



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

After initial lag, spot TV business begins to boom. p29

A newspaperless New York turns to radio-TV. p36B

How the new TV shows line up at the first turn. p66

Henry takes stand for diversity of programming sources. p62

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***the CBS eye is
focused on the
Twin Cities...
but good!***

although it is the nation's 16th market (SM-'65 Survey of Buying Power) the Twin Cities ranks 5th among CBS affiliates in major markets (March '65, ARB) for share of audience per avg. 1/4 hour.

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The Difference Between Good and Great in Twin City Television

REPS: PETERS, GREEN, WOODWARD INC.

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An ideal programme. It gives your viewers a fresh and stimulating look at what's new in Britain. British Calendar ranges throughout England, Northern Ireland, Scotland, Wales, the Commonwealth...even the world, to gather its unique stories. Always topical. Always interesting. And the entire programme is the perfect answer for openings in your TV schedules...as so many

stations have found out. It's available every week or every two weeks on a continuous basis. Or if you prefer, weekly, using thirteen or twenty-six issues. And it's free...all you're asked to pay are the shipping charges. Write or telephone: British Calendar, 845 Third Avenue, New York, N. Y. 10022. Telephone number: 212 PL 2-8400. 16MM • B/W • S.O.F. • APPROXIMATELY 13 MINUTES



The National Academy
of
Television Arts and Sciences

honors for
EXCELLENCE

"The Outsiders"
Station WOW-TV
Omaha, Nebraska

Chosen one of the Regional Winners
for the
STATION AWARD

1964-1965
EMMY AWARDS

Red Sullivan
President

WOW-TV 6 • ONE OF THE MEREDITH STATIONS

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, September 27, 1965



BIG TEX is the symbol of the State Fair of Texas, biggest state fair in the world, celebrating the Exposition of the Americas in 1965.

"BIG TEX" dominates at the Fair, and KRLD-TV, *quality leader in color*, is the dominant television station in the nation's 12th market . . . the dynamic Dallas-Fort Worth area.

Channel 4 delivers 31.7% more homes per average quarter hour 9:00 AM to Midnight, Monday thru Sunday, than the second station in the market, according to the June/ July 1965 ARB estimate.

You get the dominance and reach of the leading station in the Southwest for your client when you buy from your ATS representative on KRLD-TV.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

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

represented nationally by
Advertising Time Sales, Inc.





Clyde W. Rembert, President

Sheridan denial

If James B. Sheridan, controversial chief of FCC Broadcast Bureau, intends to resign he hasn't confided in members of commission. In fact he denied such intention last week when asked about widespread reports of his imminent resignation by FCC Chairman E. William Henry. Reports had Mr. Sheridan leaving to join National Community Television Association—where his former boss and former commissioner, Fred W. Ford, is president.

CATV a utility?

When National Association of Railroad & Utilities Commissioners meet in New York this week, resolution calling on states to declare community television public utility will be presented to membership. If adopted, this would seek to give impetus to project to place CATV's under jurisdiction of state commissions, thus removing them from control of local city and town councils. Prognosis on adoption to be submitted by NARUC committee on communications? Good

Mayflower rapprochement?

Could social event scheduled Oct. 3 by National Community Television Association in honor of new chairman Ben Conroy Jr., Uvalde, Tex., CATV operator, herald rapprochement between NCTA and National Association of Broadcasters? There has been no formal communication between two organizations since NAB board last June in Buck Hill Falls, Pa. failed to endorse CATV proposals worked out by subcommittees of two organizations.

Invited by NCTA President Frederick W. Ford to private dinner at Mayflower hotel in Washington are John F. Dille Jr., NAB chairman; Vincent T. Wilewski, NAB president; Douglas A. Anello, NAB general counsel, and all FCC commissioners, several Senators and Representatives. Joining Mr. Ford and Mr. Conroy will be Robert D. L'Heureux, NCTA general counsel, and Wally Briscoe, NCTA administrative assistant. Wives are included in invitation.

Mogen David big pop

Although Mogen David Wine Corp. will use chiefly print media initially to promote its new line of domestic champagnes, Chicago firm will make major comeback in network TV soon and shortly will also announce heavy

spot TV campaign for some 100 markets through Edward H. Weiss & Co. All commercials will be in color, a "first" for wine industry, company will claim.

ABC's radio hypo

Startling news is in store for radio advertisers—past, present and prospective—this week. They'll be told they haven't been using radio very effectively. That is one of findings of Daniel Yankelovich Inc., independent research firm, in major study for ABC Radio. Results of study, including guidelines to follow in creating radio commercials, will be given to agencies and advertisers at presentation at New York's Hotel Roosevelt Wednesday. Study is part of continuing project. It's described as noncompetitive, and representatives of stations—and other networks—have been invited to showing. In addition, ABC Radio officials say they'll promote findings with heavy advertising campaign.

Leap-frogging in color

Is FCC showing hand, in order due out this week, on one of unresolved policy questions involving community antenna television—should nonduplication protection be required when relayed programs are in color, local ones in black and white? Order denies in most aspects petition of Black Hills Video Corp. for reconsideration of decision imposing conditions on grants of microwaves, to serve CATV's in communities in South Dakota, Texas and Missouri. However, commission reportedly is relenting to extent of permitting duplication of satellite station when it is carrying program in black and white and CATV-relayed signal is in color.

FCC's CATV bill

Almost lost sight of amid welter of conflicting claims concerning FCC's jurisdiction—or lack of it—over community antenna television systems is fact that commission has own draft bill providing for explicit grant of authority. Bill was drafted by staff last spring (BROADCASTING, April 19), as commission prepared to issue order adopting CATV rules. Commission then contended it had authority over all CATV's—nonmicrowave-fed as well as those using microwaves—but said it would welcome congressional "clarification"

of jurisdiction question.

Bill, in effect, suggests kind of clarification commission wants; it provides for broad grant of explicit authority. Bill has been cleared by Budget Bureau, but has not yet been sent to Congress. And since House Commerce Committee has concluded hearings on CATV bill of Rep. Oren Harris (D-Ark.) and current session of Congress is fast fading, FCC bill won't be sent to Hill before start of second session in January.

Fairness: Part II

Rev. John M. Norris's suit to have FCC's fairness doctrine declared unconstitutional (see story page 65) is only Part I of the planned two-part assault on commission's regulatory policies affecting programming. Part II is scheduled to be suit aimed at knocking questions about religion out of commission's program-reporting form. Rev. Dr. Carl McIntire, whose *20th Century Reformation Hour* appears on more than 600 radio stations, is behind suit expected to be filed "in matter of weeks."

Color blackouts

Some television stations are paying steep price for mass push by sponsors to color commercials. Big reason is clogged pipelines at commercial production facilities. One station representative says its San Francisco outlet lost \$3,500 to \$4,000 in one week alone through inability of commercial production house to deliver prints in time to meet their schedules. It's not just loss of color commercial placements, says station rep. Production companies are so busy with color orders that some black and white work isn't getting done on time.

No smoking, please

American Cancer Society is concerned about TV personalities who smoke cigarettes because of impression it makes upon juvenile admirers. In inter-organization memorandum, vice president Clifton R. Read, cited not only "network heroes but local sportscasters, newscasters, emcees and others who appear regularly on local programs" as making wrong impression on youngsters. Mr. Read urged quiet, no publicity appeal to local personalities who consistently smoke during TV appearances.

This man isn't dangerous just every hour on the half hour.



Mao Tse Tung has the bomb and 4 million soldiers. He can't be ignored. Every minute of the day he makes news that affects our lives. News that people shouldn't have to wait an hour or a half hour to hear. He's one of the reasons KYW Radio 1060 Philadelphia and 1010 WINS New York are broadcasting "all news all the time". Both KYW Radio and WINS Radio utilize the creative, managerial and news gathering resources of Group W. We are proud that people can tune to these stations and get news the minute they want it. It demonstrates how Group W keeps New York and Philadelphia informed every minute of every day.

WINS 1010 **KYW 1060**
NEW YORK PHILADELPHIA



WESTINGHOUSE BROADCASTING COMPANY

WEEK IN BRIEF

Whatever cause for slump in TV spot business, and no one denies it was there only weeks ago, reps and stations feel nadir has passed and spot time-buying is back in upward cycle. See . . .

SHAKES OFF SLOWDOWN . . . 29

ABC's bid to be first network on block with its own satellite may produce considerable aggravation at AT&T, which could lose \$50 million in microwave fees, and Comsat, which says it should be only operator. See . . .

ABC'S OWN SATELLITE . . . 56

Henry tells IRTS that proposed 50% network control rule is designed to let independent producers get some air time, but 50% isn't necessarily criterion. Says quality of programs is not prime consideration. See . . .

NOT MARRIED TO 50-50 . . . 62

Once more into breach left by newspaper strike. New York radio-TV outlets add news personnel, increase news programming. Radio is picking up additional sponsors. TV finds little new money. See . . .

N.Y. ADJUSTS TO STRIKE . . . 36B

Rev. Norris takes fairness doctrine to court; charges it violates free speech principle and Federal Corrupt Practices Act. He also files \$5 million suit against Democratic party. See . . .

ANGRY ROAR FROM RED LION . . . 65

If nonduplication requirements are put into effect, NCTA says FCC should allow CATV systems to originate programming and experiment with pay TV. Comments come in Part II of commission inquiry. See . . .

NCTA'S VIEWS . . . 40

Louisiana broadcasters say weather bureau needs modern equipment, revised method of storm warning. Bureau says requests for new gear have been turned down; wants to meet with broadcasters. See . . .

ANOTHER STORM . . . 46

Contracts for next NCAA TV football package may be negotiated instead of being bid on by networks. NCAA proposal for '66-'67 would offer more games and let small schools get in on big-money act. See . . .

NCAA SEEKS TV EXPANSION . . . 70

Arbitron and Trendex agree that CBS wins Sunday and Friday; ABC on Tuesday, and NBC on Saturday. Beyond that raters are at odds—although small. ABC is overall Trendex winner; CBS is Arbitron's. See . . .

OFF AND RUNNING . . . 66

Data processing, as used by stations and representatives proves major topic at Institute of Broadcasting Financial Management Conference. Members get report of film amortization work. See . . .

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Broadcasting

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How Can You Reach More Sports Fans In North and South Carolina?

Buy the station more North and South Carolina sports fans listen to — WBT Radio Charlotte.*

WBT has the three ingredients it takes to be the No. 1 sports station in any area—the **POWER**, the **PROGRAMMING**, the **PERSONALITY**.

The POWER: WBT's 50,000 watts reaches not only Metro Charlotte, but 75 miles beyond in all directions. This power creates a market of more than TWO MILLION people with \$3.5 BILLION in effective buying power.

The PROGRAMMING: Major re-

gional sports events — originating station of the Davidson Basketball Network and for over 100 stations during the World 600 and National 400 stock car races . . . Duke football . . . ACC basketball . . . the Greater Greensboro Open . . . the North-South Golf Tournament. PLUS important national sports events — the Master's . . . the Triple Crown of Horse Racing . . . Sebring and other important road races — to mention a few.

The PERSONALITY: WBT's sports programming is spearheaded by

Sports Director Johnny Evans. When he talks about sports, more North and South Carolinians listen.

If you're interested in reaching more North and South Carolina sports fans in the great Charlotte market and beyond, talk with your BLAIR Radio man. He's a big fan of WBT Radio Charlotte.

*NCS 1961

**WBT RADIO
CHARLOTTE**



Jefferson Standard Broadcasting Company
WBT WBT-FM WBTW WBTW Jefferson Productions

Four are accredited by Ratings Council

First accreditations of rating services were issued Friday (Sept. 24) by Broadcast Ratings Council after two years of examination, auditing, revisions and review.

Accreditations went to C. E. Hooper Inc. and Pulse Inc. for their local radio services and to American Research Bureau and A. C. Nielsen Co. for both their local and their national television services.

New York instantaneous TV services of Nielson, on which auditing has not been completed, and of ARB, which is revising its sample, were not up for council consideration Friday.

"The accrediting of these regular syndicated audience measurement sur-

veys," said Council Chairman Donald H. McGannon of Westinghouse Broadcasting, "represents an important step forward in the process of assuring the industry users, the public and interested governmental bodies that the rating reports reflect what the services say they are doing."

Mr. McGannon cautioned that "we can't let the initial accreditation be the basis of apathetical or erosive drift in the future." He said it will be necessary for both auditors and rating services to "press for continuing improvement and upgrading in all elements of the existing measurement process."

Auditing of services will be continuing operation. Each of those accredited Friday have been through at least two complete auditing cycles since applications for BRC accreditation were filed in late summer and early fall of 1963.

Auditing thus far has not considered periodic or special-order services.

Madison groups merge, receive CATV franchise

Merger of competitors for community antenna franchise in Madison, Wis., paved way late Thursday for city council approval of 10-year nonexclusive franchise with 10-year options.

Franchise-holder, Complete Channel TV Inc., is made up of WISC-TV, WKOW-TV and WMTV-TV, all Madison in one group and John Walsh and Dr. Charles Hopkins, both Madison, and James Fitzgerald of Janesville, Wis., in second group.

Unusual feature of grant is that no installation fees or monthly charges were proposed. Complete Channel must submit full plan of distribution and operation in six months.

Approved proposal will give city \$500 first year; 1% annually for next 4 years and 2% annually thereafter.

NBC gets Nielsen nod in 30-market average

NBC led ABC and CBS in that order in 30-market Nielsen average rating disclosed Friday (Sept. 24) by network sources and covering first week of new season (Sept. 13-19, 7:30-11 P.M. EDT). Ratings: NBC—18.5, ABC—17.9 and CBS—16.9 (excluding CBS Reports on ground it was sustaining that week) or 16.7 (if CBS Reports is included).

Meanwhile, CBS and NBC continued to fight for supremacy in Thursday night (Sept. 23) national Arbitron ratings, but ABC again led both in 26-city Trendex report for same night (for earlier ratings, see page 67). Arbitrons for 7:30-11 P.M. EDT Thursday gave CBS average 16.8 rating (32 share),

NBC 16.7 (32) and ABC 15.7 (30).

Trendex showed ABC with 16.2 rating and 33.1 share, NBC 15.5 (31.6) and CBS 14.5 (29.6).

Top 40 programs reported in MNA are shown here without individual ratings but in their proper ranking:

1. Man Called Shenandoah (ABC)
2. Bewitched (ABC)
2. Run for Your Life (NBC)
4. Bonanza (NBC)
4. Fugitive (ABC)
6. Get Smart (NBC)
7. Man from U.N.C.L.E. (NBC)
8. Smothers Bros. (CBS)
9. FBI (ABC)
9. Dick Van Dyke (CBS)
11. F Troop (ABC)
12. Dean Martin (NBC)
13. Legend of Jesse James (ABC)
14. Green Acres (CBS)
15. Don't Eat Daisies (NBC)
16. Peyton Place I (ABC)

16. I Dream of Jeannie (NBC)
18. McHale's Navy (ABC)
19. Honey West (ABC)
19. I Spy (NBC)
21. Saturday Movies (NBC)
21. Hogan's Heroes (CBS)
21. Tuesday Movies (NBC)
24. Sunday Movies (ABC)
24. Peyton Place II (ABC)
26. 12 O'Clock High (ABC)
26. My Mother, the Car (NBC)
28. Gidget (ABC)
29. O.K. Crackerby (ABC)
30. My Three Sons (CBS)
31. Gomer Pyle (CBS)
31. Lucy Show (CBS)
33. Farmer's Daughter (ABC)
34. Wackiest Ship in Army (NBC)
35. Hazel (CBS)
36. Gilligan's Island (CBS)
36. Andy Griffith (CBS)
38. Lost in Space (CBS)
39. Big Valley (ABC)
40. Thursday Movies (CBS)

Thursday, Sept. 23

		Arbitron		Trendex				Arbitron		Trendex	
		Rating	Share	Rating	Share			Rating	Share	Rating	Share
7:30						CBS	Thursday Night Movies (N)	14.9	26	12.7	23.8
ABC	Shindig (NP, NT)	9.1	19	8.5	20.9	NBC	Laredo (N)	16.0	28	12.6	23.7
CBS	Munsters (NP)	17.8	37	15.3	37.6						
NBC	Daniel Boone (NP)	15.4	32	13.3	32.6	9:30					
8:00						ABC	Peyton Place II (NP)	21.6	39	25.3	46.3
ABC	Donna Reed Show (NP)	10.7	20	9.9	21.5	CBS	Movies (N)	14.8	26	12.7	23.2
CBS	Gilligan's Island (NP, NT)	21.6	41	19.3	41.9	NBC	Mona McCluskey (N)	14.8	26	12.0	22.0
NBC	Daniel Boone (NP)	18.0	34	14.1	30.7	10:00					
8:30						ABC	Long, Hot Summer (N)	14.4	29	14.3	28.6
ABC	OK Crackerby (N)	14.6	26	16.2	33.0	CBS	Movies (N)	13.5	27	11.6	23.1
CBS	My Three Sons (NP, NT)	21.4	38	18.7	38.1	NBC	Dean Martin (N)	18.1	36	21.4	42.7
NBC	Laredo (N)	16.1	29	11.1	22.5	10:30					
9:00						ABC	Long, Hot Summer (N)	13.5	27	12.0	24.5
ABC	Bewitched (NP)	26.0	46	27.3	51.2	CBS	Movies (N)	13.4	27	11.0	22.4
						NBC	Dean Martin (N)	18.4	37	24.0	49.0

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Erickson



Mr. Dick

George W. Dick, president of American Research Bureau, Beltsville, Md., elected board chairman. He retains position as president and chief executive officer. Mr. Dick has served as executive VP of ARB's parent company, C-E-I-R Inc., Washington. **Rodney Erickson**, formerly senior VP and director of marketing for ARB, elected to newly created position of executive VP. Mr. Erickson is also board member.

Manny Reiner, VP of Four Star Television International since 1963, ap-

pointed executive VP of Four Star International, new subsidiary that will handle sales of company programs in U. S. and abroad. **Len Firestone** has resigned as VP and general manager of Four Star Distribution Corp., which formerly handled domestic sales for Four Star Television. **Jerry Weisfeldt** appointed VP in charge of domestic sales for Four Star International.

Russ Stewart, VP-director of both Field Enterprises Inc. and subsidiary Field Communications Corp., Chicago, late Friday elected to new position of board chairman of Field Communications which is building new UHF station WFLD(TV) there. **Sterling C. (Red) Quinlan**, VP-director of Field Communications and WFLD general manager, elected president of Field Communications succeeding late **Marshall Field. Marshall Field Jr.** elected director of both companies. Now with New York *Herald Tribune* he plans to return to Chicago soon.

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

UBS sets Nov. 8 date with 48 affiliations

Unisphere Broadcasting System announced Friday (Sept. 24) that it will begin on-air operations as UHF-TV network on or about Nov. 8.

Vincent C. Piano, board chairman of UBS, told news conference in New York that network has written contracts or verbal agreements from 48 stations on full or per-program basis.

Affiliates are not required to take all programs to be offered by UBS though advertisers must make minimum buy, Mr. Piano said. He declined to discuss rates publicly at this time, but advertisers will be supplied with cost information. He indicated that at outset cost to advertisers will be "very low."

UBS has set up tentative program schedule covering both daytime and evening schedules. It includes feature films on thematic basis ("war," "spy," "prison," "jungle" movies); syndicated series, specials, sports, music-variety. Network will not be interconnected, except for special events.

Color set shortages?

Spurt in color TV set sales in September will result in industry falling at least 350,000 sets short of consumer demand by Christmas, according to report is-

sued today (Sept. 27) by Raymond W. Saxon, vice president and general manager, RCA Victor Home Instruments Division.

Mr. Saxon added that industry now is expected to sell at least 2.5 million color sets in 1965, increase of 200,000 over forecasts of one month ago. Color receiver sales in third quarter of this year are twice that of comparable period last year, he said.

Kramer, consultant

Formation of Worth Communications Inc., to perform consulting services to selected broadcasting, advertising and marketing interests, shortly will be announced by Worth Kramer, former president of Goodwill Stations, sole stockholder. Firm will make headquarters in Fisher Building, Detroit. (Mr. Kramer has purchased, subject to FCC approval, WSPB Sarasota, Fla. for \$300,000).

WEOL set for hearing; faces fine, license loss

FCC has designated applications of WEOL-AM-FM Elyria, Ohio, for hearing in proceeding in which licensee, Elyria-Lorain Broadcasting Co., faces \$10,000 fine and loss of licenses.

Applications pending are for renewal

of licenses and for transfer of control of license to Lorain Printing and Publishing Co. (CLOSED CIRCUIT, Sept. 20).

Commission, in announcement Friday (Sept. 24), said issues include questions of whether publishing company, which already owns 46.9% of stations, has assumed control without commission authorization, and whether transfer would result in concentration of control of media in area.

Chief parties in case appeared in earlier one before commission, but in opposite roles. Elyria-Lorain last year opposed transfer of wwiz Lorain from Sanford A. Schafitz to *Lorain Journal*. Commission subsequently denied wwiz' applications for renewal and transfer (BROADCASTING, April 6, 1964). That decision was upheld by U. S. Court of Appeals three weeks ago (BROADCASTING, Sept. 13).

David Lowe stricken

David Lowe, *CBS Reports* producer, died of heart attack Friday morning (Sept. 24) in New York. Before he joined CBS in 1960, Mr. Lowe was associated with NBC, DuMont Television Network, and had been executive program consultant to England's Granada Television Network, had produced plays on Broadway, and was producer-director-writer of *Coke Time*. He is survived by his wife, Harriet Van Horne, TV critic-columnist for *New York World-Telegram & Sun* and other Scripps-Howard newspapers, and by son and daughter.

Grey Advertising stock traded

Grey Advertising stock, issued to public last week, hit market at \$19.50 Tuesday and by Thursday was trading in free market. Friday's closing price was 18¼ bid, 18¾ asked. Merrill Lynch, Pierce, Fenner & Smith heads list of underwriters of 290,000 share offering (BROADCASTING, Aug. 16).

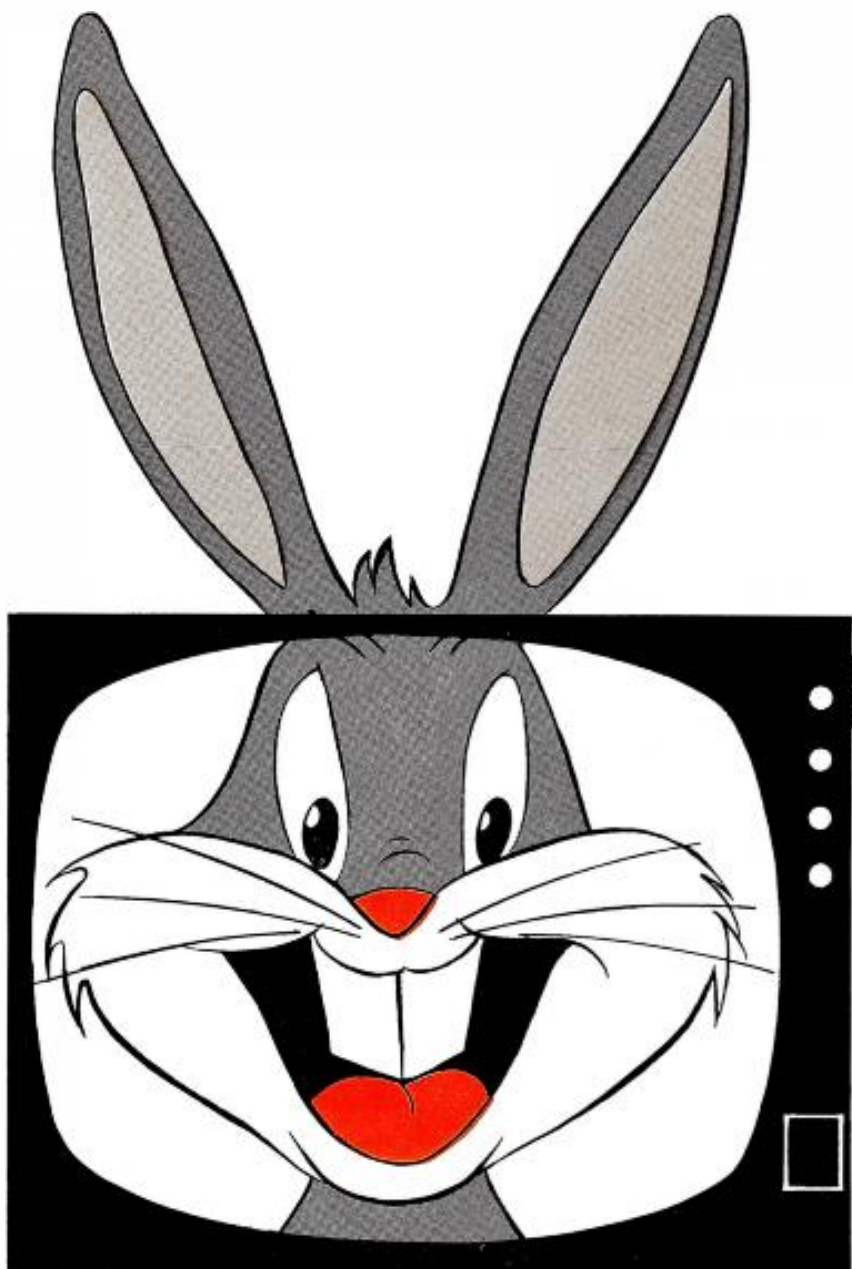
Proceeds of issue go to 16 individuals, including Arthur Fatt, board chairman and chief executive officer of agency who sold 45,100 shares, and to two funds.

Grey's public offering follows those of other agencies: Papert, Koenig, Lois; Foote, Cone & Belding; Doyle Dane Bernbach and Grant Advertising.

Fenkell heads Tigers' network

Detroit Tigers, owned by broadcaster John E. Fetzer, names Neal K. (Doc) Fenkell as operations and sales manager of its television network. He was traffic manager for club's regional hook-up this year.

BROADCASTING, September 27, 1965



Available in Color !

The 100 top-quality cartoons in the Warner Bros. "Series '64" package are not only available in color, but they are *first-run* on television. These cartoons, starring Bugs Bunny and his world-famous friends, are *fully-animated* and were all produced during a period when the ever-popular Bugs ranked as the "*No. 1 money-making short subject*" in theatres all over the country.* Running 6 to 6½ minutes, they're also available in black-and-white. Now sold in more than 50 major television markets—including *all of the top ten!*

*Motion Picture Herald-Fame annual polls of exhibitors.

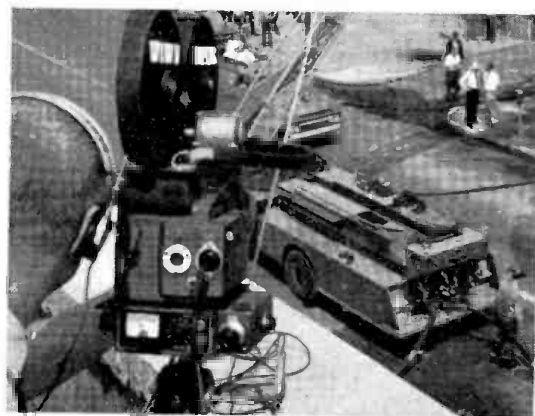
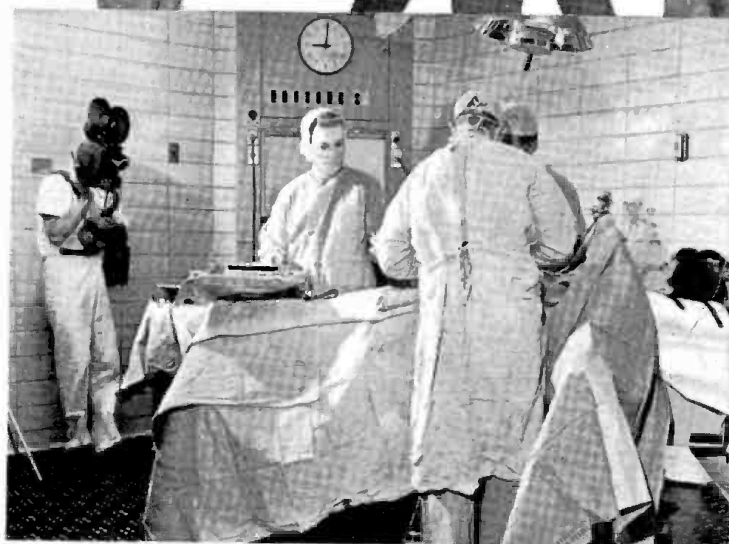
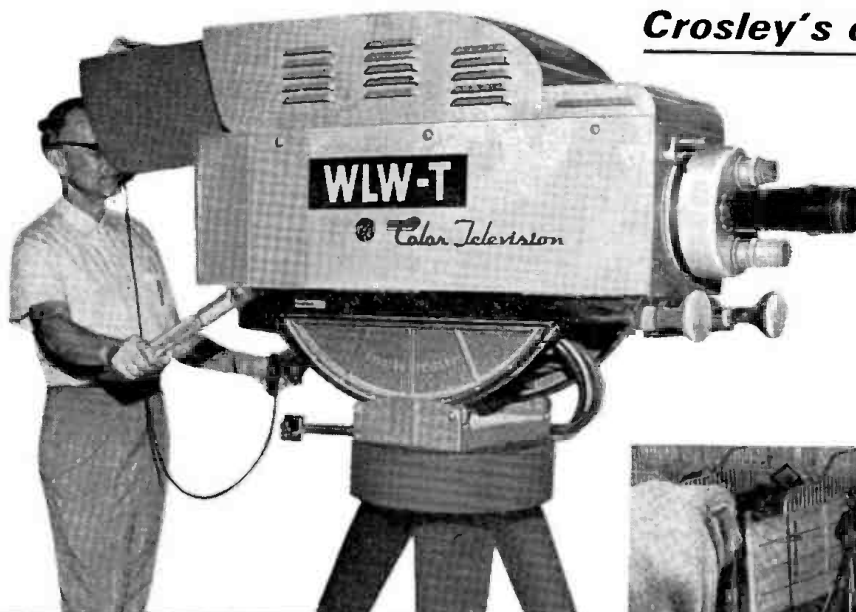
Warner Bros. Cartoons—Series '64



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WWDC RADIO, Washington, D.C.



on camera — his majesty, the American citizen

And he gets royal treatment. KELO-LAND TV's 19 hours a week of local, live programming are geared not simply as "public service," but as top-caliber production. To accomplish this goal, KELO-LAND TV employs 4 portable videotape units, an 11-vehicle motorized fleet, full time correspondents in major centers, and 132 stringers throughout KELO-LAND's nearly 75,000 square miles.

KELOLAND
CBS ABC
KELO-TV • KDLO-TV • KPLO-TV (Interconnected)



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Evans Nord, Exec. Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-President
General Offices: Sioux Falls, S.D.
Represented nationally by H-R

DATEBOOK

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

■ Indicates first or revised listing.

SEPTEMBER

■ Atlantic Association of Broadcasters is holding its annual convention Sept. 26-28 —under chairmanship of R. J. Wallace, CKMR Newcastle N. B. Monday and Tuesday will be devoted to local sales and marketing problems. Lord Beaverbrook hotel, Fredrickton, N. B.

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 operations.

Sept. 29-Oct. 2—Annual convention, National Association of Railroad & Utilities Commissioners. Thursday panel on "CATV Jurisdictional Problems." will include FCC Commissioner Kenneth A. Cox as a speaker. FCC Chairman E. William Henry will address Friday session on "Communications Problems—1965." Hilton hotel, New York.

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.

Sept. 30-Oct. 2—Annual fall meeting of Minnesota Broadcasters Association. Speakers include: Sherril Taylor, vice president for radio, National Association of Broadcasters; Robert Hurligh, president, MBS; George Dick, president, American Research Bureau; Burt Russick president, Mid-Continent Surveys. Radisson hotel, Minneapolis.

OCTOBER

Oct. 3-4—Annual fall convention and election of officers of Connecticut Broadcasters Association. Speakers include FCC Chairman E. William Henry; Stephens Dietz, executive vice president, Kenyon & Eckhardt, New York. Banner Lodge, Modus.

■ Oct. 4—First in six-week series of lectures in American Society of Composers Authors and Publishers symposium on American Music, Judson Hall, New York.

Oct. 4—Annual outing, Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

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

Oct. 4-5—Eighteenth annual convention and election of officers of New Jersey Broadcasters Association. Speakers include Douglas A. Anello, general counsel of National Association of Broadcasters and Howard Bell, director of NAB Code Authority. Panel on local radio measurement will feature Dr. Sidney Roslow, president of Pulse Inc.; Frank Stisser, president of C. E. Hooper Inc., and George Dick, president of American Research Bureau. 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 with a 300-foot antenna limitation.

Oct. 5—FCC deadline for reply comments on parts II and IV of rule proposals concerning frequency allocations for common carriers serving community antenna television systems and technical standards for proposed Community Relay Service. Old

deadline was Aug. 3.

Oct. 5—Deadline for reply comments on FCC's proposed rulemaking relating to network programs not made available to certain television stations.

Oct. 5—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

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

Oct. 7-9—Annual fall meeting, Pennsylvania Community Antenna Television Association. Frederick W. Ford, president of the National Community Television Association, will be speaker. James R. Palmer, Centre Video Corp. and C-Cor Electronics Inc., is chairman. Holiday Inn, State College, Pa.

Oct. 8—Deadline for entries in 21st annual exhibition of advertising and editorial art conducted by the Art Directors Club of Los Angeles. Competition is for TV and print ads and editorial art used between Oct. 1, 1964, and Dec. 1, 1965, in states west of Mississippi River and in Western Canada. Entries should be sent to Adia, 301 S. Harvard Blvd., Los Angeles 90005.

Oct. 8—James E. Webb of National Aeronautics and Space Administration will be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.

■ Oct. 8-10—Fall conference of Florida Association of Broadcasters. Speakers include Paul Miller president Gannett newspapers and stations, and president of Associated Press; Charles Stone, National Association of Broadcasters radio code manager; Robert Rawson, chief of renewal and transfer division, FCC. Silver Springs.

Oct. 10-12—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; Charles T. Tower, executive vice president, Corinthian Broadcasting Corp.; Dwight W. Martin, vice president WDSU-AM-FM-TV New Orleans. Grove Park Inn, Asheville.

Oct. 11-13—Annual fall meeting and election of officers of Illinois Broadcasters Association. Pick Congress hotel, Chicago.

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

Oct. 12—University of Wisconsin's 11th Wisconsin FM Station Clinic. University of Wisconsin, Madison.

Oct. 12-13—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Speakers include Theodore Koop, vice president, CBS Washington. Brown hotel, Louisville.

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. 21-23—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.

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ONLY CHICAGO IS LARGER!

CBS leadership plus strong local programming combine to keep WhBF Radio and Television audience's coming back to the Quad-Cities' Favorites! Check ARB, NSI and Pulse, then see Avery Knodel; in Minneapolis see Harry Hyett.

