, Sell or trade new & used towers. Bill Angle, Box 55, Greenville, North Carolina. Tel. PL 2-3040.

Audio equipment—Ampex, Altec, Fairchild, Langevin, Newmann etc. Trades. New and used. Get our list. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

## FOR SALE

### Equipment—(Cont'd)

GEL FMT-10 10 kw FM transmitter. 15 kw by addition of harmonic filter presently in use. Make offer. WHIL, Medford, Mass.

For Sale: Schafer automation system, make up unit-control kit, three Ampex play back machines, make up unit additional playback machine, like new. KDOV, Medford, Oregon.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

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.

The "Wait Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-letters and city streets. It's wild! Inexpensive, too! Free sample. Weird Productions, Box 5215, San Diego, Calif.

Tremendous weekly roundup human interest news. Trial offer 3 weeks \$12. World News Features, Box 207, Olympia Fields, Illinois.

## 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 programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

## INSTRUCTIONS—(Cont'd)

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00. Private rooms \$10.00 per week. Classes begin August 3, Sept. 7, Oct. 12, and Nov. 16. Call or write REI, 1336 Main St., Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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.

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. Schools located in major cities throughout United States.

FCC first phone license preparation. Resident classes. Six weeks. Starts September 13. Basic Electronics course—11 months. Write: J. J. Gallagher, Vice President, Western Technical College, 3005 Central Avenue N. E., Albuquerque, N. M.

Disk jockey! Taped, home instruction. Fisher, 678 Medford, Patchogue, N. Y. 11772.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

## RADIO

### Help Wanted

### Sales

**WANTED**  
Experienced time salesman.  
**WANTED**  
Experienced newsman.  
Phone 815-968-5821. Ask for Manager.

### Technical

## SOUND SYSTEMS CHIEF ENGINEER

Will be responsible for planning, specs, installations & maintenance of sound systems & installations rented or sold.

Applicant must have Engineering Degree and minimum 5 years experience in audio field, broadcasting, public address systems, loudspeakers, Hi-Fi systems or film production exp, etc. . . .

## 3 YEAR CONTRACT RELOCATION EXPENSES PAID

Write, Call or Send Resume:  
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## Production—Programing, Others

### Major Market

or

### National Group

### PROGRAM MANAGER

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## Announcers

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Major midwest network TV station in top 15 markets is looking for experienced emcee to handle daily top-rated audience participation show. Must have handled interviews, games shows and be quick on the adlib. Send picture, resume and salary requirements to:

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VIDEO TAPE ENGINEERS needed immediately in Middle East operation. Experienced in maintenance and operation of the RCA TR-22 is necessary. Must be single or willing to be separated from family for period of five months. All the benefits you'd expect in an overseas assignment.

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Your work will include systems planning for TV studios, closed circuit systems, ETV, radio broadcast systems, mobile unit planning, as well as actual supervision of installation and construction of necessary components to complete the system. Some customer contact is involved.

Qualifications include a BSEE degree, or equivalent, and two or more years experience in planning, installation and maintenance of TV facilities (both audio and video).

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Send your resume to: Mr. C. F. Zangardi, Empl. Mgr., RCA Broadcast & Communications Products Division, Bldg. 3-2, Camden 2, New Jersey.

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with TV experience wanted. Must be able to research, write, do contact work as well as host documentary program. Experience in film production preferable but not necessary. Send photo, resume and salary requirements promptly as the position must be filled immediately. Top 10 market.

Box H-81, BROADCASTING

## News

### TV Newsmen

### KOVR

Sacramento, California

Wanted, experienced newsmen capable of gathering, writing and delivering on camera. Submit resume and 16mm SOF audition if available to:

Personnel Department  
McClatchy Broadcasting  
21st & Q Sts.  
Sacramento, California

### WANTED: NEWS EDITOR

Number one rated TV station in leading western market seeking experienced news editor capable of running a 9 man news operation. Must be thoroughly experienced all forms of news operation. No on camera work required, although would be helpful to be qualified for occasional appearance. In replying, include complete resume and financial responsibility. Salary up to \$15,000. Reply to:

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Small group interested in acquiring an AM or FM in small to medium market. Write **Box G-224, BROADCASTING.**

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1000 W. Daytimer . . .