HOTTEST IN THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

- Oct. 13—Meeting of Association of Broadcasting Executives of Texas. Speaker will be Stephen B. Labunski, vice president in charge of NBC Radio Network division. Marriott hotel, Dallas.
- Oct. 13—11th annual education-industry conference on public relations co-sponsored by the National Association of Manufacturers and the Henry W. Grady School of Journalism, University of Georgia, Athens. Featured speaker will be Ray Moore, director of news and local programming, WSB-TV Atlanta. Athens, Ga.
- Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.
- Oct. 13-15—Annual fall meeting and election of officers of Indiana Broadcasters Association. Speakers include John F. Dille Jr., president, Communicana Group of Indiana, board chairman of National Association of Broadcasters; Walter Roberts Jr. vice president for advertising and sales, Miles Laboratories, Elkhart, Ind.; William Benz advertising manager, Sterling Brewers Inc., Evansville Ind. Sheraton, French Lick.
- Oct. 14—Fred Friendly, president of CBS News, will be guest speaker at third annual San Francisco Press Club radio-TV awards dinner.
- Oct. 14—Forum discussion, New York chapter of National Academy of Television Arts and Sciences, "Television programming: Where from . . . where to?" New York Hilton hotel, New York.
- Oct. 14-15—Fifth annual International Film & TV Festival of New York. Speakers include: Steve Krantz, president, Krantz Films; William Cooper Jr., director of film programming, WPIX-TV New York; Tom Jones, program director, Triangle Stations; Abe Mandell, president, ITC; Eli Feldman, president, Focus Presentations. Workshop session on UHF to be directed by Ed Cooperstein, president of WJTV(TV) Newark, N. J. Americana hotel.
- Oct. 14-15—Special board of directors meeting, Association of Maximum Service Telecasters Inc. Far Horizons hotel, Sarasota, Fla.
- 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. 17-19—Annual meeting and election of officers of North Dakota Broadcasters Association. Grand Forks.
- Oct. 19-23—Annual convention of Radio Television News Directors Association. Tides hotel, St. Petersburg, Fla.
- Oct. 20-24th—Annual Pulse Man of the Year luncheon honoring Leonard Golden-son, president of American Broadcasting Companies. Plaza hotel, New York.
- Oct. 20—New 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. Original deadline was Aug. 20.
- Oct. 21—All-day conference dealing with "Profitable Road to Supermarket Marketing," scheduled by New York chapter of American Marketing Association. Speakers include Thomas E. Butler, president, Grand Union Co., Peter Vold, board chairman, King Korn Stamp Co., Michael J. O'Connor, Supermarket Institute, and others. Waldorf Astoria.
- 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.
- Oct. 21-22—NBC Radio Network Affiliates annual meeting. Speakers include Robert W. Sarnoff, NBC board chairman; Robert E. Kintner, NBC president, and Stephen B. Labunski, executive vice president in charge of NBC Radio. Continental Plaza, Chicago.
- Oct. 21-23—Fourteenth annual celebration of WSM's Grand Ole Opry birthday. Andrew Jackson hotel, Nashville.
- Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Masonic auditorium.
- Oct. 22—Senator Robert F. Kennedy (D-N. Y.) to be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.
- Oct. 22—Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.
- Oct. 25-27—National Electronics Conference, sponsored by the University of Illinois, Northwestern University, Illinois Institute of Technology and Institute of Electrical and Electronics Engineers. McCormick Place, Chicago.
- Oct. 27-30—Theater Owners of America convention. Ambassador hotel, Los Angeles.
- Oct. 28-29—Fall convention of Ohio Association of Broadcasters. Speakers include Vincent T. Wasilewski; president of National Association of Broadcasters. The Christopher Inn, Columbus.
- Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Missouri hotel, Jefferson City.
- Oct. 28-30—California Community Television Association semi-annual meeting. Vacation Village hotel, San Diego.
- Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.
- Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switching, quality control procedures. Queen Elizabeth hotel, Montreal.
- Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.
- NOVEMBER**
- Nov. 1—FCC deadline for reply comments on 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.
- Nov. 1-2—Annual fall meeting of Washington State Association of Broadcasters. Kennewick-Pasco-Richland.
- Indicates first or revised listing.
- RAB MANAGEMENT CONFERENCES**

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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WTVJ, with South Florida's largest daily circulation, has color telecasting facilities to air your color tapes, films, or slides at regular black

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Trans-Lux Television International Corporation
Zurich, Switzerland

KLAS-TV goes **COLOR** Sept. 13th




Nov. 4—Deadline for reply comments in FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

■Nov. 4-5—Second annual FM Radio Day and multiplex conference of Georgia Association of Broadcasters. Speakers include, Abe Voron, WQAL-FM Philadelphia, chairman of National Association of FM Broadcasters; Robert Richer vice president, Quality Inc., New York; Martin Hollinger, assistant vice president and media director, Burke Dowling Adams, Atlanta. Americana motor hotel, Atlanta.

■Nov. 5—National Association of Broadcasters president Vincent Wasilewski will be featured speaker at the International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 5-6—Annual fall meeting and election of officers of Maryland-D. C.-Delaware Broadcasters Association. Washingtonian Country Club, Gaithersburg, Md.

■Nov. 6-7—Missouri Associated Press Radio-TV Association meeting. Muehlebach hotel, Kansas City.

■Nov. 6-7—Wisconsin Associated Press Radio-TV Association meeting. Milwaukee.

Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington.

Nov. 8—Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

■Nov. 10-13—56th national convention, Sigma Delta Chi, professional journalistic society. Biltmore hotel, Los Angeles.

■Nov. 11—Radio Salesmen of Los Angeles luncheon. Sydney Roslow, director, The Pulse Inc., guest speaker. Cocoanut Grove, Hotel Ambassador.

Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

OPEN MIKE®

Sorry—but maybe later

EDITOR: Thanks for the instant presidency of the University of Southern California (Sept. 13, page 54)!

Actually the president of the University of Southern California is Norman Topping. I serve that university's Department of Telecommunications as chairman.—*Kenneth Harwood, professor and chairman, Department of Telecommunications, University of Southern California, Los Angeles.*

FM in Arizona

EDITOR: . . . we've been reading for many years now about various and sundry FM stations increasing their hours of stereo programing from nothing to perhaps three or four hours a day and now, in the Aug. 16 issue, we notice a group of five stations spending a considerable amount of dollars to convert their stations to stereo.

For your information, and your readers . . . KNIX(FM) Phoenix has broadcast in full-range multiplex stereo since it first went on the air, Christmas

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BROADCASTING, September 27, 1965

WHO'S MINDING THE STORE?



Triangle stations are masters at getting response. Like WFBG Radio in Altoona, for example. When the station invited the community to join in its 40th anniversary celebration at a local amusement park, two-thirds of the population of Altoona turned out. It was the largest crowd in the amusement park's 26-year history. Why? Because people like WFBG. They believe in it. It's an important part of the community. If you want response in Altoona, or in any of the Triangle markets, let the Triangle station deliver the message. People listen. BUY SUCCESS. BUY TRIANGLE.



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WFIL-AM • FM • TV, Philadelphia, Pa. / **WNEF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
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Triangle National Sales Offices: New York / Los Angeles / Baltimore

*WMT-TV is first in share of total homes reached in all measured time periods from sign-on to sign-off Sunday through Saturday. (ARB, MARCH '65)**



*WMT-TV is first in share of total homes reached in all measured time periods from sign-on to sign-off Sunday through Saturday. (ARB, MARCH '65)**

WMT-TV • CBS Television for Eastern Iowa • Cedar Rapids-Waterloo
National Representatives: The Katz Agency
Affiliated with WMT-AM; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth

*Data derived from audience surveys are estimates subject to error. Refer to complete report for details.

Day, 1961. We are the 42d FM station to include stereo broadcasting in our programing and among the very first few to be "full time stereo," 18 or more hours a day.

KNIX has operated in the black for nearly three years. We have been credited with boosting stereo album sales to far above normal expectations in central Arizona . . . due to our stereo album sound. . . —*Bob French, KNIX (FM) Phoenix.*

Pay-TV gamble

EDITOR: The cartoon in your Aug. 30 issue was especially amusing since our pay-TV experiment is such a big gamble.

If you could persuade your editors to give me the original by Mr. Hix, it will be displayed in my office with honor and appreciation.—*John H. Pinto, vice president, RKO General Phonevision Co., New York.*

(The original cartoon has been sent to Mr. Pinto. RKO General Phonevision Co. is licensee of pay-TV station WHCT(TV) Hartford, Conn.)



Drawn for BROADCASTING by Sid Hix
"Now here's a set we designed for an outfit who wants to test pay TV in Las Vegas!"

Longevity candidates

EDITOR: . . . Dorothy Gibson just began her 36th year with KFPW [Fort Smith, Ark.] Sept. 20. Miss Gibson has worked in every department except engineering. Her titles have ranged from staff musician to manager. At present her title is bookkeeper.—*Jack Freeze, general manager, KFPW Fort Smith, Ark.*

EDITOR . . . Mrs. Lillian M. (Pat) Roper, has been employed by WGBF [Evansville, Ind.] since April 1, 1929. She started her career in radio as organist and staff accompanist. In 1931 she was appointed program director of WGBF and has served in this capacity ever since. . . —*Martin L. Leigh, general manager, WGBF Evansville, Ind.*

EDITOR: . . . Perhaps Bertha Hewlett of the WRVA Richmond, Va., staff may qualify for this record.

Miss Hewlett, who is now our office

BROADCASTING, September 27, 1965

ONE 1 number one 1 ONE 1

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,
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again

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DELIVERED—
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* **76% MORE THAN STATION NO. 3**

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

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



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(And it wasn't
the electric light.)

**Today it promises
even greater things
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It was the whole idea of investor ownership of electric light and power companies, which got its start when Thomas Edison and a small group of investors financed his first electric power plant 83 years ago.

Since then, millions of people like you have put their savings to work as shareholders in more than 300 electric

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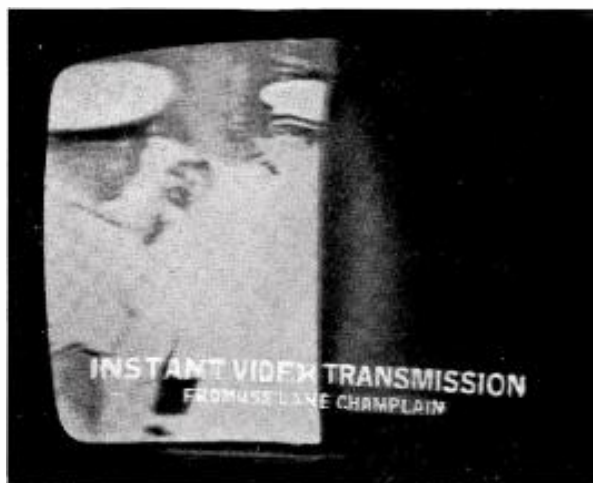
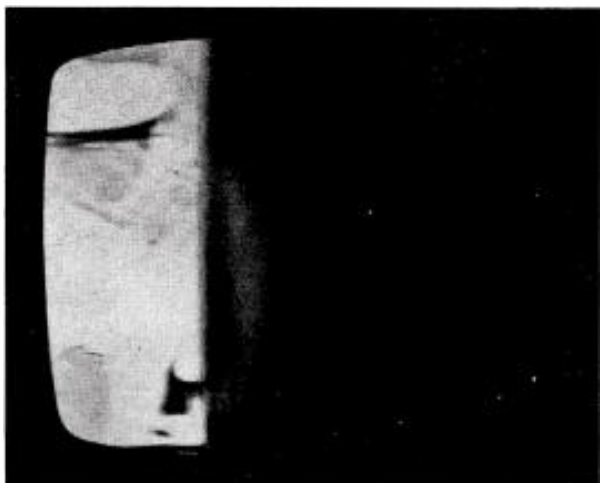
Today there's practically no limit on the electric service available to you—or on what it can do for you! And with investors, employees, customers and business management working

together in the traditional American way to meet the future, you can be sure that good things will keep on happening—for you!

**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

Watch for HOLLYWOOD PALACE, with Milton Berle as guest host, Saturday, October 23, 9:30 P.M., Eastern Time, on ABC-TV.



Gemini 5: Why you saw it seconds after it happened.

For the first time since manned space flight began, you were able to see our returning astronauts seconds after their safe arrival on the U.S. Navy carrier *Lake Champlain*.

ITT's VIDEX® data transmission equipment brought this historic event, and subsequent Gemini photographs, to the nation's television screens.

The photographs were transmitted by the VIDEX equipment from the *Lake Champlain* via radiotelephone to New York. From there, they traveled over ordinary telephone lines to the TV networks' facilities at NASA's Manned Spacecraft Center in Houston.

The VIDEX receiver in Houston displayed the pictures. TV cameras then retransmitted them through the networks. Unique slow-scan television pictures took only seconds to unfold before your eyes, just as pages in a book.

VIDEX data transmission equipment is another example of how ITT helps people communicate.

ITT, world's largest international supplier of electronic and telecommunication equipment.

International Telephone and Telegraph Corporation, New York, N. Y.

ITT

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

TWO GRAND PRIX AWARDS FOR TV-FILMS

MIFED — the International Film, TVfilm and Documentary Market — is holding its Twelfth Cine-Meeting from 14 to 23 October next. Representatives of the Cinema Industry and other interested persons are cordially invited to attend. During this event the first presentation of the "TV Pearl" will be made in two Grand Prix Awards for the best feature or serialized film and the best short film produced for TV transmission in 1964-65.

In addition to various displays of technical interest, the October Cine-Meeting is also sponsoring EXCOT: the Congress and Exhibition on World Progress in Electronics for the Cinema, TV and Associated Industries.



Information from: MIFED - Largo Domodossola 1 - Milano (Italy)
Telegrams: MIFED - Milano

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service manager, has been with WRVA since our first day of broadcasting on Nov. 2, 1925. She served as the first hostess of WRVA and then as hostess and "cheerleader" for the *Corn Cob Pipe Club* program which was fed to network from WRVA. Bertha was also known as the popular "Aunt Sammy" where she had a program giving out recipes and helpful household hints.—
Carl L. Haglund, promotion manager, WRVA-AM-FM Richmond, Va.

(In a letter last week to Miss Hewlett, Irene M. Pratt, whose 31 years at WLLH Lowell, Mass., had been suggested to BROADCASTING as being a record for the longest continuous service in broadcasting and one station [BROADCASTING, Sept. 13], said that the women employed in broadcasting for a long time might be interested in forming a club similar to the men's Old Timer's Club. Future letters on this subject will be referred to her attention.)

BOOK NOTES

"Statistical Abstract of the United States," released by the Bureau of the Census, Department of Commerce, Superintendent of Documents, Government Printing Office, Washington (also available from Commercial field offices). \$3.75.

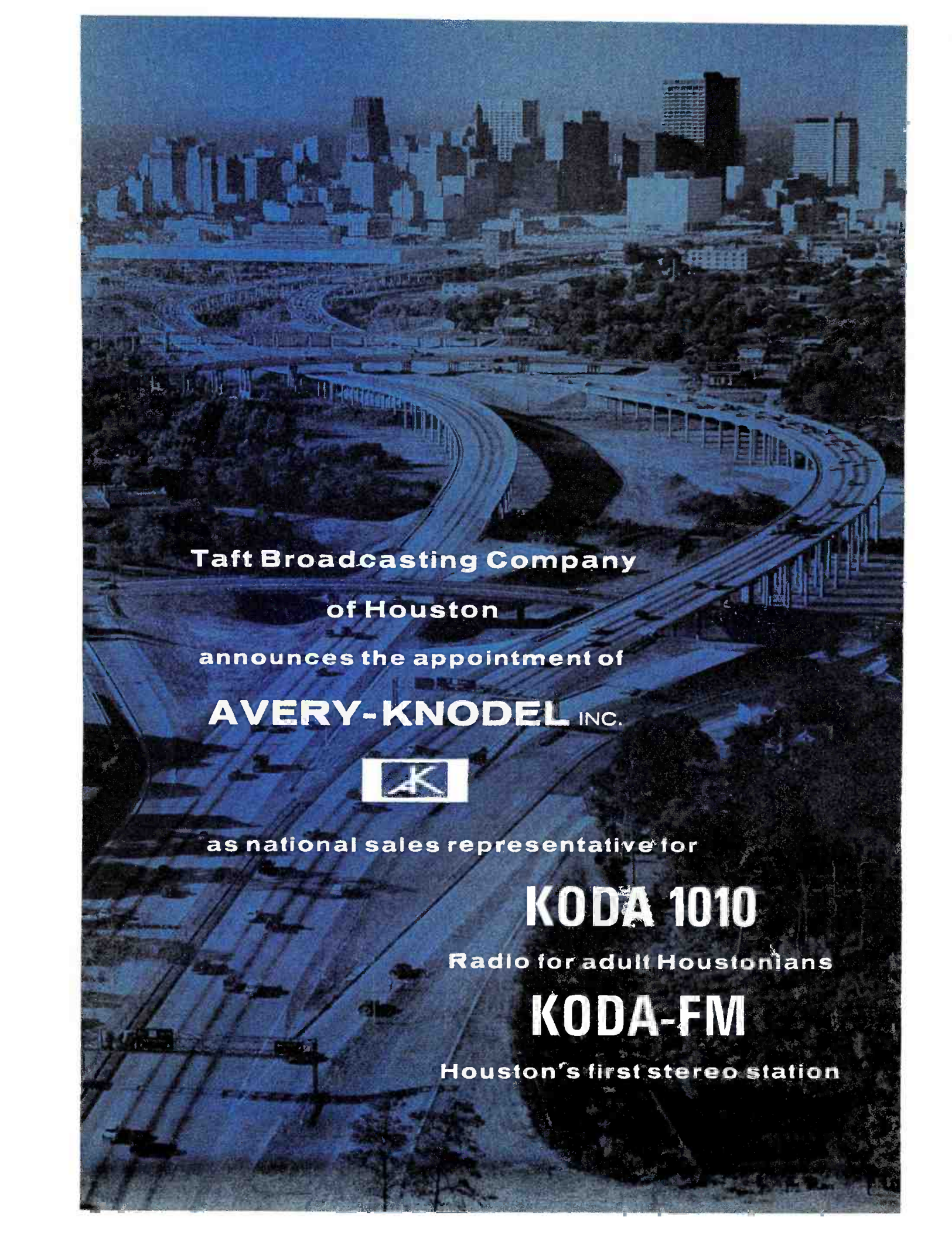
Whatever your question might be, if it can be described in figures or shown in a table, the answer will probably be in the government's 86th annual *Abstract*.

This year's *Abstract* contains 1,299 statistical tables and 50 maps describing the economic, social and political life primarily of the U.S. but also including foreign statistics for comparisons.

The extent of the book comprehensiveness is exemplified by its data on such subjects as medical costs in different cities, average charges and fees for full-time college students, percentage of population who use fluoridated water, percentage of people disqualified from the draft, etc.

"Don't Quote Me," by Marie Torre. Doubleday & Co., New York. 254 pp. \$4.50.

Miss Torre's 10 days in jail for refusing to identify the source of a quote which assumed importance in the legal squabble several years ago between Judy Garland and CBS is the major episode in this autobiographical account of the trials and tribulations of a girl newspaper TV columnist (*New York World-Telegram & Sun*, *New York Herald-Tribune*) and TV newscaster (KDKA-TV Pittsburgh). As an author she is at her best when she recalls the highlights of her reportorial career, is most annoying when she pontificates on the shortcomings of performers, producers, sponsors, advertising agency executives and network officials. Either way, "Don't Quote Me" can provide an evening's entertainment for anyone engaged in any phase of the broadcast business.

An aerial photograph of a city, likely Houston, showing a complex highway interchange with multiple overpasses and ramps. In the background, a dense urban skyline with various skyscrapers is visible under a clear sky. The image is in black and white, with a slightly grainy texture.

**Taft Broadcasting Company
of Houston**

announces the appointment of

AVERY-KNODEL INC.



as national sales representative for

KODA 1010

Radio for adult Houstonians

KODA-FM

Houston's first stereo station

Color TV has an 'economic stimulator' responsibility too

The television industry has a new responsibility to the viewer, to the consumer and to the American economy with the arrival of full-color television programming. It is to help stimulate economic progress through its programming as well as its advertising.

Color television will be the greatest single motivating factor for consumer goods. The television producers should be aware of this and should make every effort possible to show today's "elegance in living" on their shows.

In the days of black-and-white television, a two-tone gray wall would look wonderful when filmed. But now the American consumer has demanded, and will view, his favorite shows in color and the producers should set the pace with living environments that reflect the tremendous advances of our country.

Color Pioneer ■ For the past dozen years our stores have prominently displayed color television sets and kept every program which was broadcast in color tuned in. Our advertising represented my belief that color television would be the greatest single consumer product since the marketing of television itself. We pioneered color commercials too.

Now in 1965 the age of color programming is in full swing and many advertising and television executives still do not own color sets. Many advertisers also show their products in black and white although researchers have spent millions developing packaging which will be attractive to the housewife's eye.

In my 30 years of business we have endeavored to present the newest and best products to make life easier and to encourage others to enjoy the fruits of our national progress. We encouraged manufacturers by purchasing their newest styles and models. Latest projections for 1965 are for sales of 2.5 million color TV sets, compared to about 1.3 million last year. This is a contribution to the entire economy.

'World's Largest' ■ At each of our dozen stores there are more models of nationally known name brands of color TV's on display than anywhere else in the world. The networks are almost in full color and what the public demands, the public will get. This consumer economy encourages greatness in products and should encourage greatness in marketing products too.

From the outdated comment, "we'll wait until more shows are in color," to

the present day comment of "let's see how this style will fit in our living room," the change in attitude of the consumer's acceptance of color is really sensational.

I have set up a special television industry service desk to sell color TV to advertising executives and station personnel. The account executive's and the producer's jobs are never finished. They must produce the commercial, have it placed on the air, and then watch it on TV as a consumer. Therefore both need color TV's in their homes.

Our salesmen have had special color training classes since 1958 and are by far the experts in the field of TV sales. Our entire staff is color-minded and aware of the fact that this year is the color year of television.

Progress Is News ■ Progress is the basic root of our economy and now color TV has again demonstrated that our nation can produce better products for the consumer. Thirteen years ago one manufacturer produced one model of color TV. Today many nationally known manufacturers are producing a complete selection of models, styles, finishes, and a choice of tube sizes, from portables to family entertainment centers. When better products come on the market there is a responsibility to report and show them.

The people who are responsible for the set design should not be held back in borrowing from our national magazines which are several years ahead of the American public in creating demands for elegant living. Today almost everyone who is gainfully employed can afford the basic living environmental furnishings and appliances

which contribute to our national growth.

For years the television producers have presented panel shows and newscasts in the same drab settings of a man behind a desk, without using the creativity which our furniture manufacturers have developed. The TV shows should be progressive in displaying the elegance of the American home on TV, and panel shows and newscasts should have frequent changes of interior design.

A selected artist of the week could have his art displayed on a newscast as part of the background. The public would get to know an artist, his style of work, and see it often enough to make up their minds if they like it. This could be done with sculptures too.

Just think, for example, of the public service a network could perform if it featured settings of modern living showing what great technical improvements are being made every day. The newspapers have new-products columns and highlight home furnishing, but very seldom do you see this on TV.

Whetting Appetites ■ The responsibility of the television industry to the consumer and to the economy of our country is to present entertainment plus the best of modern living. Television must awake to the importance of modern living and create the desire and demand for new ways to make family life easier and more enjoyable.

This concept is the foundation of competition and it has forced our appliance and furnishings industry to continue to produce better products. The television industry should support this concept and show elegant living at every opportunity.

Sol Polk is president of Polk Bros., Chicago retail appliance chain that now totals a dozen stores and has been a successful user of local broadcast advertising, including color commercials, since 1955. Mr. Polk has been a booster for color since the early 1950's and he claims to sell more color sets than any other independent retail firm. Polk Bros. has been in business for three decades and has built its reputation as an aggressive merchandiser of national brand products.





A BADGE OF DISTINCTION

This badge will be worn by all contributors to the Opry Trust Fund who register at the 40th Anniversary Celebration of WSM's Grand Ole Opry, October 21-22-23. It will identify those who give \$10 for the purpose of providing loans or contributions during times of adversity to persons performing in the country music field. It must be worn to gain entrance to all scheduled events.

AGENDA

WSM GRAND OLE OPRY
40TH ANNIVERSARY
CELEBRATION
October 21-22-23

WSM Breakfast
Opry Spectacular
WSM Panel—New FCC Regulations
Decca Records Party
WSM-TV Videotaping of Opry
WSM Friday Night Opry
Musicor Record Dance
Starday Records Recording Session
RCA Victor Breakfast
Columbia Records Luncheon
United Artists Show and Party
Capitol Records Party
WSM Grand Ole Opry
Epic Records Presentation
Pamper Music Dance
Columbia Coffee Clatch

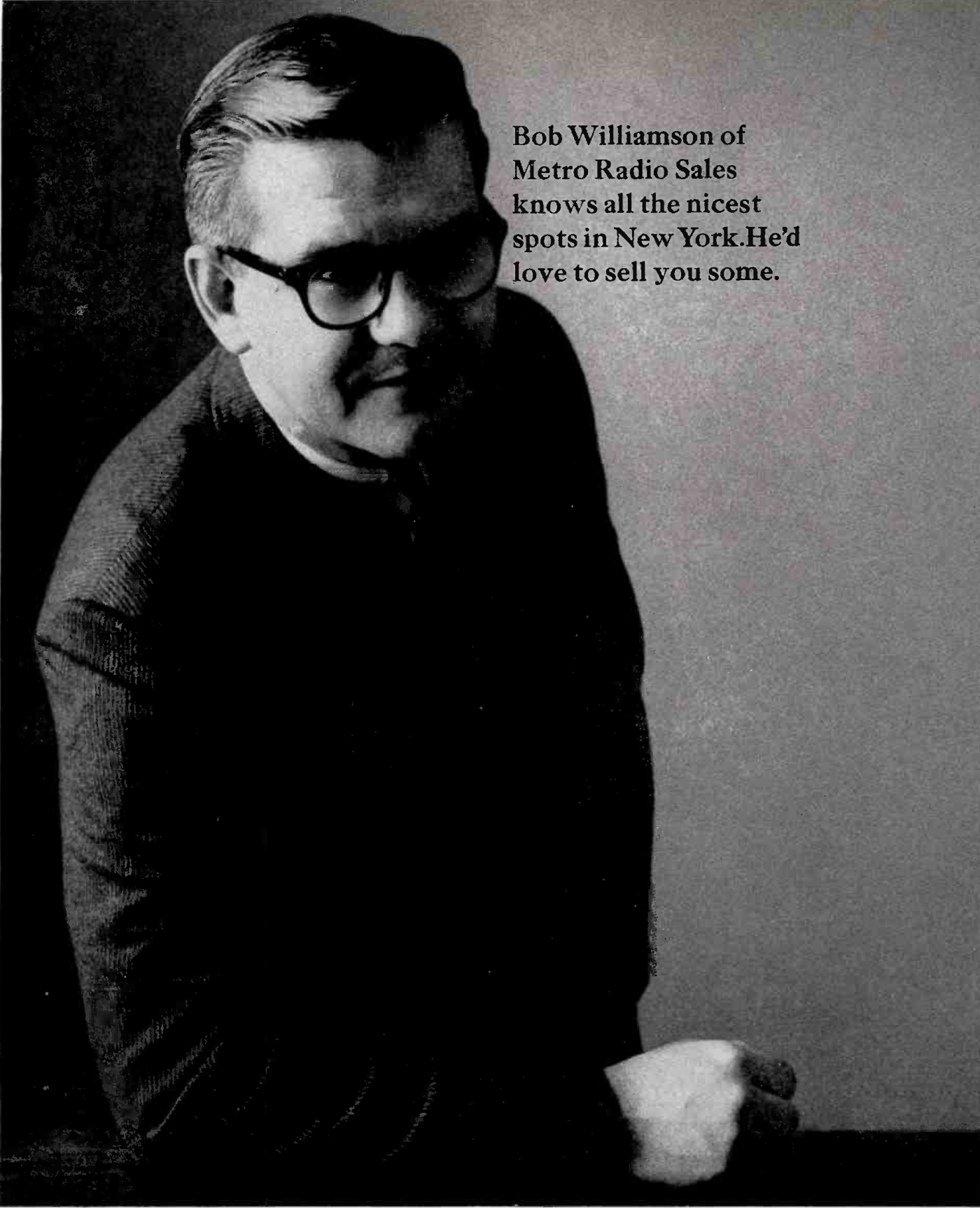
Pre-register to make sure
you are among those
taking part.

APPLICATION FORM . . . PRE-REGISTER NOW . . . AVOID WAITING!

NAME _____
AFFILIATION _____
BUSINESS ADDRESS _____

OCCUPATION _____

Send \$10 check and registration form
to
OPRY TRUST FUND, WSM RADIO
NATIONAL LIFE BUILDING
NASHVILLE, TENNESSEE
before October 15, 1965



Bob Williamson of
Metro Radio Sales
knows all the nicest
spots in New York. He'd
love to sell you some.

STATIONS: WNEW New York, KLAC Los Angeles,
WCFL Chicago, WIP Philadelphia, KKH I San
Francisco, WHK Cleveland, WCBM Baltimore, WWTC
Minneapolis-St. Paul, KMBC Kansas City, KIMN
Denver, WDRC Hartford, KYMN Portland, Ore.

OFFICES: New York, Chicago, Detroit, Philadelphia,
Boston, Los Angeles, San Francisco and St. Louis.

Metro Radio Sales

A DIVISION OF METROMEDIA, INC.

TV spot on the upswing again

After faltering early in month September totals are headed upward; and stations agree that final totals for the month will top 1964

The spot television business appears to have shaken off an unaccountable slowdown that puzzled sales executives earlier this month, and now seems headed back toward the peak sales levels that had been common since last spring.

This turnabout was documented last week in a BROADCASTING survey of TV stations and a supplementary sampling of leading sales representation firms.

The extent of the slowdown was hard to assess, although it was clear that one had occurred and that it would keep this month's spot TV total from reaching the levels originally expected (CLOSED CIRCUIT, Sept. 20).

In some cases—among reps as well as stations—it pulled September totals below those for September a year ago. In most instances, however, the effects seemed less severe and were more apparent in comparison to the July-August and originally anticipated September sales pace than in relation to last September's results.

On the whole, almost three out of four TV stations reporting in BROADCASTING's survey—and seven out of ten among the station rep firms sampled—said their September spot sales would exceed those of September 1964.

In addition, more than one station and rep out of ten said September business was on a par with last September's, while about the same proportions reported business down from September a year ago.

Better than 1964 ■ Many stations predicted voluntarily that their business for the full year would surpass 1964's record figures—often by as much as 10 to 20%, sometimes by 25%. Almost all of the reps queried also expected their 1965 totals to exceed 1964's.

Although there was little agreement on what caused the early September slowdown, the feeling was practically unanimous that it is over and that sales are moving again at the rapid pace

originally expected for this time of year.

"Spot business is at a peak right now," said one leading rep who acknowledged his September totals this year would not match last year's. He predicted his sales for the last half of the year—and also for the full year itself—would be "slightly stronger" than in 1964.

Estimates of the onset and ending of the slowdown varied, but for the most part the beginning was put at about a week to two weeks before Labor Day and the lifting at a week to two weeks after Labor Day. A few reps, however, said they felt it more in August than September.

Many reasons—and combinations of reasons—were advanced to explain the unexpected lag. There was little gen-

eral agreement and in some cases the explanations conflicted. The closest thing to agreement was on these two theories:

- Opening of the network season earlier than ever before (Sept. 12-13), and all three networks introducing their new schedules at the same time, caused a number of network advertisers to delay the start of their spot campaigns by a week or so.

- Political business was beginning to get heavy in September last year, a national election year, and the absence of political contests on a nationwide basis this year was therefore more noticeable.

Some reps disagreed, but most of those queried indicated that the slowdown was most evident in markets below the top 20 or 25 (some said the top 35-40). This seemed to be borne out by reports from reps whose markets are all in the high-ranking group; they said they'd seen no indication of any slowdown whatever.

A few reps said that stations affiliated with CBS, which took a tumble in last year's ratings, seemed to be hit more often than other stations on their lists, but this was contradicted by most firms. One representative said he found the slowdown concentrated primarily on the West Coast, but a strong majority found no regional patterns. Some contended there was no pattern at all—by market size or any other index.

This year's later-than-usual introduction of new automobile models was suggested by some representatives as a factor in the lag, but was discounted by others.

Whatever the cause, the representatives were overwhelmingly confident that, although business "lost" during the lag period would not be fully recouped in September, in all likelihood it would be made up in October, November and December. Most of them reported that October and November "already look great." It was emphasized that there have been no signs that spot budgets

Spot sales breakdown

National sales of spot television, which totaled \$689,507,000 last year, were broken down for the Institute of Broadcasting Financial Management in Los Angeles (see page 54) by Edward R. Shurick, executive vice president of H-R Television as follows: close to 25% came from the network representative firms, with CBS Spot Sales billing more than the spot sales divisions of ABC and NBC combined; the five multiple-station group representatives accounted for 18% of the total; six independent reps—Blair, Petry, Katz, PGW, H-R Television and H-R-P—accounted for 45%, leaving 15 other national station representative organizations (omitting the strictly regional firms) "scrambling for the remaining 13% of the spot dollars."

The thin line between publicity and advertising

When is publicity or "feature" material that is supplied to broadcast stations legitimate news and when is there a possibility it is advertising matter within the sponsorship and logging provisions of the FCC's rules?

The question hasn't quite arrived at the split-hair point yet in the radio-TV field but it could as new innovations in ways to make publicity hay with stations continue to grow.

Corporations, organizations and public relations firms for years have been feeding news and informational materials to stations, some quite sophisticated or newsworthy like Chrysler Corp.'s television film clips or Buick's annual open golf championships. Others, like the Wine Institute and Wine Advisory Board, go the more traditional route with the beauty queen who is available for interviews during National Wine Week Oct. 23-30 plus the factsheets and feature program insert material like tips on "keeping cool about wine temperatures."

These have been the standard formats long known and accepted in the newspaper and magazine fields. From the print media's success with free syndicated column-type editorial materials supplied by major advertisers have evolved their broadcast versions.

One of the most successful of these is the *Betsy Palmer Show* produced by the Robert Jennings Corp., New York, with the costs underwritten by the J. C. Penny Co. which receives a credit line. A five-minute five-weekly show of fashion tips and related information, the program now is supplied free to some 300 radio stations and they can find local sponsors if they wish, sometimes the local Penny store.

Another by Jennings is the *Bill Cullen Show* in behalf of Grolier's *Book of Knowledge*, also supplied free to about 300 stations and which may be locally sponsored. Out of Chicago from Broadcast Services Syndicate for two years came *Robert St. John Reports* in the same format for World Book Encyclopedia. In hiatus for several months, the series will resume next April. About 250 stations are on the list.

900-Station List • Broadcast Services Syndicate, which is affiliated in ownership with Sound Studios Inc., a commercial production firm, also assists in production and is the distributor for the American Security Council's *Washington Report*, the five weekly five-minute radio series just renewed for its second year and which features Senator Thomas J. Dodd (D-Conn.) and Dr. Walter H. Judd (BROADCASTING Sept. 13). *Washington Report* goes free to about 900 stations and can be locally sponsored.

In the trade BSS considers the American Security Council as its "client" and the council in turn calls the Schick Stainless Steel Blade Division of the Schick Safety Razor Co. its "client," making the anti-Communist program a three-way split. Schick under a grant to the council is underwriting the program until September 1966.

General Media Associates, a sister operation to BSS and also related in ownership with Sound Studios, has come up with still another innovation that hits the publicity market in buckshot fashion instead of rifle-style for a single client. General Media is soliciting clients to buy a new series of one-minute to one-minute-plus feature vignettes called *Accent* that will be supplied to contracted stations free and which they in turn

may sponsor locally if they wish.

Kickoff for *Accent* is due about November with one station in each of about 225 markets to be signed on an exclusive basis. GMA's sister BSS is soliciting stations to accept the material as a free news and feature service. Stations are to be apprised of the publicity buyer in each instance and must decide for themselves how they will log the show or identify its ultimate underwriter and whether to find their own local sponsor or use it in established programming.

General Solicitation • General Media wrote prospective publicity accounts several weeks ago, "This letter will introduce you to *Accent*, a dynamic and new way to obtain guaranteed public relations exposure on network radio at a cost of pennies per station." It continued:

"*Accent* is a regularly scheduled series of short features soon to appear on over 200 stations from coast to coast. *Accent* features . . . cover a wide range of interesting and topical subjects, based on materials furnished by clients of *Accent*. These features are written and voiced by broadcast professionals to convey public relations ideas effectively, while in harmony with the programming standards of the broadcasting industry. They will be programed at regular intervals throughout the broadcast day, five days a week, as with NBC's *Emphasis*."

General Media told prospects that "unlike the print medium, participation in *Accent* on radio assures exposure" and it is "carried by a national lineup of stations on a contractual basis, with proof of performance required as a condition for receiving the service."

General Media is to receive from \$125 to \$175 from the accounts for

were being reallocated to other media.

Two "new" reasons for optimism were evident in reports from both reps and stations:

- Agency-advertiser interest in color in spot TV is widespread and growing and promises to serve as a further spot sales stimulant.

- There appears to be an increasing agency-advertiser interest in 20-second availabilities, a commercial length too widely and too long ignored, in the opinion of broadcast salesmen. The extent of this spurt in interest was regarded as significant by some sales

executives, but not yet significant by others. But it at least had reached the point where a number of authorities, both broadcasters and reps, considered it worth calling attention to, even though one-minute availabilities continued to be—as they historically have been—the length in greatest demand and shortest supply.

The station survey pinpointed for the first time the extent of advertiser interest in color in placing spot schedules.

Two-thirds of the stations reported that clients frequently (44%) or regularly (22%) inquire about color, while

one-third said they "occasionally" do so. Fewer than one percent said they had encountered no interest. These proportions remained relatively constant regardless of market size.

In their questionnaires many stations suggested a September slowdown in business by speaking of "less activity than usual at this time of year," "slow start but should pick up," "slightly soft," "schedules being bought and started later," or "slight decline except in color areas—color is big."

These were offset by reports from other stations who said "spot business



Free television talent like this gets many a prime spot for commercial promoters of industry beauty contests. The Wine Institute and Wine Advisory Board makes this beauty queen available for interviews which will, of course, bring out the fact that National Wine Week is Oct. 23-30.

each program with contracts covering 13-week cycles. Per station exposure costs out to about 60 cents to 85 cents, General Media stated.

Jeff Smith, General Media vice president, explained that the program features are of a public service and institutional nature. No product or service usually advertised in the traditional manner will be accepted, he said.

One major insurance account is reported interested in the series to promote auto safety. The prospect doesn't care if its company name is completely missing, it was explained, because the show's purpose would be purely educational anyway.

is being placed earlier," "more inquiries this year," "business is up," "better than anticipated" or "very good, like through the ceiling."

Predominantly, even those who reported September business trailing last September's thought they would finish out the year with sales ahead of 1964's.

Similar patterns were found in BROADCASTING's sampling of station representatives: softness in some markets earlier, a return to accustomed high sales levels already established or beginning, and expectations—in practically all cases—of full-year totals ex-

ceeding last year's.

Representative Opinion ■ Some typical rep views follow:

An official of one major firm said that after "extremely healthy" sales through August, spot business "fell out of bed" in September—in markets below the top 25. In the top 25 markets, he said, availabilities are "sold out" and business is better than it was last September, but in markets below that level sales this month are lagging behind last September's.

He said there has been "a divided improvement" in sales for October, although not all of his stations below the top 25 markets are yet sharing fully in the upturn, and that he is bullish for October-November.

He attributed the slowdown to slowness in placing campaigns in smaller markets, not to a curtailment of spot TV budgets. Actually, he said, more money has been budgeted for spot than in the past. He expects 1965 as a whole to be "one of the best years" his firm has had, "most likely above last year."

Interest in color, he said, is "exceptional."

The president of a smaller firm, but representing only stations in the top 30 markets, saw no signs of a slowdown and said his business for September—and also for the full year—should be 8 to 10% higher than last year.

He reported a growing demand for prime-time 20-second announcements along with the usual "great demand" for one-minute availabilities, and said there is "a big push for placement of color commercials."

The head of one of the larger rep firms took the position that spot business "has been paced differently this year." He said there was a softening earlier this month that affected 50 to 60% of the markets, mostly the smaller ones. September for his firm will not measure up to last September, he said, but 1965 as a whole will be "slightly stronger" than 1964.

20's Popular ■ He also detected accelerating interest in prime-time 20-second availabilities for the fourth quarter, and reported steadily increasing interest in placement of color commercials.

The head of another leading firm reported that a softness occurred in spot sales in August, mainly in West Coast markets, but that the situation had righted itself and September business is well ahead of last September's. He predicted gains, averaging 10%, for all of his stations this year.

He blamed at least part of the earlier softness in spot on what he called widespread rate-cutting by networks. This, he said, caused a number of spot clients to withdraw or defer spot campaign plans.

The vice president and sales manager of one of the bigger firms found it diffi-

cult to characterize the condition of spot TV during September. There was a slowdown in some markets but brisk business in others, he said, and network affiliation, day part and market size were not consistent barometers of an up- or down-trend. He said overall business for the month probably was "slightly off" the September 1964 pace.

Business for the year as a whole, he continued, is "rather good," an estimated 12% over the comparable period of 1964. He said more and more advertisers are evincing interest in spot color TV, and that stations report more advertisers are producing and showing their commercials in color.

Another representative with stations only in the major markets, said sales have proceeded "very briskly" and not only is there no slowdown but September 1965 is "well ahead" of September 1964.

Late-night minutes, he said, are in most demand and shortest supply. He reported business in 20-second spots is "only fair," and added that it was his understanding that stations below the top 20 have "plenty of 20's available."

He said there is "a rush to color" by advertisers and in some instances the color laboratories cannot supply color prints rapidly enough. He would not pinpoint his firm's increase in sales over last year but said it was "very substantial."

A representative with stations in medium-sized markets reported that business generally is "running as we had expected." In the secondary markets that this organization represents, there are "always peaks and valleys" and this September is "no different from last year," he commented. Business generally is "good" with an estimated 5-7% jump over last year for the first nine months of 1965. There seems to be a "substantial number" of advertisers using or planning to use color TV, he reported.

An official of a large representative firm reported that although the large majority of stations on his list showed "comfortable" gains over last September, there were "some weak spots." Seven of 26 stations will show a decrease this September, and all but one are below the top 20 markets.

Overall business, he said, is "proceeding very well." He reported that sales to date are running approximately 12% ahead of last year, and said this percentage increase should be maintained.

He reported he has had only a few indications that advertisers are using color commercials but stressed that a rep often is not advised. He indicated there would be added spot color commercials from advertisers who have invested in color commercials intended originally for network use.

Full day for NAB radio code

**Board discusses loud ads,
personal products, limit of
weekly commercial minutes**

The National Association of Broadcasters radio code board last week dropped the 14-minute per hour average weekly maximum number of commercials as no longer valid or practical. But it retained its present maximums of 18 minutes of commercials in any one hour and 10 minutes in any 30-minute segment. The code board's decision will be offered as an amendment to the code and must be ratified by the NAB radio board at its January meeting.

The question of lifting the restrictions on the per-hour weekly maximum number of commercials was one of several topics considered at the code board's all-day session held in Washington last Tuesday (Sept. 21).

At the meeting the code board unanimously accepted the recommendation of a five-member subcommittee

which said that in the programming and listening patterns of modern radio the 14-minute maximum was obsolete. This particular figure had been a sore spot among daytime stations which had complained that the restriction was more of a hardship on them than on full-timers.

The code board said that lifting the restrictions would not affect fulltime standards since fewer commercials are usually aired in radio's "off hours" when there are fewer listeners.

The board also discussed loud commercials and told the code authority that it should serve as a clearing house for broadcasters who had complaints about commercials they considered to be "objectionably loud." The code would then pass the complaints on to the agencies responsible for the spots.

George Bartlett, NAB vice president for engineering, told the meeting that the long-awaited audio tests in Harrisonburg, Va., should be completed within a few weeks. The results, he said, should give an indication as to how "unbalanced audio," termed the real problem in loud commercials, can be eliminated.

Turning to the products that fall into the recently permissible-on-the-air personal product category, Howard Bell, code director, said that some of these advertisers have been asked to sub-

stantiate claims made in their commercials. Removal of the personal-product ban last June, he said, should strengthen the code since it puts those products under all the code regulations, not just those of good taste.

The code board also adopted a resolution backing the need for more funds, possibly through an across-the-board increase in subscribers' dues. (Some proposals to increase code revenue are expected to be offered at the January joint board meeting.)

In other business, Charles M. Stone, radio code manager, reported that there were 2,288 member stations as of Sept. 1, an increase of 196 stations over a year ago. It was also noted that 730 stations in 597 markets were monitored a total of 16,188 hours from April 1 to Aug. 31 and compliance among subscribers monitored was 96.8%.

ABC Radio 3d quarter up 18% over last year

ABC Radio last week reported a quarterly billing record for the third quarter with a heavy purchase by three divisions of the Campbell Soup Co. through BBDO and Needham Harper & Steers.

For the first three quarters of 1965 the network's sales are said to be up 18% over the corresponding period last year. ABC Radio President Robert Pauley says the business outlook for the remainder of 1965 and for next year is "equally impressive."

Mr. Pauley asserted radio's acceptance as an advertising medium has improved greatly this year and that ABC's growth by percentage is "from three to five times greater than that of the industry as a whole."

The network notes 30 new accounts joined it during the first three quarters of this year, among them Armour & Co., General Mills, North American Van Lines and Sterling Drug.

Ford buys 'Monitor' news

The Ford Division of Ford Motor Co., Dearborn, Mich., will sponsor the news on the hour on NBC Radio's weekend *Monitor* program for 52 weeks, beginning Oct. 2. Also on that date, Ford will place a four-week spot saturation campaign on *Monitor* to promote its 1966 models. J. Walter Thompson Co., New York, is agency.

Monitor broadcasts 32 newscasts and 16 hours of programming each weekend. According to NBC, business for the 10 years of the program's existence totals more than \$75 million, with 25% of this sum during the past two years.



NAB has premiere of new movie

The People vs. Dr. Buzzard, the National Association of Broadcasters Code Authority's 12½-minute production designed to explain to laymen how self-regulation works was given its first public showing last Monday (Sept. 20) on the eve of the radio code board's meeting in Washington (see story this page). About 100 industry and government

officials were at the premiere. Among those attending were l-r: Federal Trade Commission A. Everette MacIntyre; John F. Dille Jr., Communicana Group of Indiana, chairman of NAB joint board; FTC Commissioner Mary Gardiner Jones; Lee Fondren, KLZ Denver, chairman of radio code board, and FCC Commissioner Robert Bartley.

MORE PRIME TIME COLOR ON CHANNEL 7

than any other Dayton area station



(November 15 Huntley-Brinkley in color)

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
SUNDAY	20th Century	WHIO-TV Reports	Lassie	My Favorite Martian	The Ed Sullivan Show		Bonanza		The Wackiest Ship in The Army	
MONDAY	3 Star News & Sports	Huntley-Brinkley Report	Candid Camera	The Rogues		The Lucy Show	The Andy Williams Show		Run For Your Life	
TUESDAY	3 Star News & Sports	Huntley-Brinkley Report	National Velvet	Laredo		The Red Skelton Hour		Petticoat Junction	I Spy	
WEDNESDAY	3 Star News & Sports	Huntley-Brinkley Report	Bachelor Father	Daniel Boone		The Beverly Hillsbillies	Bob Hope Theatre		The Danny Kaye Show	
THURSDAY	3 Star News & Sports	Huntley-Brinkley Report	Leave It To Beaver	The Munsters	Gilligan's Island	My Three Sons	The Thursday Night Movies			
FRIDAY	3 Star News & Sports	Huntley-Brinkley Report	Battle Line	The Wild, Wild West		Hogan's Heroes	F Troop	Mr. Roberts	The Man From U.N.C.L.E.	
SATURDAY	Rising Generation	Andy Griffith Show	Dick Van Dyke Show	The Jackie Gleason Show		The Trials Of O'Brien		The Loner	Gunsmoke	



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh

Ad tax proposed again

Californian circulates 48,000 letters recommending that broadcast advertisers be taxed for use of the air

Broadcasters, newspapers, magazines and others last week received letters asking their views on a plan to put a state and federal tax on radio and TV advertising at the source. Written on letterheads of the Abbott Co., Concord, Calif., and signed by R. H. Mitman, the letters said that the tax plan is based on three premises: that the airwaves are public property, that the broadcasters are using public property (the air) to deliver their advertising matter to the public and not paying delivery costs as printed media do; that most radio and TV advertising comes from luxury items which can stand the extra cost and equalize things for the small manufacturer who "can't afford bulk time," and that "effective taxation can control some of the objectionable practices of broadcasting, such as the increased volume bit."

The letter notes that after the survey is "evaluated," each state and federal congressman and senator "would then be asked to state publicly why he would be opposed to such a tax."

Mr. Mitman writes that a part of the survey is "to determine if the right to tax the transmission stations should lie only with the federal government or the state governments or with the more generally accepted theory that both

state and federal governments would have a right to levy a tax against the stations. . . . The third part is to determine how much of the proposed program should be applied directly to the user of the advertising.

15%-150% ■ The proposed tax schedule for broadcast advertising is based on the time utilized, and ranges from a minimum of 15% of the one-time rate for less than six minutes to a maximum of 150% for more than 10 minutes.

To discourage one "objectionable practice," the overloud commercial, a second scale of taxes is proposed, based on the decibel raise in volume over the volume preceding and following the announcement. The decibel tax would range from a minimum of 10% of the one-time rate for a one decibel raise in volume to a 300% tax for a volume increase of seven decibels or over.

The letter begins: "We have been asked to conduct a survey into the feasibility of taxing radio and television advertising . . ." without explaining who wants the survey conducted and why.

Reached by telephone, Mr. Mitman explained that the Abbott Co. is a management engineering company whose main business is making industrial en-

vironmental studies, to determine where manufacturing plants should be located to best serve the interests of the plant owners. He is project engineer and general manager of surveys. "We had some spare time," he said, "so we took on this project for a retainer fee."

Mr. Mitman declined to reveal the identity of the client who had ordered the survey, but said it was a group of property owners in 14 states who are disturbed by high real estate taxes ("California taxes are the highest in the country, you know," he commented) and are looking for other sources of taxes to relieve their situation.

Asked about the mailing, Mr. Mitman said that about 48,000 letters were going out: 2,340 to owners and managers of radio and TV stations; 1,196 to newspapers and magazines; 78 to other research organizations; 560 to financial groups, and state and municipal groups that concern themselves with the problems of taxation.

Frank and Perry-Brown ad agencies merge

The merger of Clinton E. Frank Inc., Chicago, and Perry-Brown Advertising, Cincinnati, effective Oct. 1 was announced last week by principals of both agencies. Combined billings will total about \$25 million and the Cincinnati firm will become a division of Frank.

Frank also has branch or affiliated offices in New York, Los Angeles, Houston and Richmond, Va. Both agencies have been active in the broadcast media. The merger is accomplished by exchange of stock.

Officers of Perry-Brown division will be Theodore Brown, chairman; Clinton E. Frank, president; Robert B. Maehr and Hill Blackett Jr., vice presidents, Carroll L. Cheverie, treasurer.

C-P sticks with ARB local-market reports

Colgate-Palmolive Co., and all but one of its advertising agencies, will continue to get local-market television reports from the American Research Bureau.

This news is considered especially significant to ARB at this time since several Procter & Gamble agencies, in particular, have signed for A. C. Nielsen Co.'s local-market service this fall. (BROADCASTING, Sept. 13)

Ted Bates & Co., the largest agency in spot television and one which handles business for Colgate-Palmolive, reportedly decided last week to take the Nielsen service instead of ARB reports.

Greg Lincoln, C-P's manager of radio-TV operations, said "we've made our bed with ARB and don't wish to

Our Honda-riding grandmothers

Broadcasters must constantly revise their approaches to programming to take account of the growing sophistication and changing interests of the American woman, Myra Janco, president of Draper Daniels Inc., Chicago, told the Dallas chapter of American Women in Radio and Television.

She said the importance of the middle-age woman is diminishing because of the spreading purchasing power, greater education and higher

discretionary income reaching both younger and older age groups today. Her talk to the AWRT was Sept. 18.

"Today's grandmothers live longer," she observed, and "they are a youthful-looking group and a young-thinking group that is cosmetics-conscious, clothes-conscious and furnishings-conscious."

Teen-agers have acquired large discretionary income, Miss Janco noted, while mature women who are returning to the work force also have greater financial resources that make them much less price-conscious than their mothers were. Since the woman's world is no longer homogenous, stations must aim their programs to more special interest groups within broad groups of women than ever before, she concluded.



Miss Janco

BEST TV SPOT BUYS

in Washington, D.C.

...to reach women
—and men, too!

7 PM Friday
FOREST RANGERS



Outdoor adventure in
Canadian northwest!

8-9 AM Mon-Fri
CLAIRE & COCO



Cartoons, games and new
teaching methods for
children to make learning
fun and entertaining.

5 PM Mon-Fri
LLOYD THAXTON



7:30 AM Mon-Fri
BOZO



7 PM Thursday
DOBIE GILLIS



Sidesplitting comedy!

6 PM Sunday
**TALES OF
WELLS FARGO**

True western drama!



10:30-11 AM Mon-Fri
HERE'S BARBARA



Barbara Coleman interviews
celebrities, reports on
fashions, child care,
decorating, medical advice,
beauty tips.

9-10 AM Mon-Fri
MIKE DOUGLAS

60 minutes of
variety with a
celebrity co-host.
Songs, comedy and
interviews in an
informal atmosphere.



10 AM Mon-Fri
GIRL TALK



wmal-tv abc

WASHINGTON, D. C.

The Evening Star Broadcasting Co.

NAT'L REPS: HARRINGTON, RIGHTER & PARSONS

change our sheets."

The company's "spot pool," a unit which coordinates spot TV schedules, has relied on and will continue to rely on ARB local data, Mr. Lincoln said.

He said that Bates's decision to go with Nielsen material rather than ARB information creates a problem, but not an insoluble one.

C-P agencies which will continue to order ARB's local TV service are D'Arcy, William Esty, Lennen & Newell, Norman, Craig & Kummel and Street & Finney.

RAB clinic offers more selling tips

The techniques used to boost sales in small and large markets were outlined last week in New Orleans by speakers at the second of the 1965 Management Conferences conducted by the Radio Advertising Bureau.

RAB is continuing its format of split-market sessions for large and small market stations. RAB President Miles David reported that registrations were "still running well ahead of last year." The remaining 1965 conferences will be held in Atlanta (Sept. 29-30); Rye, N. Y. (Oct. 4-5); Chicago (Oct. 11-12) and San Francisco (Oct. 14-15).

At the major-market session, Arthur Carlson, vice president in charge of radio for Susquehanna Broadcasting Co. (WICE Providence, R. I.; WHLO Akron, Ohio; WSBA York and WARM Scranton, both Pennsylvania) urged station operators to establish rapport with local and regional brokers for food and other advertisers as a means of increasing

national business.

Among the accounts which have become active on Susquehanna stations partly because of broker influence, he said, are Seneca Frozen Apple Juice; Underwood Deviled Ham and Savarin Coffee.

Robert Berry, general sales manager, WFBM Indianapolis, suggested that a potential client be sold initially on the contributions radio makes to the community and economy before being sold on actually using the medium.

"Once you've educated the client about today's radio," he continued, "then go in and sell him your station, either alone, or as part of a proposal lumping a number of stations in the market."

An investment in good copywriters



Mr. Berry



Mr. Spencer

by stations was called the "biggest unrealized area" for profit by Tom Harrell, president and general manager, WSTP Salisbury, N. C. He told executives at the small-market meeting that "good commercial copy can and does take the place of a steady stream of gimmicks and sales promotions to keep the gross up."

Mr. Harrell noted that a good copywriter is always alert to advertising messages. At WSTP copywriters and salesmen maintain excellent liaison and

this close cooperation benefits both, he said.

Phillip Spencer, vice president and general manager of wcss Amsterdam, N. Y., maintained that "the best way to more radio advertising dollars—especially in smaller markets—is from advertisers already on the air." If you give advertisers "a good enough idea," they will spend money to cover it, he contended.

Rep. appointments . . .

■ WAGR-AM-FM Lumberton, N. C.: Dora-Clayton Agency Inc., Atlanta.

■ KSRF(FM) Santa Monica, Calif., appoints Advertising Sales West as San Francisco sales representative, effective Oct. 1.

Business briefly . . .

Carling Brewing Co., through Lang, Fisher & Stashower, both Cleveland, will sponsor live TV coverage of 37 Detroit Pistons professional basketball games on WKBD(TV) (ch. 50) Detroit.

The McCulloch Corp., through McCann-Erickson, both Los Angeles, last week began a 13 week schedule on CBS Radio consisting of twice-weekly participations in 5 p.m. *News* and three-times-weekly participations in *The World Tonight* at 7 p.m., while Campana Corp., Batavia, Ill., through Foote, Cone & Belding, Los Angeles, will participate in CBS Radio's *Arthur Godfrey Time* at the rate of one 10-minute unit per week for 26 weeks, beginning tomorrow (Sept. 28). Aunt Jane's Foods Division of The Borden Co., Dearborn, Mich., through Maxon Inc., Detroit, will also participate in *Arthur Godfrey Time* at the rate of two commercials a week for 26 weeks, beginning Oct. 6.

The Savings and Loan Foundation, Washington, through McCann-Erickson, New York, will sponsor a repeat of *The Capitol: Chronicle of Freedom* on NBC-TV on Sunday, Oct. 17, (6:30-7:30 p.m. EDT). The color program, which traces the history of the U. S. capitol, was originally telecast Jan. 12.

Also in advertising . . .

Moving ■ Grant Advertising, Chicago, moves from Palmolive Building to 10 South Riverside Plaza, effective Dec. 1. Grant's headquarters has been in Palmolive Building for nearly 30 years.

No longer there ■ Tobias & Olendorf Inc., Chicago, whose principal broadcast accounts has included Certified Grocers of Illinois, is no longer in operation. Agency previously had some 40 accounts.

Daytime network has big gain in July

Network television net time and program billings
by day parts
(Source: TVB/LNA-BAR)
(add 000)

July				January-July			
	1964	1965	% Chg.	1964	1965	% Chg.	
Daytime	\$19,013.3	\$25,295.2	+33.0	\$165,416.0	\$194,735.2	+17.7	
Mon.-Fri.	16,105.5	20,079.4	+24.7	126,621.3	147,204.7	+16.3	
Sat.-Sun.	2,907.8	5,215.8	+79.4	38,794.7	47,530.5	+22.5	
Nighttime	50,398.0	53,760.6	+ 6.7	472,514.2	474,138.2	+ 0.3	
Total	\$69,411.3	\$79,055.8	+13.9	\$637,930.2	\$668,873.4	+ 4.9	

	1965	1964	% Chg.
January	\$105,252.6	\$103,667.0	+ 1.5
February	98,142.0	98,804.9	- 0.7
March	107,059.8	105,230.4	+ 1.7
April	102,634.0	98,107.0	+ 4.6
May	94,956.2*	88,418.3	+ 7.4
June	81,773.0*	74,291.3	+10.1
July	79,055.8	69,411.3	+13.9

*May and June figures adjusted as of Sept. 3, 1965.



Want big, happy families? Mutual's got millions!

Happy news for advertisers! Mutual's audience is one big, happy family. □ Mutual has a higher percentage of its audience in the heavy-spending under-30 group than any of the other networks. The same is true for the all-important under-50 group. And for large-size families, too. □ So Mutual can deliver newlyweds, young marrieds, young marrieds with families, growing families and large families as no other network can. □ And in quantity! For two months in a row, the Mutual 6:30-evening-news audience exceeded 4,000,000, making it the largest audience for any time period of any

of the four networks (Sindlinger).

□ No wonder Mutual is so big with family-minded advertisers. We're very big with family. Another reason why the wise money's on Mutual.



MUTUAL BROADCASTING SYSTEM

TYPE OF FAMILY	PERCENTAGE OF MUTUAL AUDIENCE
YOUNG FAMILIES (under 30)	27.7* (higher than any other network)
GROWING FAMILIES (under 50)	68.4* (higher than any other network)
LARGE FAMILIES (3 to 5+)	65.9* (higher than any other network)

*Sindlinger Demographics, 4th Quarter, 1964

N.Y. adjusts to newspaper strike

With the prolonged 1962-63 strike in mind, many retailers quickly switch to radio, some to TV; both media increase news staffs and coverage

The New York City newspaper strike continued last week, with the area's broadcasters conducting stepped-up news operations. Radio stations appeared to be enjoying a new-business bonanza, but TV stations were getting relatively little added billing.

All the city's major newspapers except the *Post* closed down Sept. 17 when the Newspaper Guild struck the *New York Times*.

Retailers, with the experience of the long New York paper blackout of 1962-63 seemed to be taking to radio with greater ease this time, and with greater sums of money.

Radio Starters ■ One agency observer, who handles several retail store accounts in the city, said that in the earlier strike "they sat it out and got hurt. This time they've jumped in at the start."

Running down a list of stores that

had come into radio, or increased their radio spending in the past week, he named Macy's, Gimbels, Bloomingdale's, Alexander's, E. J. Korvette and Orbach's as examples. Others mentioned were Lord & Taylor, Abraham & Strauss, S. Klein and W & J Sloane.

Macy's, Lord & Taylor and Abraham & Strauss, which used radio during the 1962-63 strike, stayed in the medium and became year-round users.

One observer, explaining the traditional reluctance of retailers to stick with radio, said that "there's nothing more stereotyped than a retail merchant. They don't know how to use radio and they're set in their ways." But he noted some thawing attitudes with the current strike.

Edward Engle, sales promotion manager of the National Retail Merchants Association, said NRMA was buckling down to a study of just how advertis-

ing plans would be realigned because it appeared the strike would be a long one.

"A lot of money will be saved rather than reallocated," he predicted, while acknowledging that radio was apt to collect substantial amounts—more than they would have without the memory and lessons of the previous strike.

Those who don't have to come in on a crash basis will get more out of it than those starting fresh, he said.

A representative of Alexander's said his Manhattan store had used radio successfully for a special promotion and would use it again occasionally should the strike drag on.

One retailer noted difficulty in assessing the usefulness of radio in New York at this point. Unseasonably hot weather there, he explained, would normally dampen retail sales of heavy apparel, which he called the "key to September business."

The following is a summary of news coverage and advertising developments at New York TV-radio stations:

WNBC-TV: Has added 9 hours and 25 minutes of local news per week to its pre-strike schedule of 11 hours and 20 minutes. Has added 24 writers from local papers and may hire five more. On Sundays from 12-1 WNBC-TV has added *The New York Times of the Air*, featuring reports by regular *Times* contributors. Station has increased availabilities to accommodate advertisers who do not normally use the medium. New order has come from New York Bank for Savings. Interest expressed by Stern's, Gertz and New York League of Theaters.

WNBC: Will hold to current schedule of about 25 hours of news per week but has added headlines on half-hour during day. Spokesman said WNBC has added "quite a few" retailers not normally in radio, including Orbach's, S. Klein, Stern's and Loft's Candies. New York Democratic mayoral candidate Abraham Beame, who had not planned to buy radio spots until mid-October, is now placing them on WNBC. Pattern for advertiser buys is about the same as for last strike—advertisers waited about a week to see if strike would end,

Strike hobbles new season promotion

What were the television networks doing last week about promoting their new season wares without newspapers in their largest market, New York?

With no definite viewing patterns yet established the networks were still giving the public a barrage of new show promotion and taking up some of the slack of lost paper space with radio.

NBC-TV, which had been carrying schedules on NBC's owned radio property, WNBC, expanded to eight radio stations with 10 to 15 announcements on each daily. It was considering carrying the extra radio into this week.

ABC-TV, which had been in almost all of the New York City papers was also carrying 400 spots per week on radio stations there and had planned to continue these schedules through September. No immediate reallocation of monies saved from papers was planned.

CBS-TV, which had been promoting its new season over six New York radio outlets, continued on the same stations while slightly increasing its frequency on each.

A representative of the network's publicity department said the loss of papers had cost it a circulation of 4.5 million daily and 6 million on Sunday. How much of this loss was being recouped through radio and expanded use of newspapers just outside the city could not be estimated.

In general, network authorities felt that newspapers are by far secondary to on-air promotion as a means of audience building. They also seemed to feel that their biggest loss in the strike relates less to the audience values of the advertising than to the curtailment of critical reviews of programming and stoppage of the daily flow information—notably ratings—to advertisers and agencies through the news columns.

then started seeking availabilities. Station has "package deal" with some advertisers, wherein they can buy spots at a cheaper rate when there are excess availabilities, but which can be preempted by advertisers buying at standard rate card rates.

WCBS-TV: Increasing its local news coverage by 85%—from 10 hours and 15 minutes per week to 18 hours and 37 minutes. For the duration of the strike, has hired four newspaper reporters as writers and has also added some researchers and technicians. No increase in advertising by retailers was reported. Station's advertising rates are too high and area covered by station too extensive for local retailers unless they have many suburban branches, a spokesman said. WCBS-TV has "some availabilities, but not too many," he added.

WCBS: Will hold to pre-strike schedule of 42 hours of network and locally originated news per week. Some of the network news feeds, however, will be replaced during the period by local newscasts. One newspaperman was hired. Retailers moving in, including some unidentified new ones. Station reports limited availabilities, most of which are in late evening and weekend time.

WABC: Has added 25 minutes of news per day on AM and 10 minutes per day on FM. Stations may add more news should strike continue. No additional news staffers hired but will be if news is expanded. Has adopted policy of taking care of regular advertisers who wish to expand schedule first. Remainder will be on first-come, first-served basis. Station is not accepting contingency orders and is in "acute situation" with few availabilities open. Among new advertisers: Gertz department stores, movie houses and theaters.

WABC-TV: Has stepped up local news from 4 hours and 50 minutes per week to 10 hours and 25 minutes. Has added 12 reporters from New York papers for both on-the-air and writing assignments. Has also added six technicians and three extra film crews during strike. Reports advertisers, which normally do not use TV, have expressed some interest during strike. There is little time available on station, with new season promotion spots scheduled to continue at least through next week.

WPIX(TV): Plans no significant increase in its news coverage. Daytime schedule is "pretty well sewed up" with long-term advertisers, and nighttime schedule is also well filled, an executive reported. Retailers are asking for availabilities but not committing themselves and are also showing interest in TV more quickly than during last strike.

WPIX-FM: Plans no increase in news coverage. Advertising picture is "bright," an official said. Macy's is a new advertiser, and TWA is doubling spots, and United Artists is using additional advertising. Availabilities being requested by savings banks, food chains, film distributors and merchandisers with premium contests.

WOR: Has expanded local coverage on its hourly 15-minute newscasts. Has hired two newspaper writers. A spokesman said there has been a "sizeable increase" in business but would not name new accounts.

WOR-TV: Has tentative plans for an increase of 13 minutes a day of news coverage if strike continues for any length of time. There has been some increase in advertising, an official reported.

WINS: Station, which converted to all-news format in April, will not alter programming except to treat some items "in depth" where required, an executive stated. Station has some availabilities on a "day-to-day basis." New advertisers include: Macy's, Harvey Furniture, Macy's, Gimble's, Singer Sewing Machine Centers.

WPAT (Paterson, N. J.): Plans no expansion in news coverage. News reports are provided by *Herald Tribune* and are not affected by strike because of a previous agreement between the

paper and the newspaper guild. An official said availabilities are "pretty tight," and station does not intend to expand its commercial schedule to accommodate new advertisers.

WQXR: Is expanding news coverage slightly and if strike goes on, will increase substantially. Station is a subsidiary of the *New York Times* and news on radio is currently being written by *Times* editors and department heads not under guild jurisdiction. An executive said new advertisers included Macy's, Bloomingdale's, Orbach's, and motion picture houses and theaters.

WHN: Has not expanded news coverage during strike. New clients include Macy's, Times Square stores, theater and auto dealers. Station has "very few availabilities" but situation should change when baseball season ends Oct. 3 (WHN carries Mets games). Has "no set policy" on availabilities going to old or new advertisers. Feels new advertisers are using radio "about as fast" as they did during last strike but are better prepared in that some had radio material ready before the strike began. Does not plan to take contingency advertisers.

WMCA: Has doubled its rate of news from 48 to 96 hours per week, with newscasts scheduled every 15 minutes. Does not plan to add news people; station draws heavily from Radio Press International, which it owns. An execu-



Several 'New York Times' editors, critics, correspondents and columnists read their columns prepared for their paper on Sept. 19 on 'The New York Times of the Air' scheduled by WNBC-TV New York as a regular Sunday feature at noon-1 p.m. for the duration of the newspaper shutdown in

New York. Waiting in the studio: (l to r): Jack Gould, TV and radio critic; Lester Markel, Sunday editor; John B. Oakes, editor of the editorial page; Sydney Gruson, foreign correspondent, and Harrison Salisbury, assistant managing editor. Program was also fed to WRC-TV Washington.

Cox: diversify control of media in small towns too

The question of concentration of control of media is a controversial one within the FCC not only where top-50 market television stations are concerned, but at the small-town level, where daytime-only AM's and Class A FM's are involved.

Commissioner Kenneth A. Cox made this point last week in dissenting to a commission action, on a 5 to 1 vote, to grant a construction permit for Class A FM station to the Purchase Broadcasting Co., of Benton, Ky. Purchase owns the town's only AM, WCBL, a daytimer, and is half-owner of one of the two local weekly newspapers.

Commissioner Cox said he favored granting authority for FM

operation to persons who would provide new and different programming and not merely duplicate the AM service of a commonly owned station.

He also said he would like to see FM authorizations made to persons with no other media interests in the area.

He said that he believes the majority would also have preferred an applicant with no other media interests and that it made the grant to Purchase simply because that was the first application for the FM.

But that attitude, Commissioner Cox said, would lead to a growing number of small communities with two radio stations but "one broad-

cast point of view." He said it would also be feasible for an AM operator to add an FM affiliate in small towns sometime before an outsider found it "good business" to build a competing FM station.

Commissioner Cox, noting that some commissioners profess concern about concentration of control only at the national level, said he finds it a matter of concern at all levels.

"The man who controls all the local mass media in a small county seat town is likely to be much more successful in influencing political, social and other developments in his little area than the largest of our multiple owners in affecting national public opinion."

tive said there have been added purchases by current advertisers, and new advertiser buys from Churchill Custom Hi-Fi, S. Klein and Carlyle builders.

WNEW: Has doubled its news coverage, but has not added news people because a spokesman said, station has "one of the largest news operations in the city." Advertising is "booked pretty solid," with few availabilities. WNEW plans to add "no more than 10%" to its commercial schedule to accommodate new advertisers.

KAYE protests silent treatment

The FCC's practice of publicly and promptly identifying stations that face forfeitures for apparent rule violations was roundly denounced last week by a station that read of its apparent liability in the local press.

KAYE Puyallup, Wash., in a telegram to the FCC, said it had not had a chance to "preserve" its reputation before the commission announced the station was apparently liable for a \$1,500 fine.

The commission two weeks ago said the station had failed to file copies of certain contracts concerning time brokerages, bulk sales, management agreements and options to purchase (BROADCASTING, Sept. 20). The station was given 30 days to contest the notice or pay the fine.

But Henry Perozzo, owner of the station, who first read of the apparent liability in a UPI dispatch, dashed off

a telegram to the commission on Sept. 17, asserting that "formal service of charges or notice of violations involved has not been received by licensee and immediate notification is hereby demanded."

The announcement was made public Thursday, Sept. 16, and the wire service report was published before the commission's official notification reached Puyallup.

"No opportunity has been given licensee to preserve public reputation prior to news release and licensee objects to this damaging and unduly oppressive method of notification via public press," Mr. Perozzo said in his wire. "Notice is hereby given that licensee is innocent until proven guilty by jury trial as provided by Seventh Amendment United States Constitution."

The law authorizing the commission to impose forfeitures provides for a jury trial in a federal court in cases where licensees refuse to pay. In those proceedings, the government has the burden of sustaining the charges leveled by the commission.

WHN switches rating services

WHN New York has dropped the Pulse and Hooper rating services and signed for the American Research Bureau's new radio service instead, station officials disclosed last week.

John C. Moler, president and general manager of the station, a member of the Storer group, said the action was "less a

cancellation of specific services than a cancellation of the research concepts they represent." He said he considered the diary system employed by ARB superior to either the roster-recall interview technique used by The Pulse Inc. or the telephone coincidental method of C. E. Hooper Inc.

He said that WHN, which has used the Hooper and Pulse services for many years, reached its decision after three to four months of study.

Mr. Moler said the Pulse and Hooper services sometimes showed audience fluctuations that seemed unaccountable except as stemming from their survey concepts and techniques.

Points favoring ARB's service in WHN's opinion, he said, include coverage of a large outside area as well as the metropolitan area itself, greater recognition of radio as a personal medium, more cumulative audience estimates, more audience-composition detail and in general more detailed answers to many questions that agencies have regarding radio.

Mr. Moler acknowledged that Mediastat, new radio service being offered by James Seiler and other former executives of ARB, also employs the personal diary to collect information and shares many of the advantages he sees for the ARB service. But he said he considered ARB's collection of data on four media—TV, magazines and newspapers as well as radio—as an especially strong point against Mediastat's collection of data on only two (radio and TV).

He did not rule out the possibility that WHN would also subscribe to Mediastat later, however.

He also preferred the form in which ARB presents its data, citing AM-FM separation.

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
BOSTON - MANCHESTER
DETROIT
CLEVELAND
SAN FRANCISCO - OAKLAND
PITTSBURGH
WASHINGTON
PROVIDENCE
ST. LOUIS
DALLAS - FT. WORTH
CINCINNATI
BALTIMORE
MINNEAPOLIS - ST. PAUL

MIAMI

NEW HAVEN - HARTFORD - NEW BRITAIN
INDIANAPOLIS - BLOOMINGTON
MILWAUKEE
KANSAS CITY
CHARLOTTE, N. C.

THE **MIAMI** MARKET
MAY BE 22nd TO SOME PEOPLE...

BUT
TO SMART ADVERTISERS
THE MIAMI MARKET

IS
17th!

625,700 TV HOMES (Television Magazine March 1965)
144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel
770,366 TOTAL TV HOMES (and Motor Hotel Ass'n., and Florida Development Commission)



Represented by



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

More flak on CATV rules

Reply comments on FCC proposal range from
AMST's plea for stiffer regulation to CATV stand
that only Congress can write the rules

The FCC last week received another plethora of conflicting arguments in connection with its proposal to regulate all community antenna television systems in the interest of protecting TV from the unrestricted growth of the cable systems.