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## FOR SALE

### Stations

### Continued

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| Tenn. | medium | fulltime | 155M   | 40M    |
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\*depending on Educational background



Continued from page 82

Granted CP for new VHF-TV translator on channel 4, to rebroadcast programs of WLBZ-TV (ch. 2) Bangor, Me.

#### Actions of July 21

University of Utah, Manti, Ephraim, Fountain Green, Kanab and Mt. Carmel, Utah—Granted CP's for new UHF-TV translators, on channels 75 and 80, to rebroadcast programs of educational KUED (ch. \*7) Salt Lake City.

KNIK-FM Anchorage—Granted CP to change ant.-trans. and studio location and increase ant. height to 265 feet; condition.

KFAM-FM St. Cloud, Minn.—Granted CP to increase ERP to 40 kw.

WLAC-FM Nashville—Remote control permitted.

■ Following were granted extensions of completion dates as shown: WITA-FM San Juan, P. R., to Oct. 1; WFLA(FM) La Crosse, Wis., to Dec. 27; WFOA San Juan, P. R., to Sept. 1; WRKB Kannapolis, N. C., to Nov. 30; KTRN Wichita Falls, Tex., to Sept. 1; WJET-FM Erie, Pa., to Jan. 1, 1966, and WREK(FM) Woodstock, Ill., to Jan. 6, 1966.

WHIM-FM Providence, R. I. — Granted mod. of CP to change ant.-trans. location, type trans. and ant., increase ERP to 50 kw and ant. height to 430 feet; remote control permitted; condition.

WLEO-FM Ponce, P. R.—Granted mod. of CP to change type ant. and trans., increase ERP to 50 kw and decrease ant. height to minus 51 feet.

KBNO(FM) Houston — Granted CP to change ant.-trans., studio and remote control locations, increase ERP to 25 kw and ant. height to 560 feet; remote control permitted.

KRCS(FM) San Bernardino, Calif. — Granted CP to replace expired permit for new FM.

#### Actions of July 19

KARM Fresno, Calif.—Remote control permitted.

■ Remote control permitted for following: WATS Sayre, Pa.; WJBR(FM) (main transmitter) Wilmington, Del.; WGTW Wilson, N. C.; KARM-FM Fresno, Calif.

#### Actions of July 16

WDOT Burlington, Vt.—Remote control permitted; without prejudice to whatever action, if any, commission may deem appropriate at such time as any of charges of report of State of New York Commission of Investigation are judicially determined by any state or federal court.

■ Remote control permitted while using non-directional ant. for Texas Star Broadcasting Co. (KBAT), San Antonio, Tex., main and auxiliary daytime and alternate main nighttime.

#### Fines

■ Commission ordered Tinker Inc., to show cause why its license for WEKY Richmond, Ky., should not be revoked for indicated unauthorized transfer of control, failure to report stock transactions and other violations, including "double billing." Licensee has 30 days to reply. Action July 21.

■ By memorandum opinion and order, commission denied petition by Lloyd C. McKenney, tr/as Iola Broadcasting Co., for reconsideration of previous denials of requests for remission or mitigation of \$500

forfeiture imposed July 29, 1964 (affirmed Feb. 3 and reaffirmed following April 8), for willful and repeated violations of sec. 73.93(a) of rules by operating KALN Iola, Kan., with directional ant. pattern without first-class operator on duty. Action July 28.

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

KCIM Carroll, Iowa—Carroll Broadcasting Co. Requests amendment of FM table of allocations making following changes: Carroll: delete 286C, add 229C; Cherokee, Iowa: delete 228A, add 272A, and Algona, Iowa: delete 228A add 285A. Received July 15.

Hanover, N. H.—Upper Valley Television Broadcasters Inc. Requests amendment of TV tables of allocations as follows: Hanover: delete \*28, add 28 (commercial) and delete 57 (commercial), add \*57 (educational). Upper Valley also asked FCC issue show cause order giving reasons why CP should not be modified to operate on lower channel. Received July 16.

Richmond, Ind.—Mr. Ben Karns. Requests amendment of TV tables of allocations making following changes: Richmond: add 19; Madison, Ind.: delete \*38, add \*52; Covington, Ky.: delete \*26, add \*24, and Hillsboro, Ohio: delete \*24 add \*28. Received July 16.

San Clemente, Calif.—Kirk Munroe tr/as El Camino Broadcasting Co. Requests amendment of FM table of channel assignments making following changes: San Clemente: add 300, and Lancaster, Calif.: delete 300. Received July 19.

LaGrange, Ill.—Robert A. Jones. Requests amendment of FM table of assignments to assign 272A to Savanna, Ill. Received July 21.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 28. 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 of CATV franchises and sales of existing installations.

- Indicates a franchise has been granted.

Fresno county, Calif. — Central Valley Cable TV Inc. has applied for a franchise to bring in 12 TV signals. Central Valley is owned by KFRE-AM-FM-TV (Triangle stations) and KJEO(TV), both Fresno, Calif. Previous applicants are Tele-Pix Corp., Walnut Creek, Calif., and a firm owned jointly by Cox Cablevision Corp. and McClatchy Broadcasting Co., a group station owner.

■ Dixon, Ill.—Sound Vision Inc., represented by O. K. Wright, 907 Myrtle Ave., Dixon, has been granted a 25-year franchise. Firms denied are Rockford Community TV Inc. and Dixon-Sterling-Rock Falls TV Cable Co.

Brazil, Ind.—Cable TV Inc., Brazil, has applied for a 20-year exclusive franchise to construct an estimated \$300,000 system. The firm proposes a remittance of 2% of annual gross revenue to the city with subscriber costs set at \$15 for installation plus \$5 monthly.

Seymour, Ind.—Community Teleception Inc. (Bruce Storm, president) has applied for a 20-year franchise. The firm proposes subscriber costs of \$14.90 for installation plus \$4.90 monthly. An initial fee of \$300 plus 3% of annual gross revenue would go to the city. A previous application was submitted by Telemation Systems Inc., Evansville, Ind., represented by William F. Russell.

Hays, Kan.—Robert Schmidt, VP and general manager of KAYS Inc. Stations, Hays, has applied for a franchise. There would be no installation charge during construction of the system but later it would be a maximum of \$25. The monthly charge would be \$4.95 to \$6.95. The city would receive 2% of the annual gross receipts.

Hammond, La.—An application from John A. Chauvin, president of WFPR Hammond, has been tabled by Commission Council of Hammond, pending action by the FCC on CATV regulation.

■ Battle Creek, Mich.—Triad Stations Inc. (WALM Albion, Mich.) has been granted a franchise. The city will receive 2-4% of the annual gross receipts depending on the volume of revenue. The system will carry nine TV signals and three FM stations. The monthly charge to subscribers will be about \$4.75. Other applicants were Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo, Mich.), the Battle Creek Enquirer & News, and a local group headed by Richard G. Alliman.

■ Port Huron, Mich.—The Port Huron TV Cable Co. (owned by the Stevens-Wisner Stations, WHLS-AM-FM Port Huron, and Charles F. Erickson, Parkersburg, W. Va.) has been granted a franchise. Other applicants were Cable TV Inc. (owned by a group of local businessmen) and T-Vue Inc. (owned by Cox Cablevision and the Times-Herald Co. [Port Huron Times Herald]).

South Haven, Mich.—General Telephone Co., Muskegon, Mich., has applied for a franchise. Company engineers estimated that if the system were approved, it would be in operation within six to nine months and would supply eight to ten TV signals.

Fremont, Neb.—Television Cable Service Co. (G. E. Larson, 6000 N. Broad St. and Karl Thierstein, 824 S. Broad St., both Fremont) has applied for a franchise.

Batavia, N. Y.—Griswold and McWain Inc., publishers of the Batavia News, has submitted an application for a franchise.

Poughkeepsie, N. Y. — Hightower Telecommunications Inc. has resubmitted an application for a franchise. The firm first filed a request in October 1964, but no action was taken on the original proposal.

Randolph, N. Y.—Blatt Brothers Corp., Corry, Pa., has applied for a franchise. The firm proposes monthly charges of \$5 for more than five channels. A previous applicant is Jamestown Cablevision Inc. (Simon Goldnan, of the Goldman Stations, multiple station owner, president).