The arguments were obtained in reply comments in the rulemaking to extend to nonmicrowave-fed CATV's the same rules that the commission adopted in April for microwave-fed systems (BROADCASTING, April 26).

And as in the initial round of comments, the Association of Maximum Service Telecasters stood out as the advocate of the most restrictive CATV regulation. A Washington law firm with numerous CATV clients, Smith & Pepper, disputed the contention that the commission even has authority over nonmicrowave-fed CATV's. Various broadcasters took stands somewhere between those two positions.

The prospect of CATV one day developing into pay-television systems was also cited in the reply comments—but not, as in the past, as an argument in favor of tight CATV regulation. International Telemeter Corp., which has developed a wired system of sub-

scription television, mentioned this possibility in comments opposing proposals to bar the use of CATV's to operators of pay-television systems.

A key issue in the proceeding is the question of whether the commission, without a specific grant of authority from Congress, has jurisdiction over CATV's which don't rely on microwave service. Microwaves are under commission authority.

AMST Position ■ AMST stressed again last week its view that the commission not only has that authority but should use it speedily to bring all CATV's under the same regulations. The present rules require microwave-served systems to grant local stations 15-day before-and-after nonduplication protection and to carry their signals on the cable.

AMST, in again urging the commission to impose tight restrictions on all CATV's, sought to refute some of the arguments of those who say that CATV's pose no serious economic threat to television (BROADCASTING, July 26).

CBS, in a "white paper" on CATV, said that only rarely will the rise in CATV development be so rapid and so

large as to cause a decline in a station's revenues. AMST said the principal defect in the CBS study is that it fails to consider the burgeoning future of CATV, both in terms of systems being built and in terms of the number of channels of service being carried. AMST bolstered its argument with a study by Economic Associates Inc.

The report of that research organization also sought to rebut the CBS contention that the steady rise in advertising revenue earned by stations would be enough to offset losses to CATV competition. The Economic Associates report noted that the National Association of Broadcasters figures indicate that the typical (median) television station had an annual revenue increase of 8.8% for the years 1960-64 but an annual increase in broadcast expenses as well of 7.9%.

Slight Loss Serious ■ "Let CATV come in and shave the rate of revenue increase by even two percentage points . . . and the results are not increasing profit but decreasing profit or increasing loss," the Economic Associates report said.

AMST also opposed as inadequate a proposal by NBC that CATV's be made subject to the law requiring broadcasters to obtain permission of an originating station before transmitting its program. NBC says the economics of the television industry, rather than the complex rules proposed by the commission, can bring the system into balance (BROADCASTING, Aug. 2).

AMST favors bringing CATV's under the rebroadcast law. But the association said the network's proposal would not meet the basic problem of defining CATV's role in terms of the national television goals and public policies. AMST also said the NBC proposal would place in the hands of program distributors and major metropolitan stations the power to decide whether audiences of small-market stations will be fragmented.

Smith & Pepper, which had filed comments on behalf of more than 150 CATV systems, restated the arguments of the opponents of the commission's proposal that the agency lacks authority over nonmicrowave-served CATV's short of a specific grant of authority from Congress.

Supports CBS Conclusion ■ The firm also found support for CBS's economic analysis in the TV broadcast financial data made available by the FCC. "The 1963 data showed fantastic profits," the firm said. "The 1964 data shows incredible profits."

The commission reported pre-tax

What's CATV's role in small communities?

A broadcaster who serves as director of programing and engineering of a Denver, Colo., television station last week suggested that community antenna systems can do a better job of serving small communities than TV stations.

James Butts, KBTW(TV) Denver, also suggested that CATV systems in small markets should do local program origination to bring public service coverage to their customers.

Mr. Butts made his remarks at a panel on CATV held at the 15th annual broadcast symposium sponsored by the group on broadcasting of the Institute of Electrical & Electronics Engineers in Washington.

Also on the panel were James B. Sheridan, chief of the FCC's Broadcast Bureau; Richard K. Blackburn,

WHEC-TV Rochester, N. Y.; Archer S. Taylor, Cablesystems Inc., Washington; and H. Schlafly, Teleprompter Inc., New York.

Mr. Sheridan, in answer to a question from the floor, said that the FCC has "no fixed opinion" regarding the origination of programs by CATV systems. In some cases, he said, he could see where it would be beneficial.

Various members of the panel said that work is going on to determine the feasibility of extending cable lines to rural areas.

Before the CATV panel began its deliberations, the symposium heard Rodney Chipp, consulting engineer, recommend the establishment of technical standards for CATV systems.



SUCCESS STORY *Baltimore* **Style!**

The BALTIMORE COLTS and WMAR-TV

A pair of CHAMPIONS . . . Channel 2 and the Colts—two time World Champions and Western Division Winners in the NFL in 1964. They have been a Baltimore TV success story from the very beginning! And Channel 2 has a whole team of other winners: ROMPER ROOM, DIALING FOR DOLLARS, DIVORCE COURT, THE WOMAN'S ANGLE, TWILIGHT MOVIE, SERGEANT BILKO: PHIL SILVERS, all Monday thru Friday, plus this big **exclusive**—movies seven evenings a week, many in color, carefully selected from Channel 2's million dollar movie library! For **SALES SUCCESS**—Baltimore style—**COLOR-FULL** WMAR-TV is your best buy to reach any audience—any time!

In Maryland Most People Watch

COLOR-FULL

WMAR-TV 

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

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profits of \$415.6 million for the television industry last year, a 21% increase in profits over 1963.

The law firm also noted that, in view of the commission's concern about the prosperity of UHF stations, the agency "should be much relieved over the showing that 92 UHF stations as a group reported profits of \$2.7 million for 1964."

ABC and Westinghouse Broadcasting Co. reaffirmed their earlier position that the commission has and should assert jurisdiction over all CATV's. But both shrank from the hard line advocated by AMST.

ABC said that most of the proposed changes in the commission proposal recommended by AMST are "unnecessarily harassing to CATV operators."

Too Tough ■ Both ABC and Westinghouse said AMST's proposed interim rule to bar the importation of signals beyond a station's grade B contour into almost any market is too severe. They had proposed interim rules, similar to those adopted by the commission pending the outcome of the rulemaking, that would bar the importation of distant signals into major markets.

Westinghouse said the AMST proposal would prohibit CATV's from performing their historic function, that is, carry service into underserved areas. WBC also opposed a proposal to extend the length of nonduplication beyond 15 days in some cases. WBC called this proposal "unreasonable and unrealistic."

Westinghouse's parent Westinghouse Electric Corp., has CATV and microwave company subsidiaries: Clearview of Georgia Inc. and Micro-Relay Inc. Both were parties to the WBC filing.

International Telemeter Corp., which argued that the commission has no present authority over nonmicrowave-served CATV's, said existing CATV's are not technically adaptable to pay-television operations, nor do they provide a sufficiently broad economic base for pay television.

But, International added, CATV's may be used for subscription television if certain conditions are met. International said a convertible system would be one that is located in a large metropolitan area with a high density of homes and which has multiple channels and technical equipment permitting a subscription service.

International, a subsidiary of Paramount Pictures Corp., which in April completed a five-year test of a subscription system in a Toronto suburb, said there is nothing "sacrosanct about the existing system of broadcasting."

The company added that the commission's goal of a truly competitive nationwide system of television can best be served by a "far-sighted ap-

proach," not by protecting those with interests in the existing system. International said ABC's proposal for an interim rule to prevent the establishment of "wired television so extensive as to provide the basis for a significant system of pay television" is aimed at protecting the status quo.

The National Association of Educational Broadcasters renewed its plea for requiring CATV's to report educational as well as commercial stations. NAEB said "uncoordinated and unplanned repetition [of programing] is a gross distortion of proper instructive techniques, geared to a fully organized school curriculum." The association also said much unregulated repetition would harm any local educational television service.

The Association for Competitive Television, in a pleading filed by its president William Putnam, sharply rebuked the commission for not acting to control CATV's.

Promise and Performance ■ The commission, Mr. Putnam wrote, has let itself "be confused and due processed" in the CATV proceeding. "The commission knows full well that local service is incompatible with imported amusement by CATV; the commission knows full well what it has said about local services requirements, but there appears to be a large discrepancy between the commission's promise and the commission's performance."

Mr. Putnam is president of Springfield Television Broadcasting Co., which owns WWLP(TV) Springfield, WJZB(TV) Worcester, both Massachusetts; WKEF(TV) Dayton, Ohio, and WRLP(TV) Keene, N.H.-Brattleboro, Vt.-Greenfield, Mass. All are UHF stations. Mr. Putnam is also getting into CATV operations in Massachusetts.

Conflicting views of the economic implications of the commission's proceeding were expressed by Midwest Television Inc., licensee of KFMB-TV San Diego, Calif.; WCIA(TV) Champaign and WMBD-TV Peoria, both Illinois; and Rogers TV Cable Inc., of Rogers, Ark.

Midwest, in the initial filing of comments, submitted the results of a survey tending to show that CATV's carrying the programs of seven Los Angeles stations were fragmenting the audience of the three San Diego VHF stations. Since then, a permittee of a UHF due to go on the air in San Diego, Lawrence Shushan, wrote the commission that he welcomed CATV as a device for transmitting his station's programs into the 15,000 homes that are hooked to the CATV cable (BROADCASTING, Sept. 6).

Midwest, in its reply comments, not only referred to that letter but to one written earlier by the permittee of yet another UHF station in San Diego,

Jack Gross. Mr. Gross expressed serious concern about CATV's, saying the competition they would offer could "snuff out the life of a fledgling UHF station."

The Rogers filing was submitted by Fred J. Stevenson, president of the company and former chairman of the National Community Television Association. Mr. Stevens said that an across-the-board application of the commission's carriage and nonduplication rules to all CATV's would put the smaller ones out of business. Rogers has a five-channel capacity. He asked that the commission grant favorable consideration to requests for waivers of the rules.

NCTA's view of Part II

Says if cable can't relay freely then it should originate its own shows

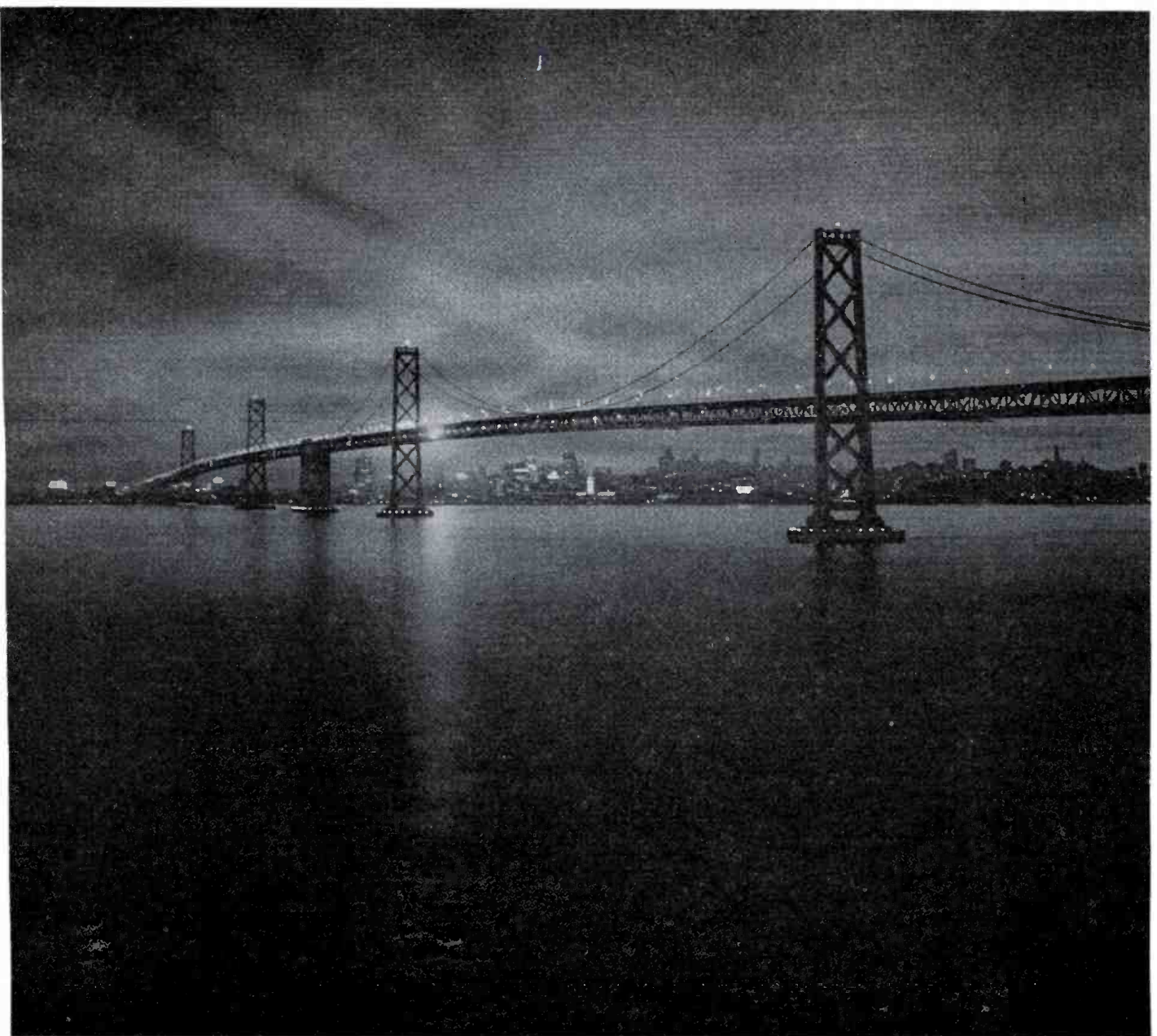
The National Community Television Association says that if the FCC imposes crippling restrictions on the relay service community antenna television systems now provide, it should permit them to originate programing and advertising and to engage in pay-television operations.

NCTA expressed that position in comments scheduled for filing today (Sept. 27) in Part II of the commission's notice of proposed rulemaking and inquiry concerning CATV regulation.

Part I dealt with proposals to extend to nonmicrowave-served CATV's the same nonduplication and program carriage rules the commission adopted in April for systems fed by microwaves (BROADCASTING, April 26). Reply comments in that proceeding were filed last week (see page xx). Part II requests comment on a variety of questions looking to additional CATV regulations.

NCTA restated its argument that the rules already adopted, requiring microwave-served systems to grant 15-day before and after nonduplication protection to local stations, would seriously hamper CATV operations, and said the commission should seek congressional guidance, as well as legislation, before attempting to assert jurisdiction over all systems.

It added that the commission "can't have it both ways. It cannot cripple the activities of CATV with rigid requirements with respect to reception of 'local' TV stations . . . and expect CATV systems to continue to provide a



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WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC (TV), Pittsburgh



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variety of sources of information and entertainment."

Program Origin ■ NCTA said the commission should consider permitting CATV's to originate programming and to obtain the necessary production funds from advertising sales and revenue.

It also said that stringent regulations on simple retransmission operations would stimulate CATV operators' interest in pay television. Most CATV operators are not now interested in pay television and most systems would have to be rebuilt to accommodate that kind of service, NCTA said. But, it added, CATV operators might turn to it "as a matter of survival."

NCTA said the commission, "if granted authority" over CATV's should allow them to experiment with pay-TV systems, as it has allowed broadcasters to experiment.

NCTA also stressed again its position that there is no evidence to support the conclusion that CATV's have an adverse economic impact on local TV. The association urged the commission to require licensees to furnish evidence of such impact.

Competition Helpful ■ NCTA also suggested that competition from distant stations, either off-the-air or by CATV, might spur local stations to do more local programming. NCTA took that thought another step, suggesting that the commission require stations to prove they are providing a substantial amount of local live programming before considering their complaint about CATV competition.

NCTA opposed proposals for barring "leapfrogging," that is, the practice of some CATV's of picking up the signals of distant stations and ignoring those of closer stations carrying the same programs. NCTA said a variety of factors, including the stations' relative signal strength, go into a CATV's choice of signals. Then NCTA added, tongue-in-cheek, the term leapfrogging apparently reflects the hope of those who want to ban them that CATV's "croak."

NCTA said the only gainers from an anti-leapfrogging rule would be the networks. It said they might feel such a ban would make less likely the development of fourth and fifth TV networks, which could be hooked together by CATV's.

Technical Rules ■ NCTA said it doesn't believe rules setting standards for CATV reception are necessary. But in the event the commission adopts them it submitted guidelines for evaluating degradation of television signals within a CATV system. They were drafted by a special NCTA committee. NCTA expressed the belief that most complaints alleging degradation of signals by CATV's were filed by broadcasters to

"harass" the cable systems.

In response to other questions in the notice of inquiry, NCTA said:

■ CATV's carry the signals "of many" FM stations but "few" AM's. NCTA said it has no statistics on CATV's carrying radio, but its experience has been that radio broadcasters have expressed appreciation at being carried on the cable.

■ If the FCC has the authority to regulate CATV's, it should require them to file data on ownership, control, management, subscribers served and channels carried, as well as information on economic impact on television. The commission, NCTA said, might then find that the CATV operators' position has been correct, and that the regulations do nothing for television but do "cripple" CATV service.

In another early filing, Triangle Publications Inc., one of a growing number of broadcast licensees with interests in CATV operations, urged the commission to hold an evidentiary hearing on the issues in the proposed rulemaking and notice of inquiry.

Triangle said the underlying facts have become "obscured in a miasma of contradictory and inconsistent assertions of fact and recommended policies." It said the commission can resolve the conflicting contentions only if it secures oral testimony, under oath and subject to further cross examination.

Triangle bolstered its arguments with tables containing representative statements made in various congressional and commission proceedings indicating the conflicts involved. Triangle said, in addition, that a number of uncontested and untested assertions have been made which should be tested in a hearing by the FCC.

AMST Filing Due ■ Among those broadcasters and broadcast groups scheduled to file today, the Association of Maximum Service Telecasters, based on its past pleadings, is expected to submit comments most at odds with those of the NCTA.

AMST has recommended that CATV's be prohibited from originating programs and advertising, and from engaging in pay television. It also opposes leapfrogging and favors limits on the distance a station's signal can be carried by a CATV, with either the station's Grade B contour or a mileage factor, say 80 miles, being used as the limit.

AMST also favors rules barring CATV's from altering or deleting the programming it transmits, requiring the cable companies to file reports on ownership and management with the commission, and setting technical standards to assure high quality of service to subscribers.

Illinois Bell proposes CATV rates for Chicago

The Illinois Bell Telephone Co. has filed rates with the Illinois Commerce Commission for a new service offering transmission channels to community antenna television systems within the greater Chicago area similar to CATV transmission service offered elsewhere in the state.

Illinois Bell's proposal is to take effect Oct. 1 and covers an area ranging to about 30 miles from Chicago's loop. Feeder and distribution cable is to be available to any CATV system desiring to serve Chicago at a quarter-mile rate of \$30 per month within the city itself and \$16.50 per quarter-mile a month for service outside Chicago.

The \$16.50 rate is the same that Illinois Bell will charge CATV systems for transmission service elsewhere in the state and is the rate it also proposes to charge in Porter and Lake counties of Indiana.

Illinois Bell emphasized that it does not intend to become an operator of CATV systems itself but is offering the transmission facilities to any CATV operator desiring them. The phone company has opposed the plan of the Central Illinois Electric and Gas Co. to invest in a proposed CATV system at Rockford, Ill., contending the phone company is better qualified to render the transmission services on a common carrier basis than the power firm.

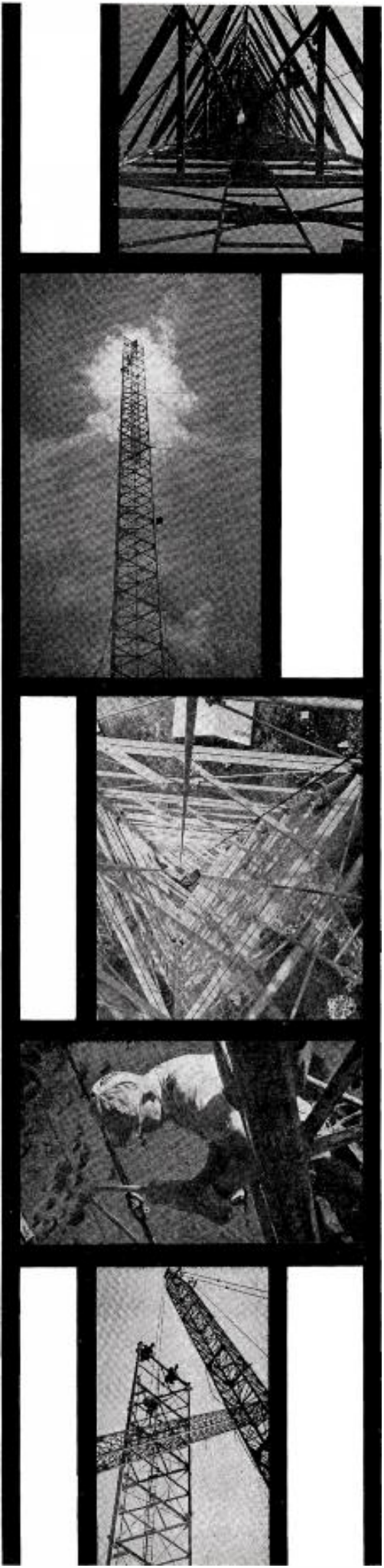
Illinois Bell already has a number of pole attachment agreements with CATV systems throughout the state and will continue to make such agreements but ordinarily only one within any given community. Under the arrangements the CATV system installs its own distribution facilities on phone company poles.

Rates for Conn. CATV explained at hearing

Connecticut Television Inc., which owns and operates WHNB-TV Hartford-New Britain, completed the cross-examination phase of its community antenna TV hearing before the Connecticut Public Utilities Commission last Monday (Sept. 20).

William Relyea of Entron Corp., on loan to Connecticut TV as a consultant, testified that if the company is granted a certificate to operate CATV in 26 Connecticut communities, it will charge varying rates for different towns, depending on how much investment is required to bring signals into the town.

Pointing out that some communities will require microwave installations, he



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Represented by Peters, Griffin, Woodward, Inc.



quoted typical proposed rates as follows: Greater Hartford, \$4 a month; Manchester, Torrington, Waterbury, \$4.25 a month; and Willimantic, Norwich, New London, \$4.50 a month. He said the projected rates were the result of individual profit and loss statements compiled for each community.

Under cross-examination by Hugh M. Joseloff, counsel for Grossco Inc., Mr. Relyea said he was not aware that the firm's equity capital was to be increased from \$1.5 million to \$5 million. But Connecticut TV attorney W. Robert Hartigan stated that a revised financial statement would be filed with the utilities commission to reflect this increase.

Mr. Relyea also echoed testimony from Connecticut TV's vice president Elmer Balaban who last week said Connecticut TV preferred to construct and maintain its own CATV system rather than contract with the Southern New England Telephone Co. for the job.

N.J. PUC studies CATV jurisdiction

New Jersey's Public Utilities Commission is studying the question of whether it has jurisdiction in Bell Telephone's application to enter commu-

nity antenna TV as a leasor of cable systems.

The question was raised by the New Jersey CATV Association at a short-lived resumption of public hearings on Bell's application for permission to establish rates and conditions for leasing cables to CATV firms. (BROADCASTING, July 5 et seq.).

It is the position of the New Jersey association that what Bell wants to do is not the function of a telephone utility and, therefore, PUC has no jurisdiction in the matter.

State Senator Sido L. Ridolfi, Trenton Democrat, introduced a bill earlier this year to put CATV firms under PUC control, but it remains in committee.

E. Stratford Smith, Washington attorney representing the National Community Television Association, hinted at the Sept. 15 hearing that there would be a court fight if such a law is passed because it would "make a public utility out of a private business."

Attorney Harold H. Fisher, representing the state association, said PUC approval of the application might "place the CATV operators at the mercy of Bell Telephone."

Bell attorney Michael O'Neil said the firm has said it won't squeeze out the small operator.

Discussions begin on 1966 NAB convention

Plans for the National Association of Broadcasters, 1966 convention will be discussed Tuesday (Sept. 28) when the NAB convention committee meets at the Conrad Hilton hotel in Chicago, site of next year's March 27-30 conference.

Although the committee is expected to take a look at the needs for the 1967, 1968 and 1969 conventions—as a constantly increasing number of registrants and exhibitors has shown hotel facilities in the convention cities are already being severely taxed—its immediate objectives will be to decide if NAB should again hold a banquet, and the possibility of adjusting the agenda.

NAB, which had sponsored a closing-night banquet, gave up the tradition at the 1964 Chicago convention. In its place the association held a Wednesday evening cocktail party. The banquet was taken over by the Broadcast Pioneers.

A proposal that the concurrent radio and television sessions be switched from Wednesday morning to Monday afternoon will also be discussed. Although one-hour concurrent sessions were held Monday afternoon at the 1965 convention, the main portion of that day was devoted to joint assemblies and a luncheon. The proposal is said to be designed to give delegates interested in both radio and television sessions, the time to attend as many as they can, without stretching the convention into extra days.

Changing hands

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

■ **KELP-AM-TV** El Paso, Tex.: Sold by Joseph Harris and Norman Alexander, to John B. Walton Jr. Although the price was not disclosed, it is reported to be in the neighborhood of \$2 million. Mr. Walton heads the John Walton Stations: KFIF Tucson, Ariz.; KVOB Albuquerque, N. M.; KVII-FM-TV Amarillo, and KVKM-AM-TV Monahans, both Texas. Gene Roth, general manager of the stations, will continue in that position. KELP operates on 920 kc with 1 kw day and 500 w night. KELP-TV operates on channel 13 with 209 kw visual, and 115 kw aural.

■ **WANE** Fort Wayne, Ind.: Sold by Corinthian Stations to Shepard Broadcasting Corp., for \$250,000. Principals of Shepard Broadcasting are John J. Shepard, president; Charles A. Sprague, treasurer, and Dan J. Duffy, secretary. The firm operates WLAV Grand Rapids, Mich. Mr. Sprague is one of three

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partners who originally put WANE on the air in 1948. Corinthian retains ownership of WANE-TV Fort Wayne. WANE operates on 1450 kc with 1 kw day and 250 w night.

■ **WKMK** Blountstown, Fla.: Sold by Apalachicola Broadcasting Co., Joe F. Durham, president, to Robert L. Maupin, for \$45,000. Mr. Maupin is program director and chief engineer at WDMG Douglas, Ga. WKMK operates daytime on 1370 kc with 500 w. Broker: Chapman Co., Atlanta.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 79).*

■ **WMMB-AM-FM** Melbourne, Fla.: Sold by Indian River Radio Inc., to Lee Ruwitch and Gordon Sherman of Broadcast Enterprises Inc., for \$268,750. Broadcast Enterprises holds interests in WROD Daytona Beach, Fla. Mr. Sherman is the owner of WHYY Orlando, Fla. WMMB operates on 1240 kc with 1 kw day and 250 w night. WMMB-FM operates on 102.3 mc with 3 kw.

New TV stations

As of Sept. 22 there were 127 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 76 were commercial UHF's, 8 were educational VHF's and 24 permittees were educational UHF's.

News received from holders of CP's includes:

San Diego (ch. 29), **San Diego Telecasters**, permittee, will begin operation of the color-oriented station in late October. Station offices are at 8339 Engineer Rd., San Diego. President and general manager is Lawrence Shushan; Jim Bentley is station manager.

Concord, Calif. (ch. 42), **Jerry Bassett Inc.**, permittee, has been assigned call letters, KCFT-TV, for the UHF outlet scheduled to begin operations Nov. 1. Programming for the station will originate at temporary studios at the transmitter site pending completion of the main studio construction. KCFT-TV will operate with 269 kw visual, and 51.7 kw aural, serving, with aid of translator, Contra Costa and Solano counties in California.

Straus plans new construction at WALL

The Straus Broadcasting Group next year plans to construct a \$150,000 broadcast operations center for its WALL Middletown, N. Y., according to

James M. Patt, the station's vice president and general manager.

On one level, the 77 by 50 foot building will contain both executive offices and studios for WALL-AM-FM, with an underground parking area. R. Peter Straus, president of the Straus Broadcasting Group, cited the plan as having originated "from our wholehearted belief in that area's continued growth and business development."

Straus holdings also include WMCA New York, and Radio Press International. Two other stations, WGVA Geneva, N. Y., and WTLB Rome-Utica, N. Y., have been acquired, subject to FCC approval (BROADCASTING, Sept. 13).

Humphrey at Murrow Center

The Edward R. Murrow Center of Public Diplomacy, Tufts University, Boston, will have as its first lecturer Vice President Hubert H. Humphrey. The vice president, Leonard H. Marks, director of U. S. Information Agency, and other guests will be on hand for the opening of the center Oct. 18. As part of Tufts' Fletcher School of Law and Diplomacy, the Murrow Center will be host to the 1965-66 Bernay's Foundation lectures which bring public opinion experts to discuss international affairs.

Futuristic studio planned for WFLD (TV)

Field Communications Corp.'s WFLD (TV) Chicago will be constructed as an integral part of the city's new Marina City complex.

WFLD's studio building will be of a futuristic design and will be situated between the two 60-story circular apartment towers and the 16-story rectangular office building. The Marina City complex covers 3.1 acres on the Chicago River. The studio building under lease to WFLD, will cost about \$2 million.

WFLD will operate on channel 32 and is now under construction. The studio will be completed about this time next year but WFLD will go on the air sooner. The antenna of the station will share the top of the west apartment tower of Marina City with the channel 7 antenna of WKBV (TV) Chicago which already is functioning there.

Bertrand Goldberg, architect and engineer who designed the building that will house WFLD, described it as a catenary structure sweeping from a height of 110 feet at one end down to the 45-foot high entrance at the other. It will be hung with steel cables and sheathed in lead.

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Another storm in Betsy's wake

Call for more modern weather bureau equipment
made by broadcasters, bureau hits 'bureaucracy'

Hurricane Betsy, which earlier this month plowed her way through the Louisiana delta country, left more in her wake than loss of lives and property. Betsy left broadcasters and the weather bureau with an awareness that something has to be done to prevent future natural disasters from being felt as severely.

In what was termed a "mild" request by one broadcaster, the Louisiana Association of Broadcasters at its meeting in New Orleans last week, adopted a resolution calling on the U. S. Weather Bureau to install modern equipment so that more rapid and comprehensive reports of weather disturbances and major storms might be available for broadcast and for the warning of the general public. . . ."

John Vath, WSMB New Orleans and outgoing president of the LAB, said the resolution would be implemented by a committee which would seek to meet with weather bureau officials and to "call for an entirely new method for reporting." He said current weather bureau practices report the location of the "eye" of a hurricane, but fail to really spell out when the initial winds of a storm will strike. In Betsy's case, he said, the winds hit the city three hours before the eye.

In Washington, weather bureau spokesmen said Dr. George Cressman, director of National Meteorological Services, would welcome a meeting with broadcasters or any other civic group to hear complaints, to hear of the bureau's deficiencies and suggestions for improvement, and to hear ways to speed the reports to the public in the future.

Although some broadcasters had complained over the weather bureau's loss of communications shortly after Betsy hit, the bureau said it had kept its lone surviving telephone line open to the National Hurricane Center in Miami throughout the night so that advisors could be moved on Teletype from the Miami office.

The weather bureau said the New Orleans office had up-to-the-minute reports that were available to broadcasters but "could never be used because of the power failure, the failure of the New Orleans city government to cooperate fully in establishing rapport" between the sources of information and emergency and public service agencies, and because of "the bureaucracy, itself, which turned down requests for addi-

tional auxiliary power supply because of the 'adequate' power supply of the three main trunk lines" serving the New Orleans office. A bureau spokesman said the General Services Administration repeatedly had turned down requests to update communications equipment in New Orleans.

Betsy damages WAEZ (FM)

WAEZ(FM) Miami Beach, reported \$15,000 in damage to its stereo equipment and studio files as the result of Hurricane Betsy. And, according to WAEZ, the loss is not covered by insurance, since technically it resulted from "seepage." Studios are in the lower lobby of the Deauville hotel which became flooded by five feet of water. The 16th floor transmitter and the tower and antenna on the roof were undamaged although the downstairs flooding put the station off the air for 29 hours.

Media reports . . .

Milwaukee listings ■ More than 98% of the homes in the 11-county retail trading area of Milwaukee have radios and 64% have three or more radios, a new study by WTMJ Milwaukee reports. Nearly 81% of the autos in the area have radios and 71% of the homes have portable radios used chiefly outside the home, the survey shows. Survey was conducted by Frank N. Magid Associates.

New Chicago daytimer ■ A new suburban Chicago radio station, WCLR Crystal Lake, Ill., assigned 500 w daytime directional on 850 kc, goes on the air Oct. 3 with "good music and news" format. Principal owners are George L. DeBeer, vice president of Foote, Cone & Belding, Chicago; Arthur Thorsen, formerly with WBBM Chicago, and Lynn W. Renne, local real estate man. Mr. DeBeer is president of WCLR, Mr. Thorsen vice president and Mr. Renne general manager. Address: 145 Virginia Street. Phone: (815) 459-7000.

Donation received ■ WTHS-TV Miami noncommercial station, received a check for \$1,300 from Food Fair Stores Inc. It was presented to the station, which relies on donations and subscriptions as a major part of its budget, by Ronald L. Fine, chairman of civic affairs for the Southern division of the supermarket chain.

Betsy fund

Broadcasters around the nation are being asked to support the Betsy Fund, a "person-to-person" campaign designed with the admittedly "ambitious aim" of raising \$50 million to aid southern Louisiana victims of the September hurricane.

John Vath, general manager of WSMB New Orleans, said the fund, which began with his station, has been publicly endorsed by the governor and had been declared tax deductible by the Internal Revenue Service. The Louisiana Association of Broadcasters endorsed the fund at its meeting last week in New Orleans.

Mr. Vath noted that flood insurance "can't be bought" in the southern part of the state and that the only money available to the thousands whose possessions were lost is available at 3% interest. But many of these people, he said, can't even meet their first mortgage payments.

However, he said, the fund had run afoul of the Red Cross and United Fund, both of which have stated in the newspapers that there are no additional funds being collected.

Contributions may be sent to Betsy Fund, New Orleans. No ZIP code is needed.

New format ■ KOCW(FM) Tulsa, Okla., originally a "good music" station, has developed a new format. As of Sept. 15, the stereo station changed its afternoon programing to meet the needs of the area's Negro population while much of the station's evening format remains the same.

Mutual affiliation ■ KILE Galveston, Tex., has become a Mutual affiliate. The daytimer, not currently associated with any network, is on 1400 kc with 250 w.

Cohn to teach ■ Marcus Cohn, senior partner in Washington law firm of Cohn and Marks, last week was named professorial lecturer at George Washington Graduate Law School on public policy and mass media. Mr. Cohn, who holds law degrees from Chicago University and Harvard, will teach during the spring term. The lectures will cover all mass media and discourse on controls exercised by government and private groups over newspapers, magazines, motion pictures, television, radio and theaters.

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*Source: National Arbitron, September 13-19, 1965. Audience data are based on estimates provided by the rating service indicated and are

While one week doesn't make a season, the NBC Television Network is extremely pleased by viewer response to the premieres of our 1965-66 schedule.

In terms of audience-size, NBC Television's over-all programming won more nights of the week than any other network.*

NBC Television placed as many programs in the top 15 of the season's new shows as the other two networks combined.**

As we've suggested, this is just the beginning of what promises to be a most eventful season. But this initial response is highly gratifying; and we trust that the strength of our new

schedule will become even more evident as the weeks go by.

It's a strength that issues from several sources:

Never before has NBC Television presented so many of its programs (all but two of our prime-time shows) in color.

Never before has NBC Television added so many new shows to so solid a core of established favorites.

Never before has NBC Television presented a schedule of such diversity and balance.

We think these are pretty impressive advances. It's nice to realize that the public thinks so, too.

NBC Television Network

subject to the qualifications issued by this service. Copies of such qualifications available on request. **Source: Same. There was a tie for 15th place.

CATV coverage called unfair

FCC DEFINES LIMITS OF BROADCASTER'S DISCRETION

The FCC last week came down on the side of the Pennsylvania Community Antenna Television Association Inc. in complaints it brought against two of three television stations it said were unfair in programs dealing with CATV.

In the process, the commission indicated the limits of the discretion it would allow broadcasters in rejecting spokesmen seeking to air conflicting views on controversial subjects. It also made clear that not all pungently expressed views about a group necessarily constitute a personal attack under the fairness doctrine.

The commission, in letters to WBRE-TV Wilkes-Barre-Scranton and WNEP-TV Scranton-Wilkes-Barre, both Pennsylvania, said they had violated the fairness doctrine in their coverage of the CATV issue. Both stations were given 15 days to state the steps they would take to insure compliance.

The commission denied the relief requested in the complaint against the third station, WDAU-TV Scranton-Wilkes-Barre. In a letter to the Pennsylvania CATV association, the commission said the station had met its fairness doctrine obligations.

The commission said all three had a particular responsibility to be fair since

they have a personal stake in CATV. The three have formed an organization called Total Television Cable Inc. to apply for CATV franchises in Scranton, Wilkes-Barre, and other communities in Lackawanna and Luzerne counties, in Pennsylvania.

Issues ■ At issue in each of the cases was a program entitled *Facts About the CATV Crisis* the stations carried on different days in January. The association said the program contained statements that constituted a personal attack on CATV operators as a group and that held the CATV industry up to ridicule.

WNEP-TV and WDAU-TV also were said to have carried other programming that presented one-sided views of the CATV issue. The association said none of the stations afforded time for the airing of conflicting views. It had asked all three for time to reply.

WBRE-TV, in its reply to the association's complaint, had said it complied with the fairness doctrine by offering time for reply to the major applicants for CATV franchises in the Scranton-Wilkes-Barre area. It said that the offers didn't result in the airing of conflicting views because of the refusal of two of the applicants to appear.

WNEP-TV said it had rejected the Pennsylvania CATV association's re-

quest for time because it is located in Meadville, Pa., "hundreds of miles from Scranton-Wilkes-Barre . . ."

The commission, however, said both stations were unreasonable in rejecting the association's request for time, and not only because it has CATV members in the Scranton-Wilkes-Barre area.

The association, the commission wrote WBRE-TV, "apparently holds conflicting views on many, if not all," of the issues raised in *Facts About the CATV Crisis*.

"While you have considerable discretion in the choice of an appropriate spokesman, we cannot find that you have acted reasonably in rejecting the association's request for time."

Association Could Reply ■ "There is no showing," the commission wrote WNEP-TV, "that the state association . . . could not have informed your public" on the views differing from those carried in the station's programs on CATV.

In declaring that WDAU-TV had met its fairness-doctrine obligations, the commission noted that the station has carried a statement by an applicant for a CATV franchise, had carried a 15-minute daily program on the CATV issue on which letters containing contrasting views were read, and had offered to air the state association's comments.

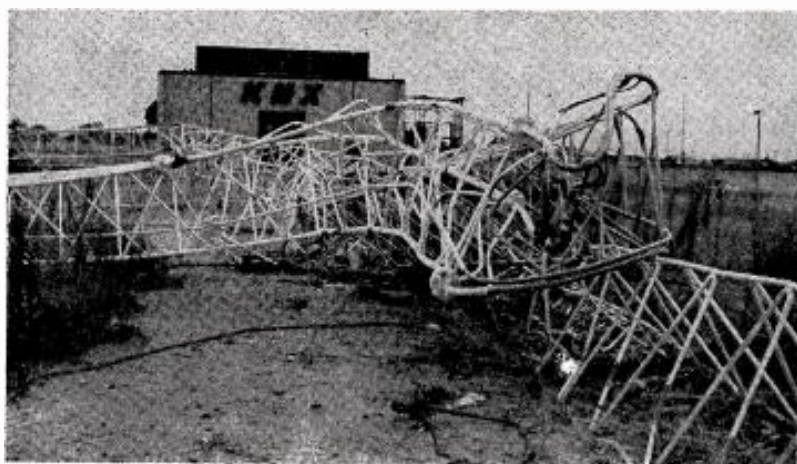
The personal attack complaint was based on a panelist's statement in the *Facts About the CATV Crisis* program that CATV could be a springboard for pay television and said that, unless regulated, CATV could be used to supply off-track betting parlors with horse-race information.

The commission said the personal attack principle is applicable where statements are broadcast, in connection with controversial matters of public importance, that attack an individual's or group's integrity or character. The statement in question, the commission said, merely "sets forth arguments for regulation of CATV in order to prevent possible future abuses."

The state association had also claimed the CATV operators were the victim of a personal attack as the result of a WDAU-TV interview with a UHF antenna manufacturer, who referred to cable television as "a scavenger, a parasite, where they get the programming for nothing and sell it to the people."

The commission said the statement expressed, "in somewhat colorful terms, a position frequently taken against the CATV operator."

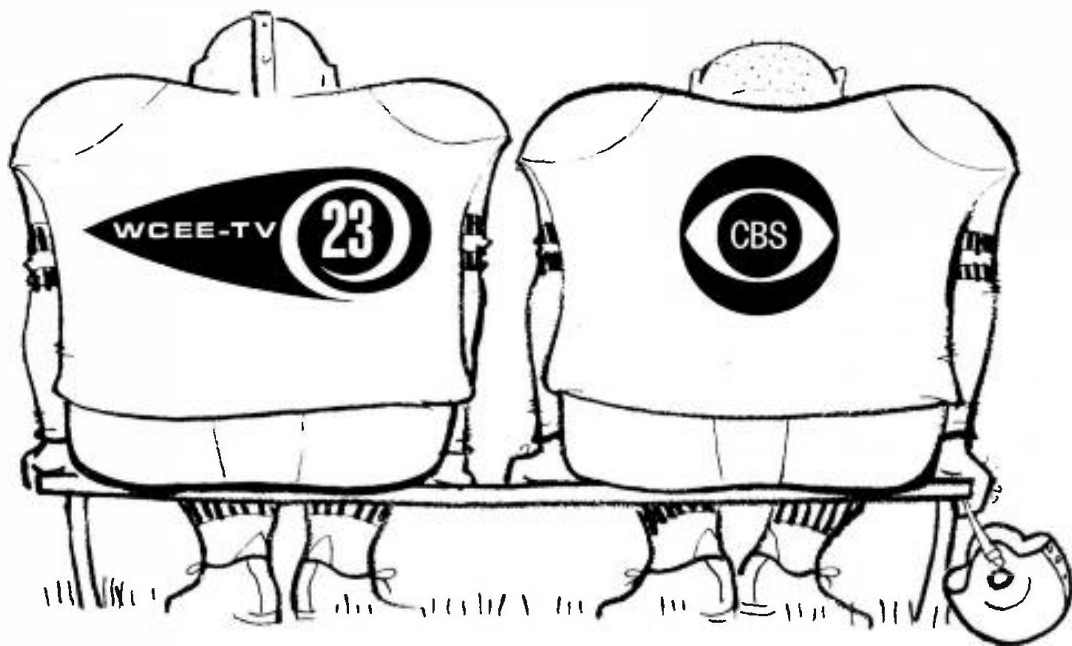
"The statement of a particular view, however strongly or forcefully made, does not necessarily result in a personal attack," the commission said. "The gravamen of such an attack is . . . an assault on honesty, integrity, or character."



FBI moves in on KNX tower case

The Federal Bureau of Investigation is investigating the vandalism that toppled the transmitting tower of KNX Los Angeles on Sept. 15 (BROADCASTING, Sept. 20). There had been some question of FBI jurisdiction, but because KNX is one of the stations making up the Emergency Broadcasting System that re-

placed Conelrad as a means of providing information and instructions to the public in time of national emergency, it was ruled the vandalism legally constituted interference with a government communications system and was therefore considered to be a proper area of investigation for the FBI.



the Newest Team of the Season!

ON THE AIR, SEPTEMBER 12, 1965
Rock River Television Corp., P.O. Box 957, Rockford, Illinois
Serving Freeport-Rockford area Earl W. Hickerson, General Manager
Represented by The Meeker Company

Translators split on low-power TV's

Manufacturers and operators of translator systems expressed concern last week over the implications for translator operations in the FCC's proposal to establish a new class of low-power community television stations.

However, some translator operators' interest in applying for such stations was also evident in the comments filed with the commission in the rulemaking proceeding.

The Association of Maximum Service Telecasters suggested last week that the commission consider the proposal in connection with an overall review of supplementary TV services.

Comments of other broadcast industry representatives, including the National Association of Broadcasters, which favors the proposal, were received two months ago, before the deadline for filing was postponed (BROADCASTING, July 26).

Under the proposal, channels 70 through 83 would be reserved for stations operating with a maximum of 10 kw and a maximum antenna height of 300 feet. Channels for the low-power stations would not be preassigned; rather, they would be allocated on the basis of demand. But no assignments would be made within 25 miles of a city with a full-power TV station, and only one commercial and one educational low-power station would be authorized for a community.

Protection Asked ■ K & M Electronics Co., which owns and operates television translator stations, and which installs and maintains such operations on a contract basis, said the commission should amend the proposal to prevent the low-power stations from being used as devices to run translators off the air.

K & M expressed concern about broadcast licensees of full-power stations and community antenna television systems. It said broadcasters might use the low-power stations only as satellites and that CATV's might use them as repeaters or might program them only for the minimum number of hours required.

Accordingly, K & M asked the commission to prohibit satellite or quasi-translator operations on the low-power stations. It also asked that CATV operators be barred from owning the stations—a proposal likely to draw the opposition of CATV operators who have expressed interest in the low-power station rulemaking.

Electronics, Missiles and Communications Inc., which manufactures translators and installs translator systems, also expressed concern about the use

that CATV's could make of the low-power stations. The firm said CATV's could force translators off the air by simply applying for channels on which translators are operating.

Station in Their Future ■ However, EMC and the Oregon Association of Translator Corporations, saw a future in the low-power stations for translator operators. EMC said the commission should permit part-time use of the stations as translators. It said the advantage for the public is that translators, rather than community stations, could be expected to bring in network programs.

M. H. Thomas, business manager of the Oregon translator association, said nonprofit groups operating translators should be permitted to operate low-power stations as a means to support the translator operation.

AMST said that instead of attempting to deal with the matter of supplemental TV services piecemeal, FCC should consider them on an overall and coordinated basis. This study would include translator and CATV matters, AMST said.

However, if the commission decides to proceed with the low-power proposal, AMST said it should make two changes: Establish a table of assignments, which would enable the commission to know in advance those assignments which would have the least impact on other possible allocations in other communities; and lift the limit of one commercial and one educational station per community. AMST said the proposed limit might unduly restrict the service that could otherwise be given a community.

Deadline for comments in the proceeding was extended last week to Nov. 1. The National Association of Educational Broadcasters, which requested the extension, said it wants the corrected UHF table the commission intends to issue before commenting on the community-station proposal. The commission two weeks ago disclosed that an error in computer programming used to draft the table had been uncovered (BROADCASTING, Sept. 27).

BMI condition tagged to FM station grant

The FCC is attaching conditions to authorizations it is granting licensees who are defendants along with Broadcast Music Inc. in a civil antitrust suit brought by the Justice Department.

The commission last week granted American Broadcasting Stations Inc. a construction permit for a new Class C FM station in Fort Dodge, Iowa, "without prejudice to such further action as

the commission may deem appropriate" as a result of the pending suit.

American Broadcasting Stations hold 325 shares in BMI and is one of some 40 parties named in the suit along with the broadcasting-owned music licensing firm. The condition is the same as one the commission's Review Board attached to a CP for a television station on channel 10 in Duluth, Minn., to a company in which American Broadcasting has an interest (BROADCASTING, Aug. 30).

Court hears appeal on CATV ruling

The imposition of conditions on common carrier microwave relay systems feeding broadcast television programs to community antenna TV systems was challenged last week in argument in the U. S. Court of Appeals for the District of Columbia.

Appealing from last year's FCC action granting a license, but with the customary requirements on 15-day protection to Twin Falls, Idaho, TV stations as well as local carriage, were Idaho Microwave Inc., the relay system, and Cable View of Burley, Idaho, the CATV system.

Idaho Microwave has been relaying Salt Lake City TV programs to CATV systems in Twin Falls and Jerome, Idaho, since 1958. Last year it asked for permission to also feed a Burley, Idaho, CATV. The commission granted this request in 1963 without conditions, but when it granted the license in 1964 it imposed the challenged conditions.

In the argument last week, John P. Cole Jr., attorney for the microwave system and the CATV, argued that the commission's action violated the "no censorship" provisions of the Communications Act, that the FCC has no jurisdiction over Idaho Microwave or Cable View because they both were intrastate-only activities, and that the commission has no jurisdiction over CATV systems.

Robert Hadl, FCC counsel, and William J. Potts Jr., attorney for KLIX-TV Twin Falls, Idaho, contended that the censorship issue was settled in the 1963 Carter Mountain case, and that since Idaho Microwave uses television signals the commission has jurisdiction.

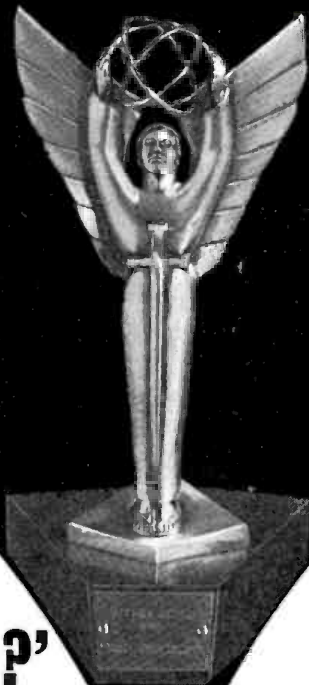
In the Carter Mountain case, the appeals court upheld the FCC's right to impose conditions on microwave relay systems feeding TV to CATV. This decision was upheld by the U. S. Supreme Court later that year.

The court hearing the argument last week was composed of Circuit Judges Carl McGowan, Wilbur K. Miller and Edward A. Tamm.

'WILL SUCCESS SPOIL WORONER PRODUCTIONS?'

WE DON'T THINK SO ... AND MORE
THAN 450 RADIO STATIONS AGREE

THE SMASH SUCCESS... "JULY 4, 1776"... Winner of three major awards... "GEORGE WASHINGTON HONOR MEDAL"... "SCHOOL BELL AWARD"... "GOLDEN MIKE"... LED TO... THE EQUALLY SUCCESSFUL... "THE FIRST CHRISTMAS"... winner of the coveted... "Gabriel Award" of the Catholic Broadcasters Association the first independently produced program to be so honored. Called by the judges, "...one of the outstanding programs of the decade."



And Now... THE BRAND NEW HOLIDAY SPECTACULAR...



EASTER THE BEGINNING

This third, most spectacular show in the trilogy, is destined to become the most celebrated program in modern broadcasting memory. Created after more than a year of painstaking research... utilizing the talents of gifted writers, and more than 160 voices, talented actors and actresses express as never before the pain, the passion, the glory of the two most moving and exciting days in Christendom. Validated and endorsed by leading Church authorities of virtually every major Christian denomination. Easter—The Beginning is commercial radio at its best... must-listen-to radio... great radio.

AND THAT'S NOT ALL...

Just out... five brand new station identification jingle packages, created in association with MUSICREATIONS of Dallas. Pilots already produced for... WHDH Boston... WERE Cleveland... KBAT San Antonio... WFIL Philadelphia... WKNR Detroit...

AND THAT'S NOT ALL...

Released just twelve weeks ago... and now on the air COMMERCIAL in thirty-six cities... "CLOSE-UP"... a dramatic presentation of feature news stories creating spine tingling suspense and excitement... a new sound for news... listeners and sponsors love...

AND THAT'S NOT ALL...

Soon going into second year production... "THE MONEYMAKER VIGNETTES"... TIPS ON TOPS... YOUR GREEN GARDEN... POINTS ON PETS... on the air in more than one hundred markets... fit your format... and produce new dollars...

CALL... WRITE... or WIRE



**WORONER
PRODUCTIONS
INC.**

PO BOX 550, PERRINE BRANCH
MIAMI, FLORIDA 33157
AREA CODE 305 238-7722

So when you hear something... new... exciting... different... commercial... in Features... Jingles... ID's... Programs... if it really grabs your attention... chances are it came from WORONER PRODUCTIONS.

So... will success spoil WORONER PRODUCTIONS... we don't think so... and more than 450 radio stations agree... Get the whole story... Woroner features are sold exclusively to one station in each market... interested?

The money managers meet in L.A.

Hear about use of computers by stations and reps,
request for standardized billing invoices,
latest developments in broadcast taxation

Computers, advertising agency relations and taxes were the principal topics on the agenda of the fifth annual conference of the Institute of Broadcasting Financial Management, held last week in Los Angeles. About half of its 268 members (a gain of 60 in the past year) were in attendance for the three-day meeting (Sept. 21-23). The organization's membership is made up of the treasurers, controllers and accountants who handle the financial affairs of many of the nation's radio and TV stations.

Henry C. Rogers, business manager of WWJ-AM-FM-TV Detroit, president of IBFM during the past year, was elected chairman of the board for 1965-66. He succeeds Richard S. Stakes, assistant treasurer and controller of WMAL-AM-FM-TV Washington. John C. Herklotz, auditor and controller, WGN-AM-TV Chicago, is the new president. Leonard Bridge, business manager, WOOD-AM-FM-TV Grand Rapids, Mich., is vice president and Richard J. Guerin, controller, WSBA-AM-FM-TV York, Pa., is secretary-treasurer.

Three years ago, H-R Television decided to add an electronic data processing system to the business of station representation as the best solution to "the paperwork jungle," Edward P. Shurick, executive vice president, told the meeting. Since then, he reported,

"over 60 programs have been written and tested for the H-R system to prepare proper availabilities for the salesman on request. Carefully programed into the system are all data necessary for the preparation of availabilities—rates, ratings, total homes, demographic data, cost-per-thousand, product conflict, etc."

The question is frequently asked, Mr. Shurick said, if a central bureau for all representatives wouldn't be more efficient and he answered that it might be in the area of contracts and billing. "But in the realm of station availabilities," he noted, "one cannot help but fall over the competitive complexities of the sales arena. . . . When the time has come for such centralization, quite possibly there will be no need for individual representatives or for individual buying sections of agencies themselves."

The role of data processing in station operation was discussed by Gardner Sullivan of International Business Machines, Los Angeles, at the opening session of the conference on Tuesday morning. Data processing is not an end in itself, he said, but only a means to an end, a tool that can contribute to profitable station operation. Using the practices of Los Angeles area stations as examples, Mr. Sullivan showed how KRLA Pasadena punch cards produce a

log that shows the commercials in red, a practice said to inspire the station's personalities to put extra verve into the delivery of these spots; how KLAC Los Angeles gets from its punch cards not only log and billing data but also a list of availabilities, future as well as current. At KHJ-TV Los Angeles, he said, one pass of the cards through the machine will show the accounts receivable picture for 30, 60, 90 and 120 days.

At KTTV(TV) Los Angeles, punch cards control automatic switching of video and audio sources and also the special effect codes, in addition to recording the station's log and providing a source for billing.

An urgent request for a standardized invoice form for broadcast billing was presented by Hayes Bowers, secretary, treasurer and administrative vice president of Hixson & Jorgensen, Los Angeles. "Hardly any two radio or TV station invoices look alike," he commented, "and 20 to 25% of the ones we receive go back each month. Why? Because they don't show the time the commercial was broadcast, the product advertised. Makegoods are not shown. Networks don't identify the stations. Sometimes we have to dig hard to find out whether the bill is from a radio or a TV station. And why do you mix programs and spots?"

Reporting on a questionnaire to stations about billing practices and problems, Juliana Royal, business manager KCOP(TV) Los Angeles, said that station business departments reported their major problems come from makegoods, co-op business, agency demands for product identification, film and transcription numbers and from salesmen and reps who give them too little information too late for it to be of much help.

The responses also revealed no standard practice on billing of makegoods. Some stations bill for the makegoods as they occur. Still others use whichever method the advertiser or agency prefers.

At a session on current developments in broadcast taxation, Laine Whipple, secretary-treasurer, KSL-AM-FM-TV Salt Lake City, reported on a meeting of an

Wall Street reacts to color television

Color television was making itself felt up and down Wall Street last week as the stocks of various TV set manufacturers spurted up with new gains.

The designation "color TV stock" virtually unheard of a year ago, is now seen frequently through financial pages as color set sales take an increasing share of credit for the earnings of home entertainment equipment makers.

The Wall Street Journal noting

"dazzling" displays of these issues last Wednesday, referred to Magnavox, RCA, Zenith, Motorola and Admiral as color television stocks.

The following table shows comparative prices of the stocks of a group of color set makers from mid-August through last Wednesday.

	August 13	September 22
Admiral	32½	40½
General Electric	104½	113½
Magnavox	44	66½
Motorola	111½	121½
National Video	48½	68½
RCA	36½	43½
Zenith	87½	102½

IBFM committee with a group from the Internal Revenue Service. At the meeting the broadcasters pointed out that the IRS ruling that films broadcast by a station must be amortized on a straight line basis, divided equally for the length of the station contract, is out of line with facts of life of TV station operation, where each subsequent broadcast of a film is of less value than the one preceding it. The group is still waiting for word from IRS, Mr. Whipple reported, but he said he is optimistic about the outcome.

Robert W. Gelles, assistant treasurer of Capital Cities Broadcasting Corp., commented on the growing inclination of state and local taxing agencies to look at radio and TV stations as a possible source of revenue. He urged broadcasters to get together at the first threat of any such move in their area to plan their defense. Mr. Stratford noted that not only their own states but neighboring states where their signal is heard present tax threats to broadcasters.

The third week every month, KCOP (TV) Los Angeles compiles a complete analysis of its programs and commercials, posting the results on a one-page form that lists the hours of each of nine program categories, the percentage of total air time each one receives and the percentage proposed by the station management when it applied for its current license. The form also shows the percentage of commercial and sustaining programing during daytime and evening hours, with a similar breakdown for announcements, and again the actual number is compared with the proposed number.

The form is a "safeguard," according to John Hopkins, president of Chris Craft Industries Broadcast Division. (Chris Craft is licensee of KCOP; KPVT (TV) Portland, Ore., and WTCN-TV Minneapolis, and the form is in use at all three stations.) Distributed to all department heads (and to the company's Washington attorney, "who lets us know immediately if we're out of line in any way"), the form "gives us a continuing check on what we're doing," Mr. Hopkins said.

Mr. Hopkins told the IBFM conference about his monthly analysis at a session on FCC license renewals, at which Robert Rawson, chief of the FCC's renewal and transfer division, discussed the new AM-FM report forms. In reality, he said, the new forms are much like the old ones, with changes "that will make life easier for stations in some ways and more difficult in others." A lawyer's view of the new

form was presented by Albert Dwyer, assistant general counsel of the CBS law department, who urged broadcasters to "do justice to yourselves when you fill it out."

Addressing a session on labor problems, William L. Walker, National Association of Broadcasters director of broadcast management, urged the station financial men to respond to NAB's biennial surveys of wages, hours and employment. These, with the annual financial survey, give the broadcaster two sets of figures which should be of immeasurable value to him, Mr. Walker said. He also asked for copies of all labor arbitration decisions in which stations are involved, "no matter how it turned out," for use in NAB's newest service, the Arbitron Digest.

Roy Potts, attorney, who is also chairman of a committee managing KPCC-AM-FM Pasadena, Calif., for the Pasadena Presbyterian Church, urged the station men to take a realistic view of the situation when they enter labor negotiations. "The union negotiator will talk about justice and brotherly love," he said, "but you stick to the details of the specific things you want in the contract." He also advised them to "be prepared for a strike. If you are, the union is less likely to go out."

Tuesday afternoon concluded with three simultaneous discussion sessions on "Group Financial Problems," "Film, Talent and Other Contracts" and "Station Administration Problems."

The accounting manual the NAB now has in preparation is, "to a great extent, a costly duplication" of the manual published in 1963 by the IBFM. Justin Liss, assistant auditor and controller, WGN-AM-TV Chicago, reported. However, he noted that the NAB publication is written in nontechnical language and apparently is designed for managers rather than accountants and "there will be no real conflict as long as the manual stays in the manager's office."

Harvey radio profits up for first six-month period

Harvey Radio Inc., New York electronics distributor, last week reported increased sales and profits over the comparable 1964 period, for the first six months of 1965.

For the six months ending July 31:

	1965	1964
Earned per share*	\$0.28	\$0.26
Net sales	4,348,448	3,930,953
Net profit before taxes	414,137	407,452
Net profit after taxes	230,135	212,135

*808,413 shares outstanding.

CBS's 5% idea is questioned

Metromedia and Insurance Securities Inc. criticize stand's 'reasonableness'

Reply comments were filed last week before the FCC on the commission's proposed rulemaking and inquiry dealing with conflict between institutional investor ownership in broadcasting corporations and the multiple ownership rules. ABC, Metromedia Inc. and Insurance Securities Inc., of San Francisco, presented opinions on comments filed earlier by broadcasting and investor interests.

Particularly at issue was the proposed 5% benchmark espoused in the CBS comments (BROADCASTING, Sept. 6). According to CBS, the 5% benchmark would be the proper limit of silent investor ownership in separate firms holding together more stations than FCC's multiple-ownership rules permit a single interest. In the earlier filing of comments CBS was the only voice to depart from the 10% ownership figure. All other opinions presented at that time felt that liberalization of the present 1% limit to at least 10% was necessary to insure healthy investor participation in the broadcasting industry.

In its reply comments last week, Metromedia reminded CBS that there was "no evidence as to [the 5% limit's] reasonableness"—a statement earlier made by CBS on the current 1% limit. Metromedia continued "[it is] apparent that CBS recommendation of the 5% benchmark solves all of its problems but disregards the need of other broadcast licensees."

Five percent of CBS stock at the current market rate is approximately equal to 50% of outstanding Metromedia stock. Firms with substantial stock value would be far more profitable investments on a 5% basis than would their small competitors, Metromedia pointed out. Both large and small interests, however, are bound by the same multiple-ownership regulations. An investor holding his limit of Metromedia stock under the 5% limit would hold interests less than one-half of one percent of outstanding CBS stock.

Insurance Securities maintained very nearly the same position. The investment firm found the 5% limit un-

reasonable in application to small broadcast companies and the holdings of open-end investment companies. Referring to a federal statute authorizing government agencies other than the Securities & Exchange Commission to exercise jurisdiction in matters of ownership, ISI concluded that "it seems completely unnecessary to alter the 10% ownership provision [included in the 1940 SEC act], insofar as open-end investment companies are concerned."

Reply comments by ABC took issue with the wording of the commission's proposal in the matter of overlapping ownership. The problem of duopoly, the ownership of two stations of the same service in the same market, is contingent upon a decision on multiple-ownership. ABC asserts that the present wording of the proposal "inadvertently enlarged overlap provisions of the present rules," a result according to ABC is admittedly present.

More explicit wording in the section of the proposal dealing with concentration than in that on overlapping yields the mistaken change in overlapping rules, ABC maintains. It continues that the present issue is "not toward the broadening of overlap provisions of

[the] rules so as to embrace non-continuous minority interests" but to apply a numerical ceiling for investor interest.

Paramount's ouster suit starts Wednesday

Trial of a civil antitrust suit by Paramount Pictures Corp. against two dissident directors is to begin Wednesday (Sept. 29) in the U. S. District Court for the Southern District of New York.

The suit seeks to bar Directors Herbert Siegel and Ernest H. Martin, who control nearly 9% of the outstanding Paramount stock, from voting the stock, obtaining more stock, and acting as directors. Mr. Siegel is chairman and a large shareholder of Baldwin-Montrose Chemical Co., which, in turn, owns a controlling 70% interest in General Artists Corp., a leading talent agency. Mr. Martin is a Broadway producer.

The suit charges that Mr. Siegel is involved in a conflict of interest on the grounds that GAC allegedly is competitive with Paramount in certain areas of the entertainment business. Much of

Paramount's case rests on a charge that Mr. Siegel promised but failed to divest the Baldwin-Montrose 70% interest in GAC at the time he was elected a director last May. The conflict of interest charge has also been made against Mr. Martin (BROADCASTING, Sept. 6).

In a counterclaim filed in the U. S. District Court last month, Mr. Siegel denied making any commitment to Paramount, but said Baldwin-Montrose is trying to sell its interest in General Artists Corp. Messrs. Siegel and Martin also accused the Paramount board of mismanagement. They were elected to the board last May after threatening a proxy fight for control of Paramount. Since that time they have been removed from the company's executive committee.

In affidavits filed with the court last week, several Paramount executives claimed that the presence of Messrs. Siegel and Martin on the board is hurting the company's business. They contended that independent film producers and talent agencies are reluctant to deal with Paramount because their projects might be improperly disclosed to competitors that Mr. Siegel and Mr. Martin represent.

EQUIPMENT & ENGINEERING

ABC bids for its own satellite

Would provide four channels for its own feeds
and one for an educational TV network

ABC last week asked the FCC to let it feed its programs to its TV affiliates from a communications satellite 22,300 miles above the equator, and the application is expected to stir a first-rate economic and legal storm on earth.

The move, heralded last May by ABC President Leonard H. Goldenson (BROADCASTING, May 17), seeks commission approval for the network to operate and own a five-channel TV satellite, similar to the Early Bird satellite now in use by the Communications Satellite Corp. over the Atlantic.

The satellite would be fed from two ground stations, one in New York and the other in Los Angeles, the ABC application stated. Affiliates would receive any one of four 25mc channels directly by means of 30-foot parabolic dish antennas. The fifth channel would be given free to the National Educational Television network, ABC said.

ABC's proposal is expected to draw vigorous opposition from AT&T, which stands to lose an estimated \$50 million a year paid by the television networks

for microwave links to affiliates, and by Comsat which maintains it alone has the right to own and operate communications satellites.

Neither AT&T nor Comsat, however, had any comment last week on the ABC proposal.

The only comment came from John F. White, president of NET. "It is highly likely," he said, "that NET will present comments to the FCC in support of the ABC plan."

In a statement, issued simultaneously with the filing, ABC president Leonard H. Goldenson said ABC is studying the feasibility of using a similar satellite system to feed its radio affiliates.

If the FCC deems it desirable that a satellite system be used by all the TV networks, ABC will be willing to share an expanded system with additional channels on a shared cost basis, the ABC chief said.

Economical ■ The cost of launching the satellite, the spacecraft itself and its electronic components, was estimated by ABC (and by Hughes Aircraft Co.

which is the technical consultant to the network) at \$10.5 million.

The two ground stations for sending signals to the satellite, plus extra equipment to command the satellite and to receive telemetry signals were estimated at \$2,480,000.

Construction of 30-foot dishes by affiliates was calculated to be about \$40,000 each—the cost to be borne by the affiliates.

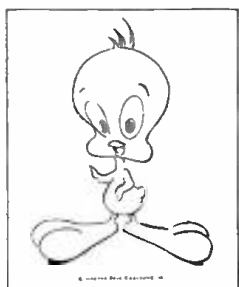
A backup launch vehicle and communications satellite were figured at \$8.5 million. These would be used in case the first satellite failed to achieve orbit, or could be used to double the channel capacity of the domestic satellite.

ABC said that the annual operating and maintenance costs of the system, excluding the individual affiliate receiving stations, should run about \$1.5 million a year over a 10-year period.

The network said that the annual cost of the proposed system, assuming a five-year replacement period for the satellite and 200 affiliates with ground receiving stations, would be \$5.9 million a year.

This compares, ABC said, with the \$11.9 million it pays to AT&T annually for leasing microwave lines to feed its programs to 131 primary and 137 secondary affiliates.

One of the advantages of the satellite system, ABC noted, is that all of its affiliates could pick up programs di-



G-E 4-V's "color" 94 programs a week—for Triangle

General Electric 4-V color film cameras are now at work for five Triangle stations...providing color for 94 programs a week.

Since late 1963, Triangle has demonstrated its leadership in local color film origination by installing G-E 4-V systems at WFIL-TV, Philadelphia; WNBC-TV, Binghamton, N.Y.; WFBG-TV, Altoona, Pa., and KFRE-TV, Fresno, Calif.

Recently, Triangle decided to install a 4-V at WLYH-TV, Lancaster-Lebanon, Pa. Because of the reliable and highly satisfactory performance of the other four G-E units, Triangle ordered its fifth G-E 4-V...even though there is now a competitive 4-V unit on the market.

BROADCASTING, September 27, 1965

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

GE-17

Visual Communications Products

GENERAL  ELECTRIC

Electronics Park, Syracuse, New York

rectly when broadcast and could use them either immediately or record them for delayed broadcast.

At the present time, the network said, more than 100 of its affiliates are not served directly via AT&T lines.

In addition, the network added, its contract with AT&T is for only 14 hours a day. With the satellite all affiliates could receive programs 24 hours a day, a special advantage for news and emergency feeds.

The proposed satellite system, ABC said, would for the first time permit direct live feeds to TV stations in Hawaii, Alaska, Puerto Rico, the Virgin Islands and U. S. territories.

Intercity Relay ■ Filed on the FCC form used for requests for privately owned TV intercity relays, the application proposes a single, synchronous satellite positioned over the equator at 100° west longitude—which would place it about 1,500 miles west of Quito, Ecuador, and about the same distance due south of Mexico City. The 100° line runs through the Dakotas, Nebraska, Kansas and Texas.

The satellite would contain four receivers and one 100 w transmitter. The four receivers are a safety measure in case one or more cease operating.

Using FM, signals from the New York and Los Angeles 10 kw ground stations would go up on 5925-6425 mc; signals from the satellite to affiliate ground receiving stations would use 3700-4200 mc.

These are the frequencies assigned for space communications; they also may be used on earth for point-to-point transmissions on a sharing basis. There will be no interference to other satellite or ground point-to-point circuits, ABC said.

In the technical exhibit accompanying the ABC application, Hughes Aircraft also stressed that other satellites, separated by less than 1° could operate using the same frequencies without interference. As many as 25 such satellites, Hughes said, could be spaced within a 17° sector, using the same frequencies, without interference to each other or to point-to-point users on earth.

Hughes said that new developments in satellite technology make possible "significant" simplification in ground terminals, reducing costs drastically.

It also referred to revisions of TV transmitting standards—transmission of a positive instead of a negative sync pulse, greater deviation of the carrier and changes in the limits on pre-emphasis—which permit "significant improvement" in picture quality.

Several sections of the Hughes document were deleted on the ground that



Space saver

A 250-w FM transmitter in a cabinet that is only waist high for a six footer was shown for the first time last week by Visual Electronics Corp., New York, at the broadcast seminar held in Washington. The transmitter, which sells for \$3,350 and is already in commercial production, is being demonstrated by George H. Wagner, Visual sales vice president (l) and Peter Tyrrell, also of Visual (r). It is 42 inches high and contains space at the bottom for a stereo generator.

they contained "proprietary" information.

Hughes Aircraft is the builder of the Syncom communications satellites, launched in 1963 and 1964 (Syncom 3 is still operative) by the National Aeronautics & Space Administration, and of Early Bird, launched for Comsat last April and now in use over the Atlantic Ocean.

Legal Argument ■ Anticipating legal objections by AT&T and/or Comsat, ABC noted that the FCC several years ago authorized TV stations to construct and operate their own intercity microwave relay facilities. The satellite system, ABC said, is in essence such a facility. The network also cited a recent AT&T report to the FCC which indicated that income from the leasing of lines for TV is less than 1/3 of 1% of the company's net earnings (BROADCASTING, Sept. 13). This would indicate, ABC said, that AT&T does not rely heavily on income from TV.

As for Comsat's claim of jurisdiction

over all communications satellites, ABC said that the 1962 Communications Satellite Act gave Comsat authority over only international communications satellites. Since ABC is proposing a domestic communications satellite, this does not conflict with Comsat's jurisdiction, the network said.

In a plea for favorable FCC action, ABC stated:

"A grant of ABC's satellite proposal is, therefore, clearly in the national interest. In this space age there is no reason that ABC and its affiliates should be restricted to mountain peak and tall-tower techniques of yore; they should be permitted to take advantage of space-age developments, such as synchronous stationary satellites, the utility and dependability of which have now been amply demonstrated. Neither AT&T nor Comsat has been or should be permitted a monopoly on the use of satellites for domestic purposes."

Ampex loses in antitrust suit

A bitter, four-month-long antitrust suit against Ampex Corp., Redwood City, Calif., ended last week with a federal court jury award of \$600,000 each to Mach-Tronics Inc., Mountain View, Calif., and Precision Instruments Co., Palo Alto, Calif.

The jury of six men and six women found that Ampex, which pioneered the TV tape recorder in 1957, had violated the antitrust laws in establishing its international marketing practices. The case ran 58 days, with the jury deliberating nine hours.

Mach-Tronics and Precision Instruments brought the treble damage civil antitrust suit against Ampex on the charge that the firm had conspired to control the world market for television tape recorders. Named in the suit as co-conspirator, but not as a defendant, was RCA.