East Liverpool, Ohio—Columbiana CATV Inc. (held jointly by Brush-Moore newspapers and Neptune Broadcasting Co., Steubenville, Ohio, in turn a subsidiary of Rust

Craft Broadcasting [WSTV-AM-FM-TV Steubenville]) has merged with Rego Industries, Hoboken, N. J., for the construction of CATV in East Liverpool and Wellsville, Ohio. Columbiana CATV has submitted application for franchise but encountered opposition on both city councils. Rego was granted franchises in 1964.

■ Shaker Heights, Ohio—Cleveland Area Television Inc. (held jointly by Cox Cablevision Corp. and the Cleveland Plain Dealer) has been granted a non-exclusive franchise. Telerama Inc. (minority interest held by Scripps-Howard Broadcasting Corp. WEWS [TV] Cleveland) was previously awarded a similar franchise agreement. Maximum subscriber costs are set at \$25 for installation and \$5.90 monthly. The agreements establish a graduated yearly remittance to the city beginning at 3% of gross receipts for subscribers under 4,000 to 8% of gross receipts for subscribers over 8,000.

Sewickley, Pa.—Ward A. Wickwire Jr., George P. O'Neil and Evans Rose Jr. have applied for exclusive franchises.

■ Tunkhannock, Pa.—Community Antenna Television Co., represented by Arthur P. Valentine, Laceyville, Pa., has been granted a 10-year franchise. Subscriber rates will be subject to approval by the borough council. The agreement specifies an operational date of July 1, 1966. The firm is currently supplying CATV service in Laceyville and Wyalusing, Pa.

Aberdeen, S. D.—Dakota TV Inc. (a local company organized by Roland Parcel, Philip O'Brien and William Edwards) has applied for a franchise. The company would pay the city \$3,000 yearly or 3% of the annual gross receipts. Subscriber costs would be \$20 for installation and \$6 monthly. A previous applicant is Midcontinent Broadcasting Co. (KELO-AM-FM-TV Sioux Falls, S. D.).

Miller, S. D.—Midcontinent Broadcasting Co. (KELO-AM-FM-TV Sioux Falls, S. D.) has applied for a non-exclusive franchise. The system would carry KPLO-TV Reliance, KXAB-TV Aberdeen and KDLO-TV Florence, all S. D., independent and educational stations from Minneapolis, and a 24-hour time-weather signal. Maximum subscriber costs would be \$25 for installation and \$6 monthly.

**S**OMETIMES you win and sometimes you lose, and sometimes you do both at once. Last week was such a time for Bob Kasmire. He got a new job and gave up the vacation plans that he had just finished making the week before.

Instead of being in Europe in September, therefore, he will be presiding, probably with little time even to think of Europe, over the advertising, press, publicity and promotion engines that NBC, like the other networks, will have going at full tilt for the start of the new fall television season.

He will—and does—have other things to do too. Top supervision of the public information (advertising, press and publicity) and promotion departments is the chief new part of his new job, but he also continues to supervise NBC's corporate information department and its standards and practices department. He also continues as chairman of NBC's Children's Programs Committee, which oversees children's programming and also studies the broader questions of the relationship between television and children. In addition he represents NBC on the industry-government-educator group called the Joint Committee for Research on Television and Children.

**Information Is the Key Word** ■ Mr. Kasmire, 39, assembles all these responsibilities under the same title he has held for the past two years, NBC vice president for corporate information. After all, he explains, "information" in one form or another is what they are all about.

The need to have the public information and promotion as well as the related departments and functions top out through one man was explained by a key NBC management figure in this way: "These departments are all run by excellent men whose proficiency is not in question. But these departments are also just too big and too important and too costly to operate without top policy coordination and guidance."

David C. Adams, NBC senior executive vice president, to whom these departments formerly reported individually and to whom they now report through Mr. Kasmire, has repeatedly made clear that his other responsibilities make it impossible for him to give these units the detailed attention and coordination that he feels they deserve.