Ampex countersued, accusing Mach-Tronics and Precision Instruments of piracy and patent infringement. Mach-Tronics, which started four years ago with \$90,000 capital, was formed by Kurt Machein, former Ampex project engineer, who was soon joined by seven Ampex engineers and executives. In 1962 Mach-Tronics developed a 75-pound portable video-tape recorder selling for \$10,000. Precision Instruments entered the litigation because it held a license from Mach-Tronics on the portable TV recorder.

Argument on a motion to dismiss Ampex's \$3 million countersuit will be held Oct. 14 before U. S. District Judge Lloyd H. Burke.



Photographed by Milt Hyman. It is in KRLA's "Sounds of the West" collection.

Have You Heard The New "Rumble" In The West Today

Here

The Surfers,
waiting for a good set, photographed
with their own sound of

"Surfs Up"

"Flags Down"

"Outside! Outside!"

"Here come some boomers!"

and Hear

KRLA,

the sort of sound that makes you
want to toss this page to the floor,
go with the tide and walk a mile
with a board on your head.

KRLA/Los Angeles' most-listened-to radio station

IEEE opens meeting to broadcasters

The Institute of Electrical and Electronics Engineers has opened its doors to broadcasters and three other groups for participation in the IEEE communications conference in Philadelphia, June 15-17, 1966.

Last June at a similar conference in Boulder, Colo., IEEE restricted the program's technical scope to its own activities. The coming meeting will be an "inclusive" technical conference open to related fields, according to an IEEE spokesman.

Two IEEE groups, the communications technology group and the Philadelphia section, together with the University of Pennsylvania will sponsor 25-30 technical sessions and panels. Groups from broadcasting, audio, electronic computers and electromagnetic compatibility will add to the subject areas.

The broadcasting group will cover multiplexing and such distribution systems as closed-circuit TV, educational TV, video-recording and community antenna TV head-end design, cables, feeders, pickup practices, high-rise apartment installations and standards.

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Ampex Cue-Matic goes into production

In July of 1964 prototype models of a new kind of audio recording and reproducing equipment were installed at KYA San Francisco and KLIV San Jose for a 90-day test. This month, after continuous use of well over a year, those prototypes are being replaced with the first production models to come off the line at Ampex Corp.'s professional audio products division.

Called Cue-Matic, the Ampex AG-100 recorder-reproducer uses a magnetic recording mat instead of a tape or transcription on which to record a pop tune or a commercial. The thin mats are virtually unbreakable and can be stored in less space than transcriptions or tape cartridges. They are relatively inexpensive: 45 cents each in quantities from 50 to 250, 40 cents each in lots of over 250. They can take up to 3 minutes and 45 seconds of sound and they can be erased and reused when the tune ceases to be popular or the commercial has completed its schedule.

Ease of play was emphasized by Paul Beck, chief engineer of KYA, as a major advantage of the Cue-Matic process. "The manual cueing process necessary to get a transcription started at the right spot at the right time is eliminated with these mats. You just shove one into the machine and it is automatically centered and cued and ready to go at



The AG-100 in use at KYA

the push of a button."

KYA has about 750 standard tunes and some 350 commercials recorded on mats, Mr. Beck said. The station has one Cue-Matic machine in its recording room, five in the studio where the disk jockeys put them on the air, along with the commercial records.

Ampex reports that others who received prototype Cue-Matic machines for 90-day tests over a year ago still have them in daily use and will continue to use them until they get delivery of the production models. More than 450 have been ordered, including one order for 16 machines from a broadcaster in Peru. The AG-100 recorder-reproducer is priced at \$1,395.

FCC ponders remote control for VHF's

The FCC has established Oct. 22 as the deadline for comments on a petition for rulemaking to allow remote control operation of VHF stations. The change in rules, requested by the National Association of Broadcasters, would extend remote control privileges enjoyed by AM, FM and UHF facilities to VHF operations.

First submitted to the commission late in February, the NAB request is the result of extensive tests of wire-line and multiplex off-air systems of controlling transmitters. Tests were conducted over a period of two-and-a-half years at KKTU-TV Colorado Springs-Pueblo, KFMB-TV San Diego, WABI-TV Bangor, Me., and WGEM-TV Quincy, Ill. (BROADCASTING, March 1).

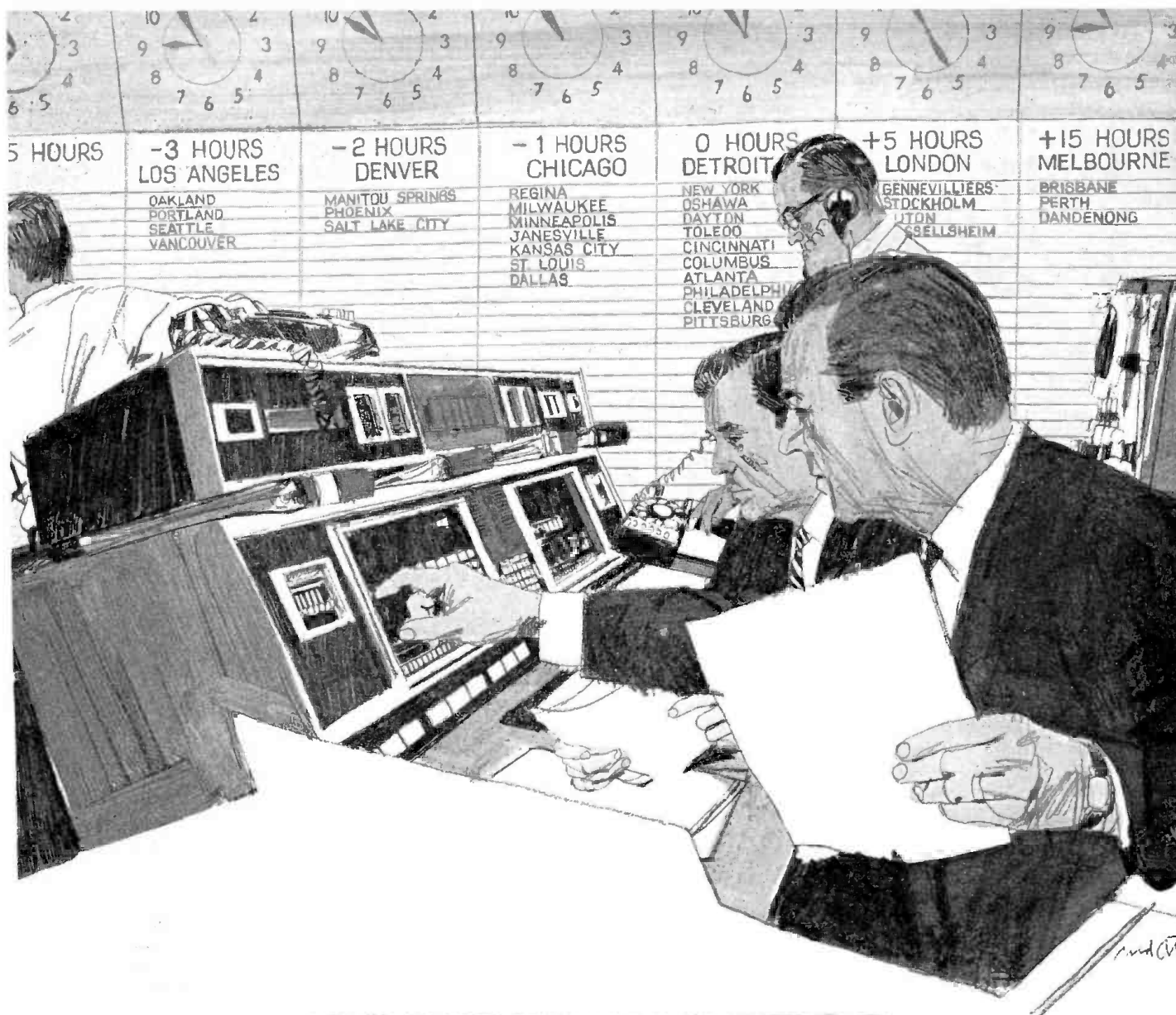
With the current divisions in the

VHF band for FM and other services on band edges, the FCC has been apprehensive that technical standards might suffer if remote control were allowed. The NAB petition proposes that additional safety equipment be required to control any spurious out-of-band emissions which might compromise commission technical regulations.

Technical topics . . .

Specification catalogue ■ Switchcraft Inc., Chicago, has published new engineering and specification catalogue No. P-202 covering phone plugs, patch cords and related components used in broadcasting. The free booklet can be obtained from Switchcraft, 5555 North Elston Avenue, Chicago.

U. S.-Russia Telex exchange ■ ITT World Communications Inc., New York, has opened a "talk" exchange between the U. S. and Russia for subscribers.



COMMUNICATOR

It's 8 a.m., Tuesday, in Melbourne. It's 5 p.m., Monday, in Detroit. And here—at the "heart" of General Motors' new world-wide communications network, an operator speeds a message on its way to Australia. At the start of the business day a GM executive group will have available a vital report, ready to act upon.

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Approximately 23,000 messages of all kinds flow through Central Office in Detroit on an average day. This system puts the facts, figures, orders and ideas of GM people within brief minutes of other GM people reached through 72 regional communication centers in the U.S. and Canada, plus overseas locations as widely removed as Sweden and South Africa.

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General Motors Is People...
making better things for you

Henry not married to 50-50 proposal

But to divorce him from it, some other approach will be needed to open up more program sources

FCC Chairman E. William Henry used the platform provided by the International Radio & Television Society in New York last week to commit himself to working for greater competition among the sources of programing aired by the TV networks.

He said he is not wedded to the commission's so-called 50-50 proposal, designed to break what he considers the networks' domination over programing. But he made clear he is determined to see the commission take that or some other approach to the problem of assuring greater diversity among programing sources.

Chairman Henry, who was appearing for the third year in a row at the first IRTS newsmaker luncheon of the season, devoted his speech to the background and reasons for the proposal to prohibit networks from producing or having exclusive exhibition rights in more than 50% of their prime-time programing.

The proposal, on which the commission invited industry comments last March (BROADCASTING, March 29), is the culmination of a 10-year study of network program procurement practices. The deadline for filing comments, originally set for Oct. 21, was postponed by the commission last week to Jan. 31. NBC, with support from CBS and ABC, had asked for a postponement to Feb. 21.

Chairman Henry emphasized that the commission "has reached no decisions and has come to no conclusions." But he placed equal stress on his view that some action should be taken to open up the television schedules to independent, nonnetwork sources.

Little Time for Independents ■ Last year, he noted, networks owned or had proprietary interest in 93% of their prime-time programing—leaving only 7% of the prime time to be filled by independent suppliers.

These figures he said, indicate the networks not only choose the programs they broadcast but determine what pro-

grams are available for choice.

"The question for the commission, then, is whether this vast influence over program supply runs counter to basic national policy for the competitive development of a television service," he said.

The chairman at one point sought to spike allegations that the commission is concerned with the quality of programs being broadcast by the networks. The problem, he said, is one of principle—to foster diversity and competition and thus discharge what he said is the commission's historic responsibility.

"Programing per se, is not the dominant theme of this proceeding," he said. "Our aim is not to select or direct pro-

graming, but to promote the development of conditions that will lead to the widest possible program production and distribution."

Quality Discussed ■ But at another point he acceded to those "who are adamant on the subject, and insist on comparing the quality of present network programing with the anticipated results of the '50-50' proposal.

"How many regular television viewers are satisfied with their summer diet" of network television? he asked. "How many are content with the steady stream of network repeats, reruns and rejects? How many enjoy rechewing yesterday's cud? How many have developed tired television blood, without realizing that it is simply a long, long time from May to September?"

He suggested that the networks turn their "summer siesta" in a "summer workshop" to develop "new sources, new directions, new concepts, new formats, and new faces" which he said could provide the basis for new, regular-season programs for both networks and independents.

While inviting alternative proposals, the chairman said he has been unimpressed by the arguments made thus far by those opposing the 50-50 rule. He likened some industry spokesmen to Groucho Marx is "Duck Soup" singing "whatever it is I'm against it."

Documentation Required ■ He also warned that networks intending to make an economic case had better be prepared to document predictions of gloom and disaster. He recalled that the networks made that kind of argument in 1941, when the chain-broadcasting rules were adopted, and again, in 1963, when option time was abolished.

And yet, he said the networks have gone on to increasing profits and prestige. Last year, he noted, the networks with their owned and operated stations, earned gross revenues of \$929 million—52% of the television broadcast total.

In the course of fending off the arguments made against the 50-50 proposal, the chairman found himself in the position of defending the sponsors who would be expected to fill the network time the proposed rule would open up.

The view that increased sponsor control would be detrimental to program quality has frequently been expressed. But the chairman said his own impression is that the evils ascribed to sponsors are largely inherent in the nature of commercial television. "It is an advertising medium too often aimed at ever-increasing mass audiences."

Four Examples ■ He recalled four specific cases of programs being changed to avoid embarrassing spon-



Chairman Henry

sors. But, he noted, all of the programs involved were owned in whole or part by a network. "It therefore seems reasonable to conclude that the potential for such abuses exists in our system of commercial television regardless of the identity of a given program's owner and producer," he said.

In any event, the chairman said, the responsibility for programming would still rest with the individual licensee, not the sponsor or network. Furthermore, he said, networks can't have it both ways—"they cannot have sponsors as best friends and joint venturers one day, and make them their ogres and whipping-boys the next."

Court dismisses Walker libel suit

A federal judge last week dismissed a \$2 million libel suit brought by former Major General Edwin Walker against the *Louisville* (Ky.) *Courier-Journal* and *Times* and its affiliated WHAS-AM-FM-TV Louisville.

U. S. District Court Judge James F. Gordon said that the U. S. Supreme Court decision in *Sullivan vs. New York Times* case held that a public official cannot sue for libel unless he can prove malice. This ruling, Judge Gordon said, is applicable to a "public man." General Walker was such a public man in the circumstances.

General Walker claimed he was libeled by news stories and radio and TV broadcasts about his activities in the 1962 disorders in Oxford, Miss., when Negro James Meredith enrolled at the University of Mississippi.

General Walker's attorney said the decision would be appealed to the U. S. Court of Appeals in Cincinnati.

Schwimmer gets 'Cisco'

Walter Schwimmer Inc., Chicago, announced Thursday (Sept. 23) the acquisition of all 156 half-hour full-color programs of *The Cisco Kid* from Interstate Bakeries and is offering the show to sponsors and stations on a national, regional or local basis. Last on the air in 1959, *The Cisco Kid*, starring Duncan Renaldo in the title role, and Leo Carrillo as Poncho, was circulated widely during the 1950's via monochrome prints but it originally was produced in color by Frederic W. Ziv Co. for Interstate. Mr. Schwimmer said it would cost \$7 million to reproduce the same product today.

Program-control cult gets another needling

Loevinger restates his objections to too much government interference, says diversity of ownership within broadcasting is healthful

FCC Commissioner Lee Loevinger last week added another chapter to the case he is building against government regulation of programming. He did it in a speech before the Washington chapter of Sigma Delta Chi, the professional journalistic society.

The commissioner, who from his first days on the commission two years ago, has taken a libertarian attitude regarding programming, warned his audience that the nation's liberty is served by granting freedom and independence to a wide variety of broadcasters, not by relying on a governmental agency to promote diversity, quality and freedom.

At the same time, the commissioner, who has often caustically criticized decisions of his colleagues on programming

as well as other matters, paid them high praise. He said the commission is "one of the best regulatory agencies that ever sat here or in any other country at any time." But, he noted, decisions on whether to grant power to governmental agencies can't be made on the basis of their own current makeup.

The commissioner's speech was based largely on a memorandum he said prepared as a basis for discussion with "liberal friends" who have taken positions on program regulation with which the commissioner, who considers himself a liberal also, disagrees.

Personal Opinion — In a brief question-and-answer session following the speech, he made clear, in salty terms, his personal opinion of television. Asked for his preferences, he replied: "Watch television? Why any adult who can read and write spends time watching television is beyond me... Don't you have any books in your house?" he asked his questioner. He has expressed similar views in the past.

But this attitude does not affect his concern with what he regards as the legal, as well as the practical, problems in government regulation of programming.

He would not rule out government regulation of programming entirely. He said the government has a responsibility under the law to punish or prevent "illegal utterances," such as broadcasts of obscenity, fraud, lotteries, incitement to crime and criminal libel.

And he does not quarrel with the equal-time law or the fairness doctrine, which has been written into the Communications Act. He said the precise scope of the doctrine has never been clearly defined, which requires broadcasters who air one side of a controversy to carry all sides, "and a good many troublesome questions arise in its application."

But he said the doctrine "seems to have rather widespread acceptance and approval and is not being seriously challenged at the present time." That, however, was written before WGB Red



Commissioner Loevinger

Lion, Pa., asked a Washington federal court to declare the doctrine unconstitutional (see page 65).

But No Further ■ But beyond these categories, the commissioner said, the commission should refrain from attempting to punish "objectionable programming" or to encourage the broadcast of desirable material—even assuming standards for defining those kinds of programming can be established.

He favors letting broadcasting operate as a medium of mass communication controlled by numerous diverse owners and licensees. "Some will be ignorant, stupid, venal, or—worst of all—politically opposed to our own enlightened views," he said.

"This has been true of newspapers . . . But there are more and more diverse broadcasters than there have ever been publishers of daily newspapers. If we do not rely upon the diversity achieved by affording these broadcasters a wide area of freedom and independence, then we must rest our hopes for diversity, quality and freedom entirely on . . . a government commission."

He said American tradition and philosophy "compel the conclusion that liberty cannot safely be rested on faith in the benevolence of a government agency."

He said that efforts to punish "objectionable programming" by denying license-renewal applications would constitute prior restraint upon any future programming of that kind by all licensees—and therefore violate their constitutional and statutory rights against censorship.

And if government attempts to encourage programming it considers desirable, he said, "practical distinction between mandatory or rewarding action and prohibitory or punitive is difficult to see."

The reward, he noted, would come through a license renewal; the punishment, through a denial. "Clearly these are merely different ways of speaking about the same thing."

He said the commission has attempted to require certain types of programming through its program-reporting form, which requires licensees to specify the percentage of time their stations devote to certain categories of programming.

In any event, he said even strict compliance with the form doesn't assure quality or excellence of programming. "A program is classed as 'entertainment' regardless of whether it is based upon pornography, contemporary crime and violence or classical drama," he said.

As a practical matter, he said, it's doubtful the commission can secure the kind of programming "many high-minded and educated people demand" and even more doubtful that such programming would attract a large audience.

And the real problem, he said, is not insuring high quality on programming as much as acquiring sufficient material simply to fill television's insatiable demand for "presentable" programming. He noted that the ordinary commercial television station presents between 5,500 and 6,500 hours of programming each year.

This in turn, he said, suggests that "the supervision of the programming of more than 600 television stations and more than 5,000 aural broadcasting stations in the U.S. is beyond the capability of any moderate-sized government agency, as a purely practical matter."

Official syndicates hour JFK documentary

Official Films Inc., New York, is syndicating a one-hour TV film documentary, *Biography of John F. Kennedy*, which includes film footage never televised before, according to Howard B. Koerner, vice president in charge of operations.

The biography, traces the late President's childhood in Boston and London, shows conversations on family life, his ambitions, and feeling for fel-

low men. One feature of the film is an interview with author Jim Bishop, who comments on his visit to the White House while writing *A Day in the Life of President Kennedy*. Narrated by Cliff Robertson, chosen by Mr. Kennedy to portray his role in the "PT 109" film, the biography is produced by Art Lieberman, with Malvin Wald, assistant producer.

AP discusses news capsules, 'bulletins'

Following broadcaster suggestions for tighter packaging of the news, the Associated Press broadcast wire is now making the five-minute news package "the order of the day."

John Aspinwall, AP broadcast news editor gave that word to the board of directors of the wire service's radio and television association at the board's annual meeting last week.

Reporting on the work of the association's fact finding committee, Mr. Aspinwall said a nationwide survey had shown almost unanimous sentiment in favor of the five-minute news package by subscribers.

He also noted concern among broadcasters at the number of stories which were being designated as "bulletins" and said the AP broadcast wire had sharply curtailed the use of this designation over the past year.

The association's committee on performance reported to the board that the AP "is providing an adequate product attuned to the desires of broadcast stations."

At last week's meeting a new slate of board members was elected (see page 76).

N.Y. organization to promote film harmony

The Labor/Management Council on Motion Picture Production East Coast (COMPEC) was officially started last week as an organization designed to promote harmony between film producers and unions in the New York area.

COMPEC has set up machinery for uninterrupted studio and location shooting by the immediate referral of labor/management grievances to a disputes panel board. Associated with COMPEC are 35 members of the Film Producers Association of New York, who are active in TV commercials, industrial films and TV programming; approximately 15 independent producers and the locals of the International Alliance of Theatrical Stage Employees. It is hoped that other union locals and producers will join COMPEC.



An angry roar from Red Lion

Station asks court to stop FCC on fairness doctrine, sues Democratic party

The first federal court challenge to the FCC's 15-year-old fairness doctrine was made last week by a radio station principally owned by a minister.

WGCB-AM-FM Red Lion, Pa., 80% owned by the controversial Reverend John M. Norris, filed suit in the U. S. District Court in Washington. The station seeks to have the FCC enjoined from enforcing its fairness doctrine. The civil complaint also asks for \$5 million in damages from the Democratic National Committee and a court order prohibiting the committee from allegedly harassing the station.

The suit asks for a three-judge statutory court to hear the case.

Broadcast communications lawyers generally were loath to comment on the case until they had studied the complaint more carefully. Douglas A. Anello, general counsel of the National Association of Broadcasters, however, stated: "The NAB does believe that the fairness doctrine raises substantial constitutional issues." He declined however to discuss the WGCB complaint until he had had more time to study it.

Campaign Echo ■ WGCB was one of the 10 stations questioned by the FCC during the 1964 presidential campaign on the complaint of the Democratic National Committee that they refused to make time available to present the Democratic position on public issues. WGCB maintained that since the challenged programs (*Twentieth Century Reformation Hour*, *Life Line*, *Dan Smoot Reports*) were sponsored, the Democratic National Committee could buy time to refute what it claimed were unfair presentations of national issues. Since the Democrats never responded to this offer, the FCC quashed its investigation but warned WGCB and other stations that both sides of a controversial issue must be presented, whether paid for or not, although the means are left up to the licensee (BROADCASTING, July 19, 1964).

The FCC first enunciated its policy requiring broadcasters to present both sides of controversial issues in 1949 in a report on editorializing by radio stations. In 1959, Congress, revising Section 315 to exempt newscasts, regularly scheduled interviews and documentaries from the requirements of the equal-time provisions involving political

candidates, added the provision that broadcasters were not relieved of the obligation to present both sides of public issues. And last year the FCC issued a primer on the fairness doctrine (BROADCASTING, July 6, 1964).

In his suit, Reverend Norris contends that the commission's policy violates constitutional guarantees on free speech, free assembly and against the taking of property without due process. He also maintains that the fairness doctrine violates the Federal Corrupt Practices Act which makes it a criminal offense for a corporation to contribute to political parties. Licensee of WGCB is Red Lion Broadcasting Co. Inc.

In addition to the FCC and the Democratic National Committee, other defendants in the action are E. William Henry, chairman, and the other members of the FCC; John M. Bailey, chairman of the Democratic National Committee; Samuel C. Brightman, deputy chairman for public affairs; Margaret Price, vice chairman; Richard Maguire, treasurer; Dorothy V. Bush, secretary.

Robert E. Manuel, Fairfax, Va., attorney, represents WGCB in the suit.

ABC Radio to syndicate new music program

ABC Radio will offer a new entry in the musical program syndication field with *What's In*, a half-hour series to be recorded at night clubs and other spots across the country. The first program, recorded at New York's Bitter End night club Oct. 3, features the Serendipity Singers, Carolyn Hester, Theodore Bikel, Dick Cabot, the Tarriers and Mike Settle, with Marshall Brickman as host. According to ABC Radio, the program will be offered to the network's affiliates first, and then will be offered in syndication "on a first-come, first-serve basis" in individual markets. The programs will be produced both stereophonically and monaurally.

Uniform cutoff at polls—Curtis

Senator to push for such a bill, but wants news media to have free hand

Senator Carl T. Curtis (R-Neb.) last week called the broadcasting of early election returns, "a type of campaigning," and said that he would work for a bill requiring a uniform time for the closing of polls in presidential elections in the next session of Congress. Senator Curtis expressed his views in an address to the Nebraska Broadcasters Association meeting in Omaha.

He said that he opposed the prohibition, either by law or regulation, of media from using news that they have in their possession. He also said that the broadcasting of election returns is purely a news reporting service. But, he told the NBA, when partial results of election returns are fed into computers in a manner that can lead to predictions of the outcome of the entire election, the reporting of an election becomes a broadcast "that has many of the aspects of campaigning."

The senator cited the prospect of persons in the West who would "let up" in their work for a candidate because they felt from predictions that he would win regardless of their efforts, or because they believed their candidate had no chance with the electorate.

As for the poll-closing uniform time bill, the senator suggested that the simultaneous time be based on 9 p.m. EST. He conceded that in Alaska and Hawaii this would require the polls to close quite early, but he felt that "something could be worked out."



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They're off and running

But which network is winning audience race depends on which rating sheet you read; both place NBC-TV in second place for first week

Overnight ratings continued to command widespread interest last week as the only measurements yet available on the new television season, which opened Sept. 12-13. The first national Nielsen report is due Oct. 11, and 30-market Niensens were to be reported last Friday (Sept. 24).

CBS-TV appeared to have a slight lead in the Arbitron national overnights. In the first week of the season, covering 7:30-11 P. M. for the seven nights starting Sept. 13, CBS in the Arbitrons had a 17.1 rating and won in 23 half-hour periods, NBC had a 16.5 rating and won in 19 half-hour periods, and ABC had 15.0 and won in 7 half-hour periods.

But in the Trendex report, covering 26 (or fewer) cities when all three networks compete, ABC was out front in average rating for that same seven-day period with 16.5, NBC was second with 16. and CBS a full point behind the leader with a 15.5. In half-hour wins Trendex put NBC ahead with 18, followed by CBS with 15 and ABC with 14, in addition to one CBS-NBC tie and one ABC-CBS tie.

Though the two services disagreed

on the outcome of the first week as a whole, they showed general agreement on leadership on four nights of the week.

Both services indicated CBS was the strongest on Friday night (Sept. 17), NBC on Saturday, ABC on Tuesday and CBS on Wednesday. They disagreed (though the wins were narrow) on Sunday and on Monday: Arbitron showed NBC and Trendex ABC as tops on Sunday, and Arbitron indicated CBS and Trendex NBC as number one on Monday.

Though no startling viewing habits were immediately ascertained, one development appeared newsworthy: NBC'S *Bonanza*, last year's top audience-getter in nighttime TV, did not make Trendex's "top 15" listing for the first week of the season. *Bonanza* was third in the Arbitron top 15 for that period.

The Arbitron ratings averages nightly and the number of half-hour wins by network, starting with Friday night (Sept. 17) and ending with Wednesday night (Sept. 22) follow:

Friday (Sept. 17)—ABC 13.4 (27 share), CBS 17.2 (35), NBC 12.1 (24).

Wins: ABC 0, CBS 5, NBC 2.

Saturday—ABC 14.3 (28), CBS 14.9 (30), NBC 18.1 (36). Wins: ABC 2, CBS 1, NBC 4.

Sunday—ABC 16.0 (30), CBS 17.9 (33), NBC 18.1 (34). Wins: ABC 1, CBS 3, NBC 3.

Monday—ABC 14.3 (26), CBS 17.9 (33), NBC 16.9 (31). Wins: ABC 0, CBS 4, NBC 3.

Tuesday—ABC 17.0 (32), CBS 15.5 (29), NBC 16.9 (31). Wins: ABC 1, CBS 3, NBC 3.

Wednesday—ABC 12.4 (24), CBS 19.3 (37), NBC 16.4 (31). Wins: ABC 0, CBS 5, NBC 2.

The Trendex nightly network averages and half-hour wins:

Friday (Sept. 17)—ABC 14.3 (30.7), CBS 15.0 (31.9), NBC 13.3 (28.4). Wins: ABC one tie, CBS 4 and one tie, NBC 2.

Saturday—ABC 15.2 (33.3), CBS 12.6 (26.3), NBC 17.9 (37.2). Wins: ABC 2, CBS 0, NBC 5.

Sunday—ABC 17.3 (34.4), CBS 16.5 (32.8), NBC 14.7 (29.7). Wins: ABC 3, CBS 2, NBC 2.

Monday—ABC 15.4 (29.6), CBS 15.7 (30.5), NBC 16.8 (32.4). Wins: ABC 2, CBS 1, NBC 4.

Tuesday—ABC 19.4 (37.5), CBS 13.4 (25.9), NBC 16.0. Wins: ABC 5, CBS 0, NBC 2.

Wednesday—ABC 13.3 (26.5), CBS 18.8 (37.7), NBC 15.8 (31.7). Wins: ABC 0, CBS 6, NBC 1.

The critics' view, part 2

A further sampling of opinions on the new TV season

When *The Wackiest Ship in the Army* concluded Sunday (Sept. 19), the new TV season was complete and by Tuesday (Sept. 21), the nation's radio and TV critics had finished their dissection of the network's offerings. Here are representative samples of their judgments of the shows that premiered Thursday, Friday, Saturday and Sunday.

■ O.K. Crackerby

"... very slickly done..."—Rex Polier, *Philadelphia Evening Bulletin*.

"... there's a crackle of real wit to it, an inventive twist here and there..."—Jack Anderson, *Miami Herald*.

"... has modest possibilities..."—Rick DuBrow, UPI.

"... nothing has appalled us as much as the premise... that money can buy anything..."—Harry Harris, *Philadelphia Inquirer*.

"... the kind of writing that brings American television closer to its age of maturity..."—Harold Rogers, *Christian Science Monitor*.

■ Laredo

"... one constructive step ought to be taken... like using live ammunition on the writers."—Jack Anderson, *Miami Herald*.

"... a complete disaster area..."—

Larry Wolters, *Chicago Tribune*.

"... a full-hour travesty in color..."—Ann Hodges, *Houston Chronicle*.

"... sharp improvement will be needed..."—Bernie Harrison, *Washington Evening Star*.

"... passable enough for western fans..."—Rex Polier, *Philadelphia Evening Bulletin*.

"... superior production..."—James Flanagan, *Cleveland Plain Dealer*.

■ Mona McCluskey

"... a rather rambunctious comedy..."—John Marshall Cuno, *Christian Science Monitor*.

"... ough..."—Rex Polier, *Philadelphia Evening Bulletin*.

"One way to enjoy the show is to turn off the sound and just watch Juliet."—Lawrence Laurent, *Washington Post*.

"... it isn't entertainment..."—Bob Smith, *Chicago Daily News*.

Ratings race at the first turn

Friday, Sept. 17

		Arbitron		Trendex	
		Rating	Share	Rating	Share
7:30					
ABC	Flintstones (NP)	9.5	23	8.5	23.0
CBS	Wild West (N)	14.7	35	12.9	35.4
NBC	Camp Runamuck (N)	9.7	23	10.5	29.1
8:00					
ABC	Tammy (N)	14.9	30	15.4	37.6
CBS	Wild West (N)	17.2	34	14.7	35.8
NBC	Hank (N)	9.2	18	10.1	24.8
8:30					
ABC	Addams Family (NP)	12.5	25	17.0	34.4
CBS	Hogan's Heroes (N)	23.4	47	19.9	40.2
NBC	Convoy (N)	8.0	16	7.6	15.4
9:00					
ABC	Honey West (N)	13.2	25	17.3	33.8
CBS	Gomer Pyle (NP)	26.1	49	20.3	40.0
NBC	Convoy (N)	8.0	15	9.6	19.0
9:30					
ABC	Peyton Place III (NP)	18.3	34	20.8	39.1
CBS	Smothers Brothers (N)	19.1	35	20.8	38.7
NBC	Mr. Roberts (N)	10.1	18	8.7	16.3
10:00					
ABC	Jimmy Dean Show (NP, NT)	12.9	25	11.1	21.5
CBS	Slattery's People (NP)	11.1	22	8.4	16.3
NBC	Man from U.N.C.L.E. (NP, NT)	20.0	39	25.2	49.6
10:30					
ABC	Jimmy Dean Show (NP, NT)	12.2	26	9.9	21.9
CBS	Slattery's People (NP)	8.7	19	7.8	17.0
NBC	Man from U.N.C.L.E. (NP, NT)	19.9	42	21.4	46.5

Saturday, Sept. 18

7:30					
ABC	Shindig II (NP, NT)	7.3	16	8.3	18.8
CBS	Jackie Gleason (NP)	16.8	37	13.9	31.9
NBC	Flipper (NP)	16.2	36	15.3	35.1
8:00					
ABC	King Family (NP)	9.4	19	10.5	22.2
CBS	Jackie Gleason (NP)	17.9	37	17.0	35.9
NBC	I Dream of Jeannie (N)	18.0	37	17.3	36.6

		Arbitron		Trendex	
		Rating	Share	Rating	Share
8:30					
ABC	Lawrence Welk (NP)	18.8	35	17.4	35.4
CBS	Trials of O'Brien (N)	13.4	25	11.1	22.5
NBC	Get Smart (N)	18.2	34	16.4	33.4
9:00					
ABC	Lawrence Welk (NP)	19.0	36	19.1	37.6
CBS	Trials of O'Brien (N)	10.8	21	8.8	17.3
NBC	Saturday Night Movies (NP)	18.6	35	19.9	39.1
9:30					
ABC	Hollywood Palace (NP)	17.4	34	19.1	38.5
CBS	The Loner (N)	12.1	23	10.6	21.4
NBC	Movie (NP)	18.9	37	17.7	35.6
10:00					
ABC	Hollywood Palace (NP)	13.6	27	16.8	33.3
CBS	Gunsmoke (NP)	16.2	33	14.2	28.1
NBC	Movie (NP)	18.3	37	18.6	36.9
10:30					
ABC	Scope (NP, NT)	—	—	—	—
CBS	Gunsmoke (NP)	17.4	36	12.8	28.3
NBC	Movie (NP)	18.8	39	20.1	44.2

Sunday, Sept. 19

7:30					
ABC	Voyage to Bottom of Sea (NP, NT)	12.6	26	14.6	32.0
CBS	My Favorite Martian (NP)	17.8	37	15.2	33.3
NBC	Walt Disney (NP)	15.6	32	13.2	28.8
8:00					
ABC	FBI (N)	15.9	29	16.9	33.9
CBS	Ed Sullivan (NP)	19.1	35	16.0	32.1
NBC	Walt Disney (NP)	19.4	36	14.5	29.9
8:30					
ABC	FBI (N)	17.2	32	20.9	38.2
CBS	Ed Sullivan (NP)	22.2	41	22.5	41.3
NBC	Branded (NP)	14.0	26	9.7	17.7
9:00					
ABC	Movie (NP)	15.6	26	14.4	28.3
CBS	Perry Mason (NP, NT)	16.8	28	13.9	27.3
NBC	Bonanza (NP)	25.1	42	20.1	39.5
9:30					
ABC	Movie (NP)	16.5	29	16.7	30.9
CBS	Perry Mason (NP, NT)	16.5	29	16.6	30.7
NBC	Bonanza (NP)	24.0	42	19.4	35.9

Continued

"Juliet is an anachronism . . . but worth a very close look."—Bob Hull, *Los Angeles Herald-Examiner*.

■ The Long Hot Summer

" . . . excellent . . ."—Bob Smith, *Chicago Daily News*.

" . . . emerges as an entertaining soaper of the *Peyton Place* type."—Paul Jones, *Atlanta Constitution*.

"Passion smoulders, violence threatens, magnolias decay, wisteria withers. But nothing much happens, except talk."—Lawrence Laurent, *Washington Post*.

" . . . Without [Edmond O'Brien] the show could be long and humid indeed."—Rex Polier, *Philadelphia Evening Bulletin*.

" . . . superior."—Harvey Harris, *Philadelphia Inquirer*.

" . . . the show is sound and can be typed with *Bonanza* . . ."—Jerry Ackerman, *Chicago's American*.

■ Dean Martin Show

"This is variety with a ring and a ding."—Bernie Harrison, *Washington Evening Star*.

" . . . a cross between a stag party and an *Ed Sullivan* show . . ."—Aleene MacMinn, *Los Angeles Times*.

" . . . you'd have to be a 14-carat party pooper not to be caught up in the fun . . ."—Jack Anderson, *Miami Herald*.

" . . . no cohesion, sparkle or zing."—Rex Polier, *Philadelphia Evening Bulletin*.

" . . . a pleasant, fast-moving hour . . ."—Bill Irwin, *Chicago's American*.

■ Wild, Wild West

" . . . a sort of Napoleon Solo of the prairies."—Dwight Newton, *San Francisco Examiner*.