The choice of Mr. Kasmire for the job was explained in adjectives like "sound," "intelligent," "creative," "savvy." A longtime friend says: "He has the most even keel of any executive of responsibility that I have ever known." Management's esteem was suggested not only in Mr. Kasmire's selection for the job but also in the manner of its announcement to the NBC organization. Instead of the more customary form, "I

## A low-key boss for NBC's drumbeaters

am pleased to announce," Mr. Adams in his own inter-office memo chose the words "I am delighted to announce."

An 'Unsecret Weapon' ■ Mr. Kasmire gives his own concept of his new assignment in this way: "I think my principal responsibility is to employ effectively what is a very unsecret weapon—the combined skills, talents and competence of the men who now report to me."

He feels that, if numerical values can

be assigned to such intangibles, 95% of the public relations, promotion and public-information output of a network is accounted for by "what is seen on the tube." The programming, he says, "is really our contact with the public." The remaining 5%, in his view, is "trying to reach the people who don't watch television, and who criticize it, and convince them that there is a great deal that is good in television if they will only seek it out."

Mr. Kasmire, a former newsman and New York State government aide, has been with NBC since 1959, handling assignments that cover an unusually wide latitude.

A skillful wordsmith, he has—as part of his duties—assisted in the preparation of speeches for Board Chairman Robert W. Sarnoff, helped draft policy statements, initiated ideas for (and then produced or supervised the production of) special publications and brochures, and helped handle correspondence for top executives. He has also—still among other things—handled special assignments, most easily described as troubleshooting, for Mr. Sarnoff and NBC President Robert E. Kintner; taken part in broad public-relations decisions, consulted with other departments when matters having public-relations implications arose, and participated in planning NBC testimony and statements before Washington government bodies.

He worked closely with the producers of *That Was the Week that Was*, both as the top executive for standards and practices and as a top-policy representative of NBC in the planning and production of that weekly satire. He also initiated *NBC Previews*, an information mailing sent monthly during the television season to members of the FCC, Congress, affiliates and other opinion leaders.

**Language Is Alive** ■ Articulate in talk as well as in type, Mr. Kasmire is sometimes called by associates "The fastest word-slinger in the East."

Mr. Kasmire obviously takes pride in words, but not in stuffy words. He avoids stuffiness in manner as well. Ironically for a man with his ear for a well-turned phrase, associates casting about for a quick description rarely fail to invoke a cliché "nice guy." "Easy-going" and "amenable" are other adjectives frequently pointed in his direction, but usually with a caveat for any who might think to take advantage of these qualities: "He's also all business," they add. "Nothing staid about him, nothing high pressure, but still all business."

As to that European vacation he's had to call off, he shows no regrets. "After all," he says philosophically, "I've never taken a winter vacation before."

## WEEK'S PROFILE



**Robert Diaz Kasmire**—VP, corporate information, NBC; b. May 7, 1926, New Bedford, Mass.; U.S. Army, 1944-46; Brown U., Providence, R.I., B.A., cum laude, Phi Beta Kappa, 1951; reporter, 'Meriden (Conn.) Record' 1951-52, 'Providence (R.I.) Journal-Bulletin' 1952; writer-reporter-editor, WJAR-AM-FM-TV Providence 1952-53; reporter, day desk editor, Associated Press, Albany, N. Y. 1953-55; AP capitol reporter, 1955; director of business publicity, New York State Dept. of Commerce, 1956; assistant to secretary to New York Governor W. Averell Harriman, 1956-59; with NBC since early 1959 as coordinator, special projects, corporate planning department, 1959; coordinator, corporate information, 1960-62; director, corporate information, 1962-63, and VP, corporate information, since 1963, with responsibilities broadened last week to include advertising, press and publicity, and promotion, as well as corporate information and standards and practices; m. Angela Viggiani of Watervliet, N. Y., May 28, 1958; member—Brown University Club; home—New York City; hobbies—swimming, reading, sports watching, loafing.

## The deluge

**T**HE third week of September 1965 may produce the largest case load in psychiatric history. It is that week that all three networks have chosen to dump their entire cargoes of 1965-66 regular programming. No one ought to be surprised if a reeling audience rushes en masse to the nearest couch to seek relief from its frustrations.