" . . . self-conscious and painfully contrived . . ."—Wade Mosby, *Milwaukee*

Journal.

" . . . indoor western with strong overtones of whoa, whoa seven."—Agnes Ash, *Miami News*.

" . . . a production extravaganza of considerable quality . . ."—Bob Williams, *New York Post*.

"It's going to take a lot of doing to save . . . if indeed it can be saved at all."—Bill Irwin, *Chicago's American*.

■ Camp Runamuck

" . . . slickly produced abomination."—Hal Humphrey, *Los Angeles Times*.

" . . . pointless drivel . . ."—Barbara Tiritilli, *Chicago's American*.

" . . . it's not going to win any drama festivals."—Henry Mitchell, *Memphis Commercial Appeal*.

" . . . makes the *Beverly Hillbillies* look like intellectuals and Soupy Sales like an egghead . . ."—Larry Wolters, *Chicago Tribune*.

Continued

		Arbitron		Trendex	
		Rating	Share	Rating	Share
10:00					
ABC	Movie (NP)	18.8	35	19.0	38.7
CBS	Candid Camera (NP)	16.6	31	13.7	27.9
NBC	Wackiest Ship in Army (N)	15.3	28	14.0	28.4
10:30					
ABC	Movie (NP)	15.2	32	18.9	39.0
CBS	What's My Line? (NP)	16.0	34	17.8	36.6
NBC	Wackiest Ship (N)	13.6	29	12.1	24.9

Monday, Sept. 20

7:30					
ABC	12 O'Clock High (NP, NT)	12.5	25	13.2	29.3
CBS	To Tell the Truth (NP)	15.7	31	12.4	27.7
NBC	Hullabaloo (NP, NT)	13.8	27	15.2	33.8
8:00					
ABC	12 O'Clock High (NP, NT)	13.8	24	15.7	31.2
CBS	I've Got a Secret (NP)	18.5	33	15.1	30.2
NBC	John Forsythe Show (N)	16.7	30	15.3	30.6
8:30					
ABC	Legend of Jesse James (N)	15.2	25	15.9	27.9
CBS	Lucy Show (NP, NT)	24.8	41	22.0	38.6
NBC	Dr. Kildare I (NP, NT)	15.0	25	15.8	27.7
9:00					
ABC	Man Called Shenandoah (N)	16.6	28	18.4	31.8
CBS	Andy Griffith (NP, NT)	22.2	37	18.0	31.5
NBC	Andy Williams (NP)	18.1	30	16.8	29.2
9:30					
ABC	Farmer's Daughter (NP, NT)	15.6	26	17.1	31.1
CBS	Hazel (NP, NT)	19.2	32	15.0	27.8
NBC	Andy Williams (NP)	19.4	33	19.0	34.5
10:00					
ABC	Ben Casey (NP)	13.5	27	14.5	28.6
CBS	Steve Lawrence (N)	12.7	25	13.5	23.8
NBC	Run for Your Life (N)	18.4	36	17.9	35.4
10:30					
ABC	Ben Casey (NP)	12.9	27	13.1	26.7
CBS	Steve Lawrence (N)	12.1	25	13.6	28.8
NBC	Run for Your Life (N)	17.0	36	17.6	36.6

Tuesday, Sept. 21

7:30					
ABC	Combat (NP)	13.8	30	13.1	29.2
CBS	Rawhide (NP, NT)	10.1	22	9.7	21.8
NBC	My Mother, the Car (N)	15.2	33	16.0	35.7
8:00					
ABC	Combat (NP)	17.7	33	18.1	36.1
CBS	Rawhide (NP, NT)	12.6	24	8.9	17.6
NBC	Please Don't Eat the Daisies (N)	16.4	31	18.9	37.9
8:30					
ABC	McHale's Navy (NP)	19.1	32	22.5	40.6
CBS	Red Skelton (NP)	22.2	37	17.4	31.5

		Arbitron		Trendex	
		Rating	Share	Rating	Share
NBC	Dr. Kildare II (NP, NT)	15.5	26	11.7	21.1
9:00					
ABC	F Troop (N)	18.0	30	24.0	43.8
CBS	Red Skelton (NP)	21.7	36	14.2	25.9
NBC	Tuesday Night Movies (NP, NT)	17.2	29	15.4	28.1
9:30					
ABC	Peyton Place I (NP)	17.7	30	20.5	37.1
CBS	Petticoat Junction (NP)	18.9	32	13.8	25.0
NBC	Movie (NP, NT)	17.7	30	17.9	32.3
10:00					
ABC	The Fugitive (NP)	16.6	32	19.6	37.2
CBS	CBS Reports (NP)	12.4	24	16.5	31.4
NBC	Movie (NP, NT)	18.6	35	14.8	28.0
10:30					
ABC	The Fugitive (NP)	16.3	34	18.1	37.2
CBS	CBS Reports (NP)	10.6	22	13.1	26.8
NBC	Movie (NP, NT)	18.0	38	17.3	35.2

Wednesday, Sept. 22

7:30					
ABC	Ozzie & Harriet (NP)	10.3	21	12.1	25.3
CBS	Lost in Space (N)	16.5	33	16.6	34.9
NBC	The Virginian (NP)	16.0	32	15.3	32.1
8:00					
ABC	Patty Duke Show (NP)	11.0	20	15.1	28.2
CBS	Lost in Space (N)	17.4	31	19.2	35.9
NBC	The Virginian (NP)	18.7	34	17.6	32.9
8:30					
ABC	Gidget (N)	14.9	26	15.2	30.2
CBS	Beverly Hillsbillies (NP, NT)	21.3	37	19.5	38.9
NBC	The Virginian (NP)	17.1	30	12.8	25.5
9:00					
ABC	The Big Valley (N)	14.4	26	14.6	28.1
CBS	Green Acres (N)	22.3	40	21.8	42.0
NBC	Bob Hope/Chrysler Theater (NP, NT)	14.4	26	15.7	26.5
9:30					
ABC	The Big Valley (N)	15.5	28	12.0	24.0
CBS	Dick Van Dyke Show (NP)	24.4	44	21.2	42.3
NBC	Bob Hope/Chrysler Theater (NP, NT)	14.0	25	14.4	28.8
10:00					
ABC	Amos Burke, Secret Agent (NP)	11.4	24	12.7	25.6
CBS	Danny Kaye (NP)	17.1	35	17.8	36.5
NBC	I Spy (N)	16.7	35	17.6	35.9
10:30					
ABC	Amos Burke, Secret Agent (NP)	9.6	21	11.6	24.2
CBS	Danny Kaye (NP)	16.1	35	15.2	31.9
NBC	I Spy (N)	18.1	39	19.1	40.2

For Thursday ratings see "At Deadline"

Tammy

"ABC's Friday night bow to rustic stupidity." Barbara Delatiner, *Newsday*.

"... looks like a winner for the 6 to 16 set ..."—Michael Drew, *Milwaukee Journal*.

"... harmless near comedy ..."—Bob Smith, *Chicago Daily News*.

"... as bad as one would expect."—Walt Dutton, *Los Angeles Times*.

"She's so gosh-awful good it's plain sickenin' ..."—Bob Williams, *New York Post*.

Hank

"... a refreshing slant ..."—Bill Irwin, *Chicago's American*.

"... disaster ..."—Bob Smith, *Chicago Daily News*.

"... the show needs help and so do the people who put it together."—Bernie Harrison, *Washington Evening Star*.

Convoy

"... just one more muddled hour ..."—Bob Smith, *Chicago Daily News*.

"... worth seeing again ..."—Barbara Tiritilli, *Chicago's American*.

"... deadly dull ..."—Harry Harris, *Philadelphia Inquirer*.

"... all rather obvious ..."—Hal Humphrey, *Los Angeles Times*.

Hogan's Heroes

"... life in a German POW camp can

be beautiful ..."—Don Page, *Los Angeles Times*.

"... I consider it distinctly sick."—Henry Mitchell, *Memphis Commercial Appeal*.

"... first program was hilarious."—Agnes Ash, *Miami News*.

"... wild, completely unbelievable and fun."—Frank Wilson, *Indianapolis News*.

"Maybe the little ones will be amused by the farce ..."—Cynthia Lowry, AP.

"... wildest, zaniest ..."—Bill Irwin, *Chicago's American*.

"... according to this show, all was riotous fun in those days."—Dwight

Newton, *San Francisco Examiner*.

■ **Honey West**

"James Bond in skirts—also slacks, evening gowns, leopard-skin bikinis and pajamas."—Dwight Newton, *San Francisco Examiner*.

"... this is for dad, unless mom likes to look at bikinis."—Frank Wilson, *Indianapolis News*.

"... may be remembered, not fondly ... as Mickey Spillane in skirts."—Barbara Delatiner, *Newsday*.

"... she's pretty—pretty tough—and pretty repulsive, as well."—Bob Williams, *New York Post*.

"We may just be ready for something like this."—Allen Rich, *Hollywood Citizen-News*.

■ **Smothers Brothers**

"... [one of] the worst stumbles ..."—Cynthia Lowry, AP.

"... could be a delight ..."—Rick DuBrow, UPI.

"... a kind of 'Here Comes Mr. Jordan' in jive time."—Dwight Newton, *San Francisco Examiner*.

"Tom is a probationary angel and so is the show."—Bill Irwin, *Chicago's American*.

"... a howling half hour, even the commercials ..."—Agnes Ash, *Miami News*.

"... will have to be a lot funnier if they want to make me laugh ..."—Hal Humphrey, *Los Angeles Times*.

■ **Mr. Roberts**

"... comparatively tolerable ..."—Bob Williams, *New York Post*.

"... a high-school production ..."—Bob Smith, *Chicago Daily News*.

"... managed to capture some of the humor and flavor of the original ..."—Paul Jones, *Atlanta Constitution*.

"... for the purist, this is sacrilege ..."—Frank Wilson, *Indianapolis News*.

"... seemed a rerun ..."—Harry Harris, *Philadelphia Inquirer*.

"... you might have considerable amusement from it ..."—Henry Mitchell, *Memphis Commercial Appeal*.

"... more solid situations will be needed or the crew will be manning the lifeboats before the season is over."—Hal Humphrey, *Los Angeles Times*.

■ **I Dream of Jeannie**

"... a lot of viewers ... will find it an absolute scream ..."—Jack Anderson, *Miami Herald*.

"... scares away, rather than delights."—John Marshall Cuno, *Christian Science Monitor*.

"... take it away ..."—Ray Oviatt, *Toledo Blade*.

"... predictable and labored ..."—Bettelou Peterson, *Detroit Free Press*.

"Barbara Eden, as a luscious something ... is enough ..."—Bob Hull, *Los Angeles Herald-Examiner*.

"... pretty standard stuff ..."—

Rick DuBrow, UPI.

■ **Trials of O'Brien**

"... one of the superior comedies of the season ..."—Jack Anderson, *Miami Herald*.

"... well-produced hour show ..."—Cynthia Lowry, AP.

"... blend of third-rate imitation Damon Runyon and unpleasant New York affectation ... a major disappointment."—Rick DuBrow, UPI.

"... pretty promising series ..."—Rex Polier, *Philadelphia Evening Bulletin*.

"... a lawyer very much unlike Perry Mason. He's a slob."—Bob Hull, *Los Angeles Herald-Examiner*.

"... left a bad taste in my mouth."—Terrence O'Flaherty, *San Francisco Chronicle*.

■ **Get Smart**

"... the ha-ha, even ho-ho, quota is refreshingly high."—Harry Harris, *Philadelphia Inquirer*.

"... the wackiest farce ..."—Martin Hogan Jr., *Cincinnati Enquirer*.

"... he almost succeeds in being the straight man to himself."—Jack Anderson, *Miami Herald*.

"... pure fun from start to finish."—Aleene MacMinn, *Los Angeles Times*.

"... may be the best of the 30-minute comedies."—Allen Rich, *Hollywood Citizen-News*.

"great comic possibilities ..."—Rick DuBrow, UPI.

"... a little of this goes a long way ..."—Cynthia Lowry, AP.

■ **The Loner**

"... just another mewling, moralistic western ..."—Agnes Ash, *Miami News*.

"... shaped into something poignant, poetic and truthful."—John Marshall Cuno, *Christian Science Monitor*.

"... spirit of the *Twilight Zone*, but the show is weak."—Lawrence Laurent, *Washington Post*.

"... when Serling tells it, it's worth listening to."—Bettelou Peterson, *Detroit Free Press*.

"... a hokey affair throughout."—Hal Humphrey, *Los Angeles Times*.

"... makes you wish [Lyold Bridges] would stick to scuba diving."—Arthur E. Fetridge, *Boston Herald*.

"... quite a cut above the average western."—Allen Rich, *Hollywood Citizen-News*.

■ **The FBI**

"... week's most depressing event."—Jack Gould, *New York Times*.

"... a fraud ..."—Percy Shain, *Boston Globe*.

"... easily the week's biggest disappointment."—Bernie Harrison, *Washington Evening Star*.

"... one suspected that by FBI they meant the Federal Bureau of Idiocy."—Dwight Newton, *San Francisco Examiner*.

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more. They need Ann Landers."—Jack Anderson, *Miami Herald*.

"... could be a promising one..." — William Shriver, *Baltimore News-American*.

"... stilted dialogue and weak attempts at humor..."—Hal Humphrey, *Los Angeles Times*.

■ The Wackiest Ship in the Army

"At a better time, this would be a winner."—Bob Hull, *Los Angeles Herald-Examiner*.

"... mixture that someone found on the day-old shelf at the local supermarket."—Robert J. Williams, *Philadelphia*

Evening Bulletin.

"... promises to be rocky and amusing."—Percy Shain, *Boston Globe*.

"... weird blending of tedium, comedy and pseudo-suspense..."—Dwight Newton, *San Francisco Examiner*.

"... most successful of this season's many endeavors to capitalize on humor in uniform."—Jack Gould, *New York Times*.

"... adventure and comedy that is the most refreshing of the week."—Betelou Peterson, *Detroit Free Press*.

"... an amusing and adventurous sea yarn..."—Cynthia Lowry, AP.

NCAA seeks TV grid expansion

A revised and expanded television plan for college football in 1966-67 was approved last week by the television committee of the National Collegiate Athletic Association in Kansas City and is being put to a vote among member institutions. The referendum deadline is Oct. 1.

NBC-TV this year is in the second year of a two-year agreement with the NCAA for rights to cover the college games at a package price of \$6.5 million annually. The NCAA package is estimated to be worth at least another million on top of that figure, possibly more. NCAA football has been packaged for TV since 1960.

The NCAA television committee, headed by H. J. Derricott, business manager of Western State College and former NCAA president, proposes that the new TV plan could be either negotiated or put to a bid at the committee's discretion. Heretofore the plan required bidding and all three networks competed for the rights.

The proposal also specifies that the 1966-67 plan at the discretion of the TV committee on Sept. 15, 1967, may be extended up to two years more on the same terms with the existing contracting network or put out for competitive bidding. The committee at that time also would have still a third alternative, proposing a completely new TV plan.

The first major change in the 1966-67 plan calls for eight national and six regional dates each year—13 Saturdays plus Thanksgiving—and increases the total games from 29 to 32 by adding three more regional games. The present plan provides for the nine national and five regional dates.

Exposure for Small Schools ■ The new plan also includes an incentive arrangement to get TV exposure for the NCAA's college division, representing the smaller schools, by offering the college division championship playoffs on Dec. 10, 1966, and Dec. 16, 1967, involving four games each date.

Another major change for greater network flexibility in the 1966-67 plan is the elimination of the appearance requirement for each of the NCAA geographic districts. Instead the new plan bases its appearance rule on the NCAA conferences and independents.

For example a conference with eight teams will be entitled to a minimum of three appearances in two years with a maximum of 14 appearances in each of the two years. Conferences with five to seven members have a minimum of two

A boxscore on the TV week that was

The new shows are all in; the critics have had their say; the networks' big promotional push has passed. All that's left now is for the rating services to decide which shall live and which shall die.

During premiere week, BROADCASTING surveyed radio-TV critics of leading newspapers and the wire services to see how they called the new shows. Each review was judged as rating the program: Excellent, good, fair, bad or poor.

On this basis, only seven programs could really be called strong favorites with the critics: *Steve Lawrence Show*, *Hogan's Heroes* on CBS; *F Troop*, *Long Hot Summer* on ABC; *I Spy*, *Get Smart*, *Wackiest Ship in the Army* on NBC. Five of them are comedies, one dramatic, one variety.

Of the seven, only one—*Hogan's Heroes*—showed up in Arbitron's top 20 programs for the first week, and only one—*F Troop*—appeared in Trendex's top 15 for the week.

Selected by the critics for generally unfavorable comments were: *John Forsythe Show*, *Mona McCluskey* on NBC; *Legend of Jesse James*, *Gidget*, *The FBI* on ABC; *Lost in Space* on CBS. None showed up in the Arbitron or Trendex lists of top-rated programs.

Following are the new shows and BROADCASTING's interpretation of the critics' reviews. When the New York newspaper strike began, the number of critiques fell sharply, and is generally evidenced by fewer reviews of shows that began later in the week.

	Excellent	Good	Fair	Poor	Bad
John Forsythe Show (NBC)		1	5	9	7
Legend of Jesse James (ABC)		2	5	7	9
Man Called Shenandoah (NBC)		4	6	5	3
Steve Lawrence Show (CBS)	3	10	7	2	
Run for Your Life (NBC)		7	7	7	6
My Mother, the Car (NBC)		5	7	6	5
Please Don't Eat the Daisies (NBC)		2	10	7	3
F Troop (ABC)	6	6	9	2	
Lost in Space (CBS)	1	2	4	7	3
Gidget (ABC)		5	1	5	5
Big Valley (ABC)		6	6	5	2
Green Acres (CBS)		5	5	2	3
I Spy (NBC)	4	6	3	2	2
O.K. Crackerby (ABC)		8	2		1
Laredo (NBC)		1	5	6	2
Mona McCluskey (NBC)		2	5	3	2
Long Hot Summer (ABC)	3	5	4	3	
Dean Martin Show (NBC)		4	4	3	
Wild, Wild West (CBS)		4	3	6	
Camp Runamuck (NBC)		2	2	5	
Tammy (ABC)			5	3	2
Hank (NBC)		3		3	
Hogan's Heroes (CBS)	1	10	2	1	2
Convoy (NBC)		3	5	1	1
Honey West (ABC)		6	3	2	1
Smothers Brothers (CBS)	1	3	3	4	2
Mr. Roberts (NBC)		3	6	8	
I Dream of Jeannie (NBC)		4	3	3	3
Trials of O'Brien (CBS)	2	7	4	1	3
Get Smart (NBC)	1	10	4		
The Loner (CBS)		6	6	3	1
The FBI (ABC)		2	3	9	5
Wackiest Ship in the Army (NBC)	1	11	3	4	

appearances in two years but the same maximum as the larger conferences. Major independents or conferences under five get collectively a dozen appearances for a dozen schools and a maximum of 16 in each of two years.

Ballots on the new plan were mailed to 553 member colleges and two-thirds of those returning their votes must approve the plan for it to take effect.

Odyssey, BBC plan color-TV series

Color strides in TV programming and a world wide sales distribution are among the factors leading to a new co-production agreement of Odyssey Productions Inc., New York, and the British Broadcasting Corp. to produce 39 half-hour episodes filmed in color and titled *The World of Lowell Thomas*.

The agreement was announced last week by Dennis Scuse, general manager of BBC Television Enterprises, London, and by Milton Fruchtman, president of Odyssey. Mr. Thomas, who founded Odyssey and is a majority stockholder, and his son, Lowell Thomas Jr., will narrate the films.

Mr. Fruchtman said in an interview that the new series would seek similar

high production values of the *High Adventure with Lowell Thomas* one-hour filmed specials which were on CBS-TV in the 1958-59 season and rerun in the summer of 1964 on the network. The new series would show film never before seen in this country, Mr. Fruchtman said, noting that expeditions are now under way and editing in progress on film shot in the jungles of South America and in regions of the Middle East and in Southeast Asia. BBC officials said that BBC itself underwrites some 100 expeditions per year.

Also figuring in the agreement are the high production costs of the expeditions and of the filming. BBC in addition to co-financing will aid in the supply of facilities and creative personnel. BBC and Odyssey film units and explorers will be coordinated for the duration of the series preparation. BBC also will provide the worldwide distribution organization for the series sale.

Peter M. Robeck and Co., New York, which is the distribution representative for the BBC in the United States, will act in that capacity for Odyssey in the new series. Mr. Robeck indicated that a network period in the next season would be sought and that several major advertisers have expressed interest in the series.

Awarded \$51,000 in libel judgment

A judgment of \$51,000 was awarded by a jury to Dean Lupkey of Jefferson City, Mo., in a libel suit against the local newspaper, TV station and publisher-broadcaster.

Mr. Lupkey claimed he was libeled by an editorial in the *Jefferson City Capital News* and *Post-Tribune*. In addition to the newspaper, KRCG(TV) Jefferson City was a defendant as was William H. Weldon who owns both the newspaper and the TV station. The newspaper had said that Mr. Lupkey was attempting to secure an exclusive community antenna franchise in Jefferson City for United Video Systems Inc., Kansas City, (a group CATV owner). He was to become the CATV manager. United Video dropped its plans for Jefferson City soon after the editorial appeared.

Mr. Weldon said last week that the judgment would be appealed.

Radio series sales . . .

30 Hours of Christmas (Triangle): WHAK Rogers City and WTHM Lapeer, both Michigan.

12 Hours of New Year's (Triangle): WHAK Rogers City, Mich., and WCRD Bluffton, Ind.



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Opry 'trust fund'

Grand Ole Opry stars and country music disk jockeys will establish a trust fund to provide loans or contributions in times of adversity to any members of the *Opry* or to any other entertainer in the country music field, or to their dependents.

The protection plan, envisioned by Robert Cooper, vice president and general manager of WSM Nashville, will be started by a \$10 registration fee at this year's 15th annual *Opry* birthday celebration, Oct. 21-23. The fee, tax exempt, will be in the form of a contribution to the fund. Some 4,000 entertainers and disk jockeys from the country-and-western field are expected to attend the celebration.

Events of special importance to broadcasters during the celebration include the explanation of new FCC rules.

Other highlights of the celebration include recording sessions by companies, record dances, and both live and taped shows of the *Opry* in action.

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Reiner heads new Four Star arm

International division will handle distribution of all TV programing; Firestone resigns during changeover

In a reorganization and expansion move, Four Star Television announced last week it has formed a new subsidiary, Four Star International, to handle both domestic and international distribution of its TV programing.

The new subsidiary will be headed by Manny Reiner, who has been vice president of Four Star Television International (see page 10). In the changeover Four Star Television International and Four Star Distribution Corp., which handled domestic sales of syndicated programs, have been absorbed by Four Star International.

Len Firestone, who has been vice president and general manager of Four Star Distribution Corp. since its founding in 1962, has resigned as a result of "policy differences" with the management of the company.

Jerry Weisfeldt who has been sales

manager for Four Star Distribution since 1962, has been named vice president in charge of domestic sales for Four Star International, reporting to Mr. Reiner.

In announcing the changes, Thomas J. McDermott, president of Four Star Television, said Four Star International will step up its efforts in the acquisition, production and distribution of theatrical films and syndicated series for TV, the distribution of motion pictures to theaters and the establishment of a unit for the production of Broadway musicals and plays.

Four Star International has 17 filmed series and 59 motion pictures in domestic distribution, reaching 254 stations in 186 cities.

The company also has 5,100 hours of programing on the air in 54 foreign countries.



Mr. Reiner



Mr. Weisfeldt



Mr. Firestone

ABC Radio gets heavyweight title bout

ABC Radio last week purchased the radio rights to the Cassius Clay-Floyd Patterson heavyweight championship bout scheduled for Nov. 22 in Las Vegas, Nev. ABC Radio obtained the rights from Sportsvision Inc., promoter of the contest, and no financial terms were disclosed.

A blow-by-blow announcer for the event will be named within two weeks. Howard Cosell, network director of sports, former heavyweight champion Rocky Marciano and sportscaster Tom Harmon will serve as color commentators.

Sportsvision also granted rights to Telestar Products & Publications Inc.,

Westport, Conn., to produce and syndicate a 15-minute radio program and a 15-minute TV show, based on interviews with Messrs. Clay and Patterson and their aides. They will be available for broadcast on the day of the bout and the preceding day.

Film sales . . .

Nutcracker (Desilu Sales): WABC-TV New York; WRC-TV Washington; WHDH-TV Boston; KGO-TV San Francisco; KCOP (TV) Los Angeles; WFLD (TV) Chicago; KCRA-TV Sacramento, Calif.; KPTV (TV) Portland, Ore.; WTCN-TV Minneapolis; WAGA-TV Atlanta, and WAFB-TV Baton Rouge.

B'wana Don & Jungle-La (Storer Programs Inc.): WNBC-TV New York, 65 episodes.

'Mesta's Washington'

Now the "hostess with the mostest," Perle Mesta, is being projected as the start of her own television series. Seven Arts Television, in cooperation with the McCall's Corp., is preparing a half-hour, across-the-board series in color, *Perle Mesta's Washington*, designed for network showing.

The proposed series will be produced in Washington and will spotlight the former minister to Luxembourg in interviews with legislators, diplomats, government officials, entertainment personalities and businessmen. Occasionally the series will move out of the studio to locations of interest and to homes of guests, according to W. Robert Rich, executive vice president of Seven Arts TV.

Program notes . . .

Easter program ■ Woroner Productions Inc., Miami, has just completed a new holiday program entitled *Easter—The Beginning*. The program will re-create what a radio station would have broadcast had it been on the air during the days of the death and resurrection of Christ.

Pope at U. N. ■ CBS-TV will present an hour-long program Sunday, Oct. 3, *Paul VI: A New Journey, An Ancient Mission* in preparation for the Pope's impending visit to the U. N. The feature film will include biographical material on the Pope and interviews with UN, U. S., and church leaders concerning their expectations regarding the visit.

Triple-threat man ■ Universal Pictures reports that Jack Webb has been signed to a pact in which his services will be available to Universal as a producer, director and performer for motion pictures and television.

Offices opened ■ Program Production Syndicators, formed by Bob Bowman and Bill Edwards, has opened offices and studios at 102 South Vermont Avenue, Los Angeles 90004. Phone: 382-9951. New firm's initial radio program offerings include: *The BB Bowman Sports Report*, a 15-minute program; *The Frank Laine Show*, also 15 minutes, and *Late Date with Sylvia*, half-hour series.

Producers named ■ Mel Stuart has been named by Wolper Productions as executive producer and Jack Kaufman as producer of *The Rise and Fall of the Third Reich*, a series of three one-hour TV documentaries based on the best-selling book by William L. Shirer.

What to do about Emmy?

NATAS meeting fails to come up with any concrete suggestions

Television's Emmy awards were back on the operating table last week but there was uncertainty as to whether major surgery or just a few stitches would be ordered.

The awards committee of the National Academy of Television Arts and Sciences, which doctored the awards structure last year, met last week in several closed sessions. The committee also asked for comments on the awards at an open membership meeting in New York Wednesday.

This followed a week in which feelings had run high between East and West Coast members of the organization over critical comment about the Sept. 12 Emmy telecast on NBC-TV and the award system (BROADCASTING, Sept. 20).

Rod Serling, president of the academy and prominent among those who had criticized this year's program, explained his reaction this way:

"I sat through two deadly dull hours, then I reacted emotionally." He denied he had ever said the awards, as presently conceived, could never work, and apologized to the awards committee for having reacted instantly without further consideration.

Mr. Serling said: "I hope we'll retain the basic elements of the new structure." And apparently most of the some 200 members present at the open meeting agreed with him.

Favor Revised Method ■ When national awards committee chairman Betty Furness asked for a hand vote at the meeting on the need for changes, a majority favored a revised system.

Miss Furness called on the membership to divorce the recent Emmy telecast from the method of selecting Emmy winners.

She suggested that the method of presentation in the Emmy program, might have been better explained and that the same awards could have been presented much more dramatically merely by enumerating the nominees before announcing the winners.

There was also a scattering of opinion in favor of returning to a category system, which, it was felt, lent itself more readily to a sense of competition

BROADCASTING, September 27, 1965



Radio-TV's best

Frank FitzPatrick (l.) of CBS News, Washington, is shown above receiving the BROADCASTING golf award for the lowest net score achieved by a broadcaster in the 34th annual National Press Club tournament from Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION magazines. Trophy was presented in Washington following the tournament on Sept. 20.

and suspense and thus made the awards program more interesting to a national television audience.

One member claimed a comprehensive award program could never be combined successfully with an awards telecast. There are far too many programs to select from during a television year, he said. Trying to compress an awards program for a full year of TV into a single telecast, he suggested, would always remain a thankless and impossible task.

He noted that the academy depends on the award program for a substantial amount of income from the network which telecasts it (this year the academy was paid \$250,000 for rights to the program by NBC-TV) and he said fund-raising ought to be handled apart from the award system.

KRLA introduces new group of Blore ID's

A new package of musical radio station identifications, including 19 individual songs adding up to 14 minutes of air time, has been prepared by Chuck Blore Creative Services, Hollywood, for use by one station in each

market. The package includes a station anthem and special tunes using various themes. Special lyrics will be written for each station.

At KRLA Pasadena-Los Angeles, the recurring theme is "It's Fun to Play KRLA." There are also special musical tags for various times, such as the "KRLAZY weekend."

Mr. Blore calls his package different from others because it "was designed by a programmer, not a jingle maker. Every song is a commercial for the radio station and each spot is designed to fulfill a specific programming function." Stan Hoffman composed the music. Mr. Blore writes the lyrics and Dick Pierce is in charge of production.

BPA establishes a speakers bureau

Broadcasters and advertisers who require speech materials or speakers need look no further than a speaker's bureau formed last week by Broadcasters Promotion Association, New York.

The BPA bureau is cataloguing and

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reprinting speech material on promotion, sales promotion, merchandising and publicity as provided by BPA members. In addition, BPA members are joining a list of assigned speakers within their own geographic areas. The service's mailing address, under Mel Grossman, is H-R Representatives Inc., 277 Park Avenue, New York.

'Wedding reception' planned

A half-hour television program will be the highlight of a party to be given by Perle Mesta in Washington on Nov. 1. The program is the "To Have and to Hold" episode of the ABC-TV series *Farmer's Daughter* and the occasion is the marriage of its leading characters, Katy Holstrum and Congressman Glen Morley.

Many people in the Washington political scene are expected to attend this "wedding reception" to congratulate Inger Stevens and William Windom, stars of the show.

Drumbeats . . .

Future newscasts ■ WVMC Mt. Carmel, Ill., has developed an on-air promotion for the area's 150th anniversary celebration that pays dividends. It's a series of twice daily "newscasts" looking into the future 50 years as though it were the present. Series is sponsored by Dersch Oil Co., a Shell distributor.

Women's award ■ Krin Holzhauser, vice president of Goodwin, Dannen-

GF's Ebel named winner of IRTS Gold Medal

Edwin W. Ebel, vice president in charge of advertising, General Foods Corp., White Plains, N. Y., has been designated winner of the International Radio & Television Society Gold Medal Award for 1966. The award will be presented in New York at the IRTS's 26th anniversary banquet on March 9.



Mr. Ebel

IRT's award has been made annually for the past six years. Past winners have been Brigadier General

David Sarnoff of RCA, the late President Kennedy and Vice President Richard Nixon (for their *Great Debates* on TV during the 1960 presidential campaign), President Frank Stanton of CBS, comedian Bob Hope, President Leonard H. Golden-son of ABC Inc., and FCC Commissioner Rosel H. Hyde, who was last year's winner.

Mr. Ebel, who also is currently serving as chairman of the Advertising Council, is being cited for his "staunch" advocacy of radio as an advertising medium and as a "courageous innovator" in its use and in programing and similar leadership in television, according to Thomas J. McDermott, radio-TV vice president of N. W. Ayer & Son, New York, and president of IRTS.

baum, Littman & Wingfield Inc., Houston advertising agency, has been awarded the Eastman Award for her activities in the American Women in Radio and Television organization. The award, given by Robert Eastman & Co., is presented to a woman in each of AWRT's areas. Mrs. Holzhauser is southwestern area vice president of AWRT.

Station promotion ■ Braverman-Mirisch

Inc., has been named by KFVB, both Los Angeles, to handle advertising and public relations for the station. David Mirisch will be in charge of the public relations activities and Millicent Braverman will be in charge of advertising.

New agency ■ WBTW(TV) Florence, S. C., has appointed Cargill, Wilson and Acree, Charlotte, N. C., to promote the Florence market in a national campaign.

INTERNATIONAL

Canadians hit revamp plan

CAB: Fowler proposal would recreate 'dangerous' system of pre-1958 era

If general reaction is any criterion, there is little likelihood that the report on revision of Canadian broadcasting (BROADCASTING, Sept. 13,) will be fully implemented. Comments on the report within the industry and in the press have ranged from "a foul Fowler"—committee chairman was Robert Fowler of Montreal—to "a woolly-minded study."

The Canadian Association of Broadcasters sees the report's recommendations "as similar to and potentially more dangerous than the system that

existed between 1936 and 1958. For more than a decade private broadcasters fought for correction of that unparalleled situation in which the Canadian Broadcasting Corp. and its board were at one and the same time competing with the private stations for business and audience and were the judge and jury of their daily existence and ultimate fate."

The CAB, representing most independently owned radio and television stations, is studying the report and the proposed Canadian Broadcasting Authority. CAB will insist upon continuation of a separate regulatory body, a tribunal not involved in the operation of broadcasting stations either public or private. CAB believes that if the Fowler report's recommendations on more Canadian-produced cultural programs are adopted, a majority of Canadian viewers and listeners would tune in U.S. stations.

Typical of press comments was that of radio-TV critic Dennis Braithwaite in

the *Toronto Globe and Mail*, who pointed out that the report is destined for some musty cubbyhole in the Parliament Building. He stated that in the opinion of informed persons in both the public and private sectors of the industry, the report is virtually useless as a blueprint or even a reasonable guide to any sound or meaningful overhaul of broadcasting. He felt it is "a long-winded, pretentious, muddled, inconsistent and shockingly ill-informed attack on the CBC and the private operators, a self-consciously literary treatise that not only failed to specify any of the programing sins it condemned, but offered not a single constructive suggestion for improvement."

Among stations commenting on the findings of the report was CKVL-AM-FM Verdun, Que., which said that "by generalizing so much, the committee report was unfair to broadcasters trying to do a major job in using Canadian talent and programs." CKVL pointed out that the annual average of

\$16,300 attributed to 49 French-language radio stations for talent was unfair to its operations. CKVL said it spent \$300,000 on talent in 1963 and \$400,000 in 1964 to bring live French-language programs to its listeners in the Montreal area.

Ottawa heeds pleas, retimes color start

Canadian TV stations are now able to apply for license to broadcast in color, which officially starts Jan. 1, 1967. The government has announced that experimental color telecasting can start July 1, 1966, and full programing on Oct. 1. By the beginning of 1967, Ottawa hopes that stations will have ironed the bugs out of color broadcasting and have their equipment in shape for the start of regular color telecasting.

The change in dates allowing a half-

year earlier start for color TV is the result of presentations made by the Canadian Association of Broadcasters and individual broadcasters, pointing out that the advertising year begins in the fall rather than with the calendar year.

Canadian Broadcasting Corp. has announced its major color telecasting will not start until the opening of the Montreal World Fair in April 1967. CBS will have a full studio at Expo '67, from which international telecasts will also be made.

CAB apprehensive about renewal policy

Canadian broadcasters are worried about a new policy on station license renewals as developed by the Board of Broadcast Governors, the Canadian regulatory body.

"In recent months the BBG has

changed its procedure with respect to license renewals," the Canadian Association of Broadcasters said in a statement issued in mid-September. "The BBG has accepted the theory that the licenses of long-established broadcasting stations are not renewable at expiry date but that the station is applying for an entirely new license. Following this reasoning to its logical conclusion, any applicant could apply for the license when it expires."

The CAB contends that present legislation does not allow this interpretation. It points to section 8 part 2 of the Canadian general radio regulations under the Radio Act that renewals are automatic upon good behavior of the licensee. It cites section 15 of the Broadcasting Act which provides for penalties by the BBG up to three months license suspension. The CAB wants clarification of the legislation and automatic renewal of licenses for stations which have not been penalized for breach of regulations.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Mounty

Robert Mounty, sales manager at WIP-AM-FM Philadelphia, promoted to VP of sales at WNEW-AM-FM New York. Both are Metromedia stations. **Robert W. Faselt**, account executive at WNEW-AM-FM named

assistant sales manager.