At this point of television evolution, the coincidental introduction of the new season was probably unavoidable. There is no doubt that ABC gained ratings by bringing in all its shows last year in a single week ahead of the piecemeal introductions of CBS and NBC. This year's response by CBS and NBC is nothing more than an insurance policy against the possibility of disaster.

The ratings in September (assuming there are any in that third week) will be less a measurement of program popularity than one of promotional impact. Hopefully the buyers of network advertising and the students of television broadcasting will keep that fact in mind.

## Creeping censorship

**T**HROUGH the administration of its fairness doctrine the FCC is insinuating itself deeper and deeper into the editing function in broadcast journalism. A continuation of the trend can lead only to the ultimate sterilization of radio and television news.

Two recent actions illustrate how far the fairness doctrine has already carried the commission toward a censorious neutralization of journalistic enterprise.

Two weeks ago the FCC advised KTLN Denver that it was unfair when it broadcast "personal attacks on the honesty, character and integrity of those engaged in the debt-adjusting business in Denver" without giving the debt adjusters an opportunity to reply. The FCC acted on a complaint that "The Gougers," a series of programs on KTLN, contained "slandorous and libelous" statements.

In the same week the FCC sat in judgment on another demand for time from a chamber-of-commerce official who protested that an NBC news program had overstated the extent of poverty in the lower Rio Grande area of Texas. This one gave the commissioners a little more trouble—possibly because a network news organization of national reputation was involved. As reported in this publication's CLOSED CIRCUIT department last week, the FCC solved this one by rejecting the complaint—but assigning its earnest young chairman, E. William Henry, to advise NBC privately that its newsmen ought to be more careful with their facts.

As these two cases proved, the fairness doctrine is a flexible instrument that can be stretched to give the FCC jurisdiction over almost any reaction to a broadcast of news or comment. An FCC without a fairness doctrine would have recognized that the Denver debt adjusters who felt maligned had appealed to the wrong forum, that if their grievances were genuine they could file a libel suit in court. An FCC with a decent regard for the constitutional restraints on federal editorial power would never have talked, privately or openly, about the accuracy of a network documentary.

The fairness doctrine is the FCC's own corrupted version of a phrase inserted in the Communications Act in 1959 when Section 315, which governs political broadcasts, was amended to exempt some types of news presentations from the requirement that rival candidates for political office be given equal time. In granting that exemption, the Congress said it did not relieve broadcasters from the obligation "to afford reasonable opportunity for

the discussion of conflicting views on issues of public importance." On that slight foundation the FCC has built a policy that is broad enough to give time to a handful of "credit counselors" who feel abused and to question a network's competence to report a story at which a chauvinistic local booster took offense.

And so the FCC goes on forcing stations to put dissidents on the air, warning others to mend their ways, countermanding the editorial judgments of the working newsmen in radio and television. It is an insidious practice that must be stopped before broadcast management decides that the rewards to be gained from journalistic initiative are outweighed by the troubles it causes.

## Judge Harris

**F**OR a dozen years Representative Oren Harris (D-Ark.) has been the most influential man in Congress in the area of broadcasting. He was the tenacious prosecutor who uncovered the quiz-rigging and payola scandals which blackened reputations and blighted the broadcast media. He focused legislative attention on ratings and even now is in the thick of the community antenna-television controversy.

Mr. Harris has been a towering figure in the lives of broadcasters. He has been feared, praised and damned. But when the chips were down he usually emerged as the champion of free and unfettered broadcasting.

When the current session adjourns, probably in October, Mr. Harris will leave the body in which he has served with such distinction for a quarter-century to don the judicial robes of a federal judge in his native Arkansas. The mantle of leadership in communications legislation is almost certain to fall upon the capable shoulders of Walter Rogers (D-Tex.), chairman of the subcommittee on communications and power, who becomes second ranking majority member of the full committee. An astute legislator, Mr. Rogers has manifested an intense interest in broadcasting and can be expected to carry on in the Harris tradition.

Mr. Harris, 61, is in good health. He has earned the lifetime judgeship to which most lawyers aspire. He is entitled to relief from the rigors of running for office every two years.

We are sure that justice in the truest sense will be dispensed by Judge Harris and with the dedication, diligence and wisdom that have distinguished his legislative career.



Drawn for BROADCASTING by Sid Hix  
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