Homer C. Burrous, eastern U. S. sales manager for Fanta products, division of Coca-Cola Co., Atlanta, **Charles K. Holmes**, marketing assistant to VP of bottler sales of Coca-Cola, and **DeForrest Jackson**, sales promotion of Fanta Beverage Co., named product managers of Coca-Cola Co. Mr. Burrous will handle Tab.; Mr. Holmes, Fresca and Fanta; and Mr. Jackson, Sprite and Chime.

John Toigo, officer of Pepsi-Cola Co., New York, promoted to executive VP for planning and development.

James McCowan, formerly regional advertising manager for Schlitz brand beer at Jos. Schlitz Brewing Co., Milwaukee, named to newly created post of regional advertising manager for all brands of beer marketed by firm.

John V. Paxton, product research coordinator with Lever Bros. Co., New York, named account research supervisor at Foote, Cone & Belding, that city.

Richard S. Halpern, associate re-

Fair to retire

Harold Fair, VP and radio-TV director at Bozell & Jacobs, New York, and 40-year veteran in radio and television programing, including turn as director of National Association of Broadcasters program department, retires on Jan. 1, 1966. He will reside in Old Lyme, Conn., and pursue his hobby of producing model sailing ships under agreement with Abercrombie & Fitch. He also will be available as radio-TV consultant.

search director with Marplan, worldwide market research organization of

Interpublic, New York, named VP.



Miss Brennan

Vera M. Brennan, associate director of broadcast media at Sullivan Stauffer Colwell & Bayles, New York, named manager of network and station relations at C. J. La Roche & Co., that city.

John Nuccio, VP and media director at Fuller & Smith & Ross, New York, appointed to newly created position of VP and director of client services. **Mike Keenan**, manager of media operations, appointed media director. **Roger Peterson**, VP at J. M. Mathes, that city, joins F&S&R as account group head.

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Rolf W. Brandis, VP and radio-TV director of Edward H. Weiss & Co., Chicago, joins Fred Niles Communications Centers as VP in charge of TV division, effective Nov. 1.

Ronald E. Bain Jr., with WOKW Brockton, Mass., named national sales coordinator for WEEI-AM-FM Boston.

David G. Phillips, formerly media supervisor at Daniel & Charles Inc., New York, appointed broadcast supervisor in media department of Al Paul Lefton Co., Philadelphia.



Mr. Fasules

James E. Fasules, VP and account supervisor at Needham, Harper & Steers, Chicago, appointed VP and director of research for agency's Chicago division. **H. Maurice Jones** promoted to assistant director of research department.

John S. Klein, head of new business activities at Nides—Cini Advertising, Los Angeles, and **Sharon Timmer**, media director of agency, elected VP's.

John A. Kerley, VP at Bonsib Inc., Fort Wayne, Ind., elected to board of directors and appointed manager of accounts. (see page 78).

Barry G. McCabe, in account man-

Carver elected

Associated Press Radio Television Association elected **F. O. Carver**, WSJS Winston-Salem,



Mr. Carver

N. C., as president of its board of directors at annual meeting in New York Sept. 20. Mr. Carver succeeds **Robert Schmidt** KAYS Hays, Kan. VP's elected for association's four regional districts are **Theodore McDowell** WMAL-AM-FM-TV Washington in East; **J. Parry Sheftall** WJZM Clarksville, Tenn., in South; **Thomas Frawley** WHIO-AM-TV Dayton, Ohio, in Central Division and **Gene Shumate** KRXX Rexburg, Idaho, in West.

Robert Eunson, AP assistant general manager, was elected secretary of board.

agement at Geyer, Morey, Ballard, New York, elected VP.

Charles A. Gardner, William Ballard, and **John P. Itta**, associate creative directors in copy department of Lennen & Newell, New York, named VP's.

C. L. (Bud) MacNelly, on board of directors of Kenyon & Eckhardt, New York, elected executive VP-creative director, and named to executive committee.

Arthur A. Dickey, sales staff of William F. Rust station WAEB-AM-FM Allentown, Pa., appointed sales manager for WNOW-AM-FM York, Pa., also Rust station.

Don Newbury, from XTRA Tijuana, Mexico, joins KGBS Los Angeles as account executive. **Edythe Klinger**, KRHM (FM) Los Angeles, rejoins KGBS as sales secretary.

Walt Lochman Jr., account executive with KMBC-AM-FM Kansas City, Mo., named sales manager.

Larry L. Meck, formerly with Connor-Sager Associates, Aurora, Ill., joins Waldie & Briggs, Chicago, as account manager.

Samuel L. (Zim) Barstein, advertising and sales promotion manager, at WNHC-AM-FM-TV New Haven, Conn., joins John Blair & Co., New York, as assistant promotion manager.

Gene Caron, account executive and media director at Harris Buggeln & Brumby Inc., Miami, joins Samuel B. Crispin & Associates, that city, as radio and TV director and account executive.

Kent T. Zimmerman, formerly with Swift & Co., Chicago, joins Clinton E. Frank Inc., there, as account executive. **Robert G. Chambers**, formerly with N. W. Ayer & Son, Chicago, joins Frank as copywriter.

Robert Coolidge, media research and services manager, Wade Advertising, Chicago, promoted to associate media director.

Frank J. Coyle, formerly with BBDO, Chicago, joins Campbell-Ewald Co., there, as media supervisor. **Frazier E. Nounnan**, formerly with Clinton E. Frank Inc., joins C-E in newly created post of public relations director.

William Roversi, assistant sales service director at WBZ-TV Boston, transfers to KYW-TV Philadelphia, as associate sales service director.

William A. Shell, local salesman for WSM-TV Nashville, promoted to manager of sales service, new department.

Samuel Waitzman, Roche Laboratories, Nutley, N. J., joins Sudler & Hennessey, New York, as group copy supervisor on Pfizer Laboratories account. **Rosemary O'Connell**, Lee Ramsdell & Co., Philadelphia, joins S&H as assistant supervisor of drug media.

Richard P. Matson, Kudner Agency, Wallace Littman, with art department at Hicks & Greist, and **Stu Bresner**, Daniel and Charles Inc., all New York, named art directors at Hicks & Greist.

Barry N. ZeVan, KID-TV Idaho Falls, joins KGMB-TV Honolulu, as promotion-merchandising-sales service manager. **Ferris Top** of KID-TV succeeds Mr. ZeVan in similar capacity.

NAEB appointments

National Association of Educational Broadcasters, Washington, has appointed executive staff for association's Project on the Improvement of Televised Instruction, sponsored by Ford Foundation.

Dr. Lester W. Nelson, member of New York State Citizen's Committee for Public Schools, and consultant for Academy for Educational Development, named as director. **Dr. Richard H. Bell**, formerly director of radio-television and associate professor at University of Colorado, Boulder, appointed associate director, and **Lewis A. Rhodes**, director of Central Michigan Educational Television Council and director of television at Central Michigan University, Mt. Pleasant, named assistant director.

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rector, and named to executive committee. **Ellsworth Timberman**, member of board of directors and executive committee, elected executive VP-New York account management.



Mr. Dodge

Sherwood Dodge, account supervisor at Young & Rubicam Inc., New York, named VP.

Joseph V. Vleck, film buying department, National General Corp., Beverly Hills, Calif., named

director of advertising and publicity. Mr. Vleck assumes responsibilities of corporation VP succeeding **Pierre Salinger** who takes over full-time presidency of Fox Overseas Theaters Corp. and VP of Continental Air Lines and Continental Air Services.

William C. Olendorf, formerly executive VP of Tobias & Olendorf, Chicago, joins Foote, Cone & Belding, there, as merchandising supervisor.

John J. Clarke, on sales staff at Golden West Broadcasters' station KVI Seattle, appointed general sales manager at Golden West's KEX Portland, Ore.

Bernadette Leddy, general production assistant at Focus Productions Inc., New York, named to newly created post of studio coordinator.

John Del Greco, who resigned as New York television salesman of Avery-Knodel Inc., that city, three weeks ago, returns to A-K. **Art Berla**, who succeeded Mr. Del Greco, maintains that position (BROADCASTING, Sept. 13).

T. Jefferson Wright, sales representative with WHAS Louisville, Ky., has opened new agency, T. Jefferson Wright Associates Inc., Lexington Manor Building, 3620 Lexington Road, St. Matthews, Ky.

Raymond Daum, controller of Knox Reeves Advertising, Minneapolis, also named treasurer.

THE MEDIA

James D. Roosa Jr., sales manager of WFAS-AM-FM White Plains, N. Y., appointed general manager.

Richard S. Korsen, director of operations and programing at KGIL San Fernando, Calif., joins WWTC Minneapolis as general manager.

Albert Bagnardi, community antenna operator, Oneonta, N. Y., elected president of New York State CATV Association. Others elected: **Harry Levin**,



Mr. Roosa

Ilion, VP; Mrs. Dawn Fribley, Corning, secretary; **Art Henry**, Binghamton, treasurer.

Dave Williams, head of Dave Williams Productions, Chicago and San Francisco, appointed general manager of KWIP Merced, Calif.

Hal Starr, program director for KBUZ-AM-FM Phoenix, named general manager.

Robert L. Ray, commercial manager of WPTV(TV) West Palm Beach, Fla., named executive assistant to John D. MacArthur, owner of WEAT-AM-TV, that city.

David R. Klemm, assistant to general manager and director of operations at WXYZ-AM-FM Detroit, appointed station manager of WLCY St. Petersburg, Fla.

Thomas L. Sprucebank, sales staff of William F. Rust station WRWA Reading, Pa., promoted to station manager of WNOW-AM-FM York, Pa., also Rust station.

Aubrey Moore, WBRZ(TV) Baton Rouge, elected president of Louisiana Association of Broadcasters. Also elected: **Bill Patton**, KATC(TV) Lafayette, VP-TV; **Harold Wheelahan**, WDSU New Orleans, VP-radio, and **Robert Earle**, WIBR Baton Rouge, treasurer.

Del Kirby, sales manager of KKUB Brownfield, Tex., joins KPOS Post, Tex., as manager.

Richard L. Eastland, VP and associate account supervisor, Al Paul Lefton Co., New York, joins NBC in Hollywood as manager, standards and practices, West Coast.

Dick Schmitz, program director at KAKC-AM-FM Tulsa, Okla., named director of operations. Succeeding Mr. Schmitz is Assistant Program Director **George B. Segraves III**.

Eugene W. Wilkin, WGAN Portland, elected president of Maine Association of Broadcasters. Others elected: **John C. Libby**, WCOU-AM-FM Lewiston, VP, and **Norman G. Gallant**, WFAU-AM-FM Augusta, secretary-treasurer.

Daniel M. Valentine, manager and sales manager of Alert Air Page, radio paging service in St. Petersburg, Fla., joins field staff of National Association of Broadcasters, Washington. He had formerly been with stations in Florida, Virginia and Texas.

David F. Sweeney, chief accountant for WABC-TV New York, appointed business manager.

PROGRAMING

Andre Baruch, veteran broadcasting personality, and agency executive, joins Henry Jaffee Enterprises Inc., as director of commercial and industrial show division.

MARK II CAROUSEL

None like it. True automatic advance programming. Plays 24 cartridges. Random or sequence.

MARK II RECORD CENTER

Tapes cues and messages with highest quality. Reliable; dependable.

MARK II PLAYBACK UNITS

Instantaneous airing of top quality messages. Completely dependable.

Write or call:

Earl J. Gallagher, manager of Paul H. Raymer Co., Chicago, named manager of midwestern division of Trans-Lux Television Corp., that city.



Mr. Landsburg

Alan Landsburg, executive producer at Wolper Productions, Hollywood, named VP. **Richard J. Kelliher**, sales manager of Metromedia's WNEW-AM-FM New York, appointed head of TV program sales for broadcasting division, working in conjunction with New York office of Wolper, subsidiary of Metromedia.

Dominick Dunne, Four Star Television, North Hollywood, Calif., elected VP.

Ray Miller, announcer for KGBS Los Angeles, named production manager.

Vic Sterling, announcer-director with KCRL(TV) Reno, promoted to production manager.

James T. Marks, comptroller at WIBG-AM-FM Philadelphia, named program manager.

David H. Leonard, network program manager for educational stations KOAP-TV Portland and KOAC-TV Corvallis, both Oregon, appointed director of program services for educational television station division of National Association of Educational Broadcasters, Washington.

David S. Calef, programing department of WKVT Brattleboro, Vt., named program director and chief engineer.

Harold E. Davis, formerly with American Armed Forces Network in Verdun,

France, appointed program director at WNDV-FM Daytona Beach, Fla.

John D. Yottes, news director of WFAS-AM-FM White Plains, N. Y., appointed program director.

Jesse R. (Buddy) Ragan, operations manager of KTAL-TV Texarkana, Tex.-Shreveport, La., named program director.

Edward H. Gaines, associate director at WNEW-TV New York, named program administrator.

Franklin T. Jordan, floor director at WTOP-TV Washington, appointed film director.



Mr. Warren

Edward A. Warren, network executive producer of ABC, New York, named director of programing for network's WABC-TV, that city.

Martha Torge, assistant director in charge of television promotion at WBEN-TV Buffalo, N. Y., appointed assistant director of advertising and publicity for Seven Arts Television, New York.

Robert Weinstein, producer-director at WBZ-TV Boston, appointed staff director at WNEW-TV New York.

George Hurd, producer-director at WGR-TV Buffalo, N. Y., named to directing staff of WBBM-TV Chicago.

NEWS

Kenneth R. Kurtz, WSAB-TV Huntington, W. Va., appointed news director at WANE-TV Fort Wayne, Ind.

Robert E. Payne, KLO Ogden, Utah,

joins KLAB Lakewood, Colo., as news director.

John Webster, formerly with WIL St. Louis, joins WCFL Chicago, as news editor.

EQUIPMENT & ENGINEERING



Mr. Malang

Albert W. Malang, former chief video facilities engineer for ABC New York, appointed manager-broadcast product planning for General Electric Visual Communications Products, Syracuse, N. Y.

David R. Hull, formerly VP at Raytheon Co., Lexington, Mass., and two-term past president of Electronic Industries Association, Washington (1958-1960), joins EIA as director of engineering department. **Jean A. Caffiaux**, staff engineer, named manager of department.

Earl W. Harris, director of sales of research and development division of Technicolor Corp., Hollywood, appointed VP of marketing at Magnasync Corp., North Hollywood, Calif.

Samuel G. Harris, director of marketing of Delta Electronics Inc., Alexandria, Va., appointed VP-marketing. Mr. Harris continues to direct company's marketing, advertising and PR activities.



Mr. Windle

Willis T. Windle, president of Mundet Cork Corp., Newark, N. J., named VP of finance, Viking Cable Co., Hoboken, N. J.

T. A. Campobasso, VP of Collins Radio Co. for Europe, the Middle East and Africa, appointed VP for Collins in Washington.

James J. Catrambone, executive assistant to VP for administration and business development of CBS Laboratories, division of CBS Inc., Stamford, Conn., appointed director of financial analysis. **Frank B. Gorman**, formerly director for plans and advanced technology at secretary of Air Force special projects office, El Segundo, Calif., joins CBS Labs as director of planning.

FANFARE

Budd Arthur, head of Bonsib/PR, public relations arms of Bonsib Inc., Fort Wayne, Ind. advertising agency, elected to board of directors of parent company as well as VP-director of Bonsib/PR. (also see page 76).

Holmes Brown, director of public af-

FCC commissioners get assignments

FCC last week, announced the following committee assignments for its commissioners: FCC defense commissioner—Lee Loevinger; E. William Henry, first alternate; FCC space commissioner—Mr. Henry; James J. Wadsworth, first alternate; FCC telephone and telegraph committees—Rosel H. Hyde, chairman; Robert T. Bartley, Kenneth A. Cox; FCC pay-TV committee—Mr. Wadsworth, chairman; Robert E. Lee, Kenneth A. Cox; telecommunications coordinating committee—Mr. Henry, vice chairman and FCC principal member; Mr. Lee, first alternate; Mr. Wadsworth, second alternate; intra-government committee on international telecommunications—Mr. Henry, co-chairman; radio technical committee for

marine—Mr. Bartley, chairman; committee for full development of all-channel broadcasting—Mr. Lee, chairman; advisory committee for land mobile radio services—Mr. Cox, chairman; National Association of Railroad and Utilities Commissioners executive committee—Mr. Hyde, FCC member; interagency civil defense committee—Mr. Loevinger, FCC member; interagency emergency planning committee—Mr. Loevinger, FCC member; radio technical commission for aeronautics, Mr. Loevinger, FCC member; committee for sale of Alaska communications system—Mr. Wadsworth, FCC member; interdepartmental committee for atmospheric sciences—Mr. Loevinger, FCC representative.

fairs, and assistant director of Office of Economic Opportunity, Washington, elected VP for public relations of American Airlines, New York.

Joe Cook, director of corporate advertising and promotion, and assistant to president of RKO General Broadcasting, New York, named director of advertising and promotion for WABC New York.

Nicholas Biro, midwest editor of *Billboard*, joins WCFL Chicago as public relations and promotion director.

Ernest Beyl, VP in charge of western operations for Infoplan, PR arm of Interpublic Companies, San Francisco, opens own PR firm in that city. Temporarily, new company, Ernest Beyl/Public Relations, is using offices of San Francisco Chamber of Commerce.

ALLIED FIELDS

Howard P. (Hud) Greene, president of Detroit Federation of Musicians, Local 5 of American Federation of Musicians, named to nine-member governing council of union's international executive board. Mr. Greene succeeds late **Alfred J. Manuti** (BROADCASTING, Sept. 20).

Ingrid C. Kildegaard, assistant technical director of American Research Foundation, New York, named director

of technical services.

INTERNATIONAL

E. M. Sinclair, president of Leo Burnett Co. of Canada Ltd., Toronto, named chairman and managing director of Burnett Nicholson & Partners Ltd., London, succeeding **Gordon Rothrock** who returns to Burnett's domestic headquarters in Chicago after Jan. 1, 1965. **Edgar W. Hudson**, VP of Burnett in Canada, becomes president there. **Harold C. Johnston**, also VP at Toronto, becomes executive VP.

E. A. Hallett Jr., general manager of Publicidad D'Arcy S. A., D'Arcy Advertising subsidiary in Mexico City, is retiring after 38 years with agency. **K. W. Mihill**, promoted to office manager there, succeeds him.

S. B. Hayward, manager of the broadcast division of Canadian Marconi Co. Montreal, operating CFCF-AM-FM-TV Montreal, radio-TV commercials and program production, named VP of broadcast division.

Ralph Draper, formerly media director of Foster Advertising Co., Toronto, joins Vickers & Benson Ltd., that city, to work on government accounts.

Jack Kuper, formerly of the Canadian Broadcasting Corp., joins Goodis, Goldberg, Soren Ltd., Toronto, as radio-television director.

Garry Zivot, formerly media and pro-

gramming supervisor of Procter & Gamble Ltd., Toronto, joins CHCH-TV Hamilton, Ont., as manager of research and development. **William Burak**, sales promotion department of J. Walter Thompson Co., Toronto, joins CHCH-TV as promotion supervisor.

DEATHS



Mr. Field

Marshall Field, 49, died following heart attack Sept. 18 at his home in Chicago. Board chairman of Field Enterprises Inc. and president of subsidiary Field Communication Corp., constructing new UHF station WFLD-TV Chicago, he had keen interest in potentials of TV. His father had radio interests from 1947-57. He is survived by son, Marshall Field Jr.

James A. Christensen, 46, program director of WBEN-TV Buffalo, N. Y., died Sept. 16 at Buffalo General hospital. He is survived by wife, and four daughters.

Thomas L. Rowe, 62, former chief engineer of WLS Chicago, with that station, almost from inception in 1924, until 1960, died Sept. 20 from bronchial pneumonia. Past several years he had been closed-circuit TV system engineer with Chicago school system.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 15 through Sept. 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna, aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Springfield, Ohio — Southwestern Ohio Television Inc. Granted CP for new TV on UHF channel 76 (842-848 mc); ERP 39.8 kw vis., 5.37 kw aur. Ant. height above average terrain 335 ft.; above ground 340 ft. P.O. address c/o J. A. Sheridan, 11 West Main Street, Fairborn, Ohio. Estimated construction cost \$328,000; first year operating cost \$250,000; revenue \$270,000. Geographic coordinates 39° 59' 24" north latitude, 83° 47' 02" west longitude, studio location Moorefield township, Ohio; trans. location Clark County, Ohio. Type trans. RCA TTU-2A;

type ant. RCA TFU-27DH. Legal counsel Welch & Morgan, Washington; consulting engineer George C. Davis, Washington. Principals: Joseph A. Sheridan, Ralph Koehler, J. Frederick Doyle, Paul J. Sheridan, L. Edwin Hoppes and Earl E. Shoemaker (each 10.5%), Dwight K. Sheridan (21.1%), Ronald E. Shoemaker, Forrest J. Hogue and William R. McCarty (each 5.3%). Principals have no other broadcast interests. Action Sept. 17.

APPLICATIONS

Tampa, Fla.—Hillsborough Broadcasting

Co. UHF channel 49 (680-686 mc); ERP 272 kw vis., 27.2 kw aur. Ant. height above average terrain 290 ft., above ground 309 ft. P.O. address 1801 East Oakland Park Boulevard, Fort Lauderdale, Fla. Estimated construction cost \$373,000; first year operating cost \$300,000; revenue \$330,000. Studio and trans. locations both Tampa. Geographic coordinates 27° 57' 06" north latitude, 82° 27' 32" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30-J. Legal counsel Welch & Morgan, Washington, and Paris G. Singer, Fort Lauderdale, consult-

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

ing engineer, George C. Davis, Washington. Principals: Lucille Frostman, Richard B. Wiggins, Melvin R. Young, Howard I. Scott, Paris G. Singer, Richard R. Ferayorni, John H. Monahan, Ray C. Qualman, Diran M. Seropian (each 10%); Clay Armstrong, and Wyn Blair Sutphin (each 5%). Miss Frostman is real estate broker and holds 5% of Broward Broadcasting Co., permittee of channel 51, Fort Lauderdale; Mr. Ferayorni has real estate interests and holds 5% of Broward Broadcasting; Messrs. Wiggins, Young, Scott, Singer, Monahan, Qualmann, Seropian, Armstrong and Sutphin, each holds 10% of Broward Broadcasting and other non-broadcast interests. Ann. Sept. 15.

New AM stations

APPLICATIONS

Ellettsville, Ind.—Cook Inc. 1110 kc, 250 w, D. P.O. address 300 Swain Ave., Bloomington, Ind. Estimated construction cost \$19,870; first year operating cost \$56,900; revenue \$62,400. Principals: William A. Cook (43.1%); Gayle T. Cook (43.1%), and Ivan S. Fucilla, M.D. (13.8%). Mr. and Mrs. Cook are president and vice-president, respectively, of surgical instruments manufacturing firm, and Dr. Fucilla is radiologist in Sunnyvale, Calif. Ann. Sept. 16.

Excelsior Springs, Mo.—George P. Williams d/b Excelsior Springs Broadcasting Co. 1090 kc, 250 w, D. Estimated construction cost \$22,168; first year operating cost \$57,500; revenue \$65,000. Principals: George P. Williams (100%). Mr. Williams holds Green Hills Broadcasting Co., Brookfield, Mo., licensee of KGHM Brookfield, owns 28% (wife owns 24%) of Marcelline Publishing Co., publishers of weekly newspaper, and 11½% of Brookfield Publishing Co., publishers of daily newspaper. Ann. Sept. 20.

Springfield, Mo.—Babcom Inc. 1060 kc, 500 w, D. P.O. address 803 Woodruff Bldg., Springfield. Estimated construction cost \$17,334; first year operating cost \$40,800; revenue \$72,084. Principals: James Bruce Bugg (53%); Curtis Walton Brown (46%), and Leonard Walter Chinn. Mr. Bugg is casket manufacturer; Mr. Brown is salesman with KWTO Springfield, and Mr. Chinn

is attorney. Ann. Sept. 17.

Red Springs, N. C.—K & R Broadcasting Corp. 710 kc, 1 kw, D. P.O. address 209 W. Broad St., Saint Pauls, N. C. Estimated construction cost \$31,750; first year operating cost \$56,000; revenue \$63,900. Principals: Thomas James Rogers (50%); Frederick Rulfs Keith Jr., and Thomas Joseph Keith (each 25%). Mr. Rogers has non-broadcast interests in Tabor City, N. C.; Mr. Frederick Keith has nonbroadcast interests in Saint Pauls, N. C. Ann. Sept. 17.

Sallisaw, Okla.—Wheeler Mayo d/b Big Basin Radio 1560 kc, 250 w, D. P.O. address 111 N. Oak St., Sallisaw. Estimated construction cost \$13,175; first year operating cost \$36,000; revenue \$45,000. Principals: Wheeler Mayo (100%). Mr. Mayo owns Sequoyah County Times, Sallisaw, and farming interests. Ann. Sept. 21.

Existing AM stations

APPLICATIONS

WATY North Atlanta, Ga.—Charles Smithgall and Leslie B. Smithgall d/b North Atlanta Broadcasting Co. Seeks modification of CP to change from DA-D to non-DA, change ant.-trans. location and specify studio as same, make changes in ant. system. Ann. Sept. 21.

WJPS Evansville, Ind.—Geyer Broadcasting Co. Seeks CP to change from DA-2 to DA-N. Ann. Sept. 21.

WKPR Kalamazoo, Mich.—Kalamazoo Broadcasting Co. Seeks CP to increase power from 1 kw to 5 kw, make changes in directional ant. system and install new trans. Ann. Sept. 21.

New FM stations

ACTIONS BY FCC

Waterbury, Conn.—Northeast Broadcasting Inc. Granted CP for new FM on 104.1 mc, channel 281, 20 kw. Ant. height above average terrain minus 140 ft. P.O. address c/o Royal E. Blakeman, 430 Park Avenue, New York. Estimated construction cost \$22,335; first year operating cost \$5,000; revenue not listed. Principal: Merv Griffin (100%). Mr. Griffin is radio and TV entertainer. Action Sept. 22.

Fort Dodge, Iowa—American Broadcasting Stations Inc. Granted CP for new FM on 94.5 mc, channel 233, ERP 50 kw. Ant. height above average terrain 291 ft. P.O. address 540 A Street, Fort Dodge. Estimated construction cost \$67,192; first year operating cost \$26,700; revenue \$20,000. Principals: Helen S. Mark and children through trustee-ship. ABS has 54% interest in WMT-TV Cedar Rapids, Iowa, William B. Quarton has 31% interest in WMT-TV. WMT-TV owns WECB Duluth, Minn. Action Sept. 22.

Benton, Ky.—The Purchase Broadcasting Co. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 124 ft. P.O. address c/o Shelby McCallum, Benton. Estimated construction cost \$13,756; first year operating cost \$4,000; revenue \$6,000. Applicant, whose sole owner is J. Shelby McCallum, is licensee of WCBL Benton. Action Sept. 15.

*Beloit, Wis.—Beloit College. Granted CP for new FM on 88.1 mc, channel 201, 10 w. Ant. height above ground 62 ft. P.O. address Beloit College, Beloit. Estimated construction cost \$1,977; first year operating cost \$3,300. Principal: board of trustees, Arthur B. Adams, president. Action Sept. 16.

APPLICATIONS

Lancaster, Calif.—Stereo FM Inc. 107.9 mc, channel 300, 50 kw. Ant. height above average terrain 67 ft. P.O. address 1982 South Stearns Drive, Los Angeles, c/o Mr. Alexander Browdy. Estimated construction cost \$54,954; first year operating cost \$38,000; revenue \$36,000. Principals: Alexander Browdy (100%). Mr. Browdy is director of engineering at KCOP-TV Los Angeles. Ann. Sept. 14.

*Bethany, W. Va.—Bethany College. 88.1 mc, channel 201, 10 w. Ant. height above ground 85 ft. P.O. address Bethany. Estimated construction cost \$10,615; first year operating cost \$2,000; revenue \$2,000. Principals: board of trustees, Bethany College. Ann. Sept. 14.

Ownership changes

ACTIONS BY FCC

KFMB-AM-FM-TV San Diego, WCIATV) Champaign, Ill., WMBD-AM-FM-TV Peoria, Ill.—Granted assignment of licenses from Midwest Television Inc., an Illinois corporation, owned by August C. Meyer (24.9%), Clara R. Meyer (26.1%), F. M. Lindsay (20%), Helen M. Stevick (10%), Russell O. Derby (10%), August C. Meyer (2.1%) and others, to Midwest Television Inc., a Delaware firm, with identical ownership. No financial consideration. Action Sept. 15.

KHUM Santa Rosa, Calif.—Granted transfer of control of licensee corporation, Bay Area Electronic Inc., from Frances S. De Golia (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. Action Sept. 16.

WEFA Waukegan, Ill. WEFA Inc.—Granted transfer of control of licensee corporation, WEFA Inc., from Goldie B. Luftig (50% before and after) and Suzanne P. Victor (50% before and after) to Goldie B. Luftig, individually and as voting trustee for Suzanne P. Victor. Action Sept. 15.

WIFN(FM) Franklin, Ind.—Granted voluntary assignment of license from Howell B. Phillips to Voice of Johnson County Inc., owned by Dallas and Neva J. Montgomery (50% jointly) and Howell B. and Mildred J. Phillips (50% jointly). Consideration: assignee will give assignor all outstanding stock for WIFN, and will assume \$12,600 in debts incurred by assignor. Mr. Phillips and Mr. Montgomery are ½ owners of WBMP Elwood, Ind. Action Sept. 17.

WMCS Machias, Me.—Granted voluntary assignment of CP from Coastal Broadcasting Inc. to Washington County Broadcasting Inc., owned by Winston D. Chapman (35%) and Otho Knowles Jr. (65%). Consideration \$500. Action Sept. 15.

WCCW Traverse City, Mich.—Granted transfer of control of licensee corporation, Radio Station WCCW Inc., from D. C. Sumnerford (95.1% before, none after) to John R. Anderson (5% before, 52.5% after). Consideration \$188,000. Mr. Bates is plant manager for CM Corp. and owns Christmas tree farm. Action Sept. 15.

WFYI Mineola, N. Y.—Granted assignment of license from Media Enterprises Inc., owned by VIP Radio Inc. (100%) which is owned by Whitney Communications Corp., to Bursam Communications Corp., owned by Selig S. Burrows (45%), Hartley L. Samuels (23%), Margery S. Samuels (22%), Kenneth D. Burrows (5%) and Jonathan L. Burrows (5%). Consideration \$150,000. Mr. Burrows is director of New York World's



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 22

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,004	29	66	345
FM	1,334	49	210	230
TV	558 ^a	35	95	133

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 22

	VHF	UHF	TV
Commercial	512 ^a	178	690
Noncommercial	66	62	128

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	558 ^a
CP's on air (new stations)	26	37	33
CP's not on air (new stations)	68	212	96
Total authorized stations	4,100	1,583	690
Applications for new stations (not in hearing)	257	186	75
Applications for new stations (in hearing)	79	49	57
Total applications for new stations	336	235	132
Applications for major changes (not in hearing)	198	47	32
Applications for major changes (in hearing)	35	2	8
Total applications for major changes	233	49	40
Licenses deleted	0	0	3
CP's deleted	0	0	4

¹ Does not include three licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Fair Corp. and has other business interests. Action Sept. 17.

WRNY Rome, N. Y.—Granted assignment of license from Richard K. Thorman, to Roman Radio Inc., owned by David W. Derby (100%). Consideration \$110,000. Mr. Derby is station manager of WRNY. Action Sept. 18.

KBMC-FM Eugene, Ore.—Granted assignment of license from Alan C. and Ruth M. Graves d/b as F. Empire Broadcasters, to Good Shepherd Broadcasting Inc., owned by Elvin E. Hofeldt, Donald R. Childs, Florence K. Sullivan, Kenneth Sayles (each 16.67%), Leonal Fiksdal (13.33%), James H. Slaven and Lois E. Day (each 10%). Consideration \$28,200. Stockholders have business interests in Eugene and vicinity. Action Sept. 18.

WCAS(FM) Knoxville, Tenn.—Granted assignment of CP from Knoxville Ra-Tel Inc., owned by Henry T. Ogle and others, to South Central Broadcasting Corp., owned by John A. Engelbrecht (39.6%), George F. Stoltz (39.6%), Leighman D. Groves (19.8%), Eileen O. Stoltz and Bettie G. Engelbrecht (each 0.5%). Consideration \$2,600. South Central Broadcasting owns WKY-AM-FM Evansville, Ind., and WTVK(TV) Knoxville, Tenn. Action Sept. 17.

APPLICATIONS

KJKJ Flagstaff, Ariz.—Seeks assignment of license from Dateline Broadcasters Inc., ownership of which is in dispute following transaction between Joseph A. Brandt and Joseph L. Patrick, transferors, and Charles L. and Rosemary Foster, transferees, to James L. Young, receiver. No financial consideration. Receiver was appointed by superior court of Arizona by county of Cocconino. Ann. Sept. 15.

KTVE(TV) El Dorado, Ark.—Seeks assignment of license from Fuqua Industries Inc., to KTVE Inc., a wholly owned subsidiary of Fuqua Industries. No financial consideration. No change in control. Ann. Sept. 20.

KDON Salinas, Calif.—Seeks assignment of license from KDON Inc., to M. C. Broadcasting Co., owned by Marvin Orleans (25%); Sidney Forstater (15%); Simon Vogel (25%); Bernard Howard (10%), and Richard B. Stevens (25%). Consideration \$232,000. Mr. Orleans has interest in WTAC Flint, Mich., and KSO Des Moines, Iowa, and construction firm; Messrs. Forstater and Vogel are CPA's; Mr. Howard is principal of Bernard Howard & Co. radio station representative, and Mr. Stevens is at-

torney and holds interest in WFEC Harrisburg, Pa., and KGFJ Los Angeles. Ann. Sept. 18.

KMUZ(FM) Santa Barbara, Calif.—Seeks assignment of license and SCA from William H. Buckley d/b Tri-Counties Broadcasting Co., to Tri-Counties Communications Inc., owned by Lumbermans Mutual Casualty Co., mutual insurance company with no stockholders. Consideration \$195,000. Lumbermans Mutual is administered by board of directors elected by policy holders. Ann. Sept. 14.

KVRE Santa Rosa, Calif.—Seeks assignment of license from Santa Rosa Broadcasting Co., to KVRE Inc., owned by Edward LaFrance (49%); William Harry Colclough (49%); Mrs. Janis Ava LaFrance (1%), and Mrs. Carolyn F. Colclough (1%). Consideration \$90,000. Mr. LaFrance is employee of KXIV Phoenix; Mr. Colclough is in USAF; Mrs. LaFrance is employee of insurance firm, and Mrs. Colclough is teacher. Ann. Sept. 15.

KLST-FM Colorado Springs, Colo.—Seeks assignment of license from Little London Broadcasting Co., to David P. Pinkston d/b Western Broadcasting Co., owned by David P. Pinkston (100%). Consideration \$50,000. Mr. Pinkston is sole owner of KDAV Lubbock, KPEP San Angelo, KZIP Amarillo, all Texas, and KPIX Colorado Springs. Ann. Sept. 21.

WLBE Leesburg-Eustis, Fla.—Seeks assignment of license from WLBE Inc., owned by Paul A. Husebo (50%) and Sally H. Husebo (50%), to Heard Broadcasting Inc., owned by Richard Mead Jr. (16.7%); Edwin Mead (25%); Arthur Dennis Pepin (25%); Harold James Sharp (25%), and Robert E. Warfield Jr. (8.3%). Consideration \$30,000 plus mortgage agreements totaling \$160,000. Mr. Pepin holds 33 1/3% of WPRY Perry, Fla. Ann. Sept. 14.

WLOQ Winter Park, Fla.—Seeks assignment of CP for new FM from Richard L. Baird, to William S. Clarke and John T. Rutledge d/b Clarke & Rutledge, owned by Mr. Clarke (60%) and Mr. Rutledge (40%). Consideration \$2,553. Mr. Clarke holds 60% of Clarke Broadcasting Corp., licensee of WLOF Orlando, Fla., and other non-broadcast interests; Mr. Rutledge holds 40% of Clarke Broadcasting and 52% of WYND Radio Inc., licensee of WYND Sarasota, Fla. Ann. Sept. 16.

WMRI-FM Marion, Ind.—Seeks transfer of control of licensee corporation, WMRI Inc., from Joseph Chema (100% before, none after), to Ralph Marcuccilli, Thomas

Marcuccilli, Enrico Frank Bove, Anthony J. Bove, Guy F. Bove, Robert L. Wright and Glenn W. Ross (each 10% after); Frank Haas (15% after); and others. Consideration \$100,000. Mr. Haas is manager of WMRI Marion; Mr. E. F. Bove is chief engineer at AFRS New York; other principals have non-broadcast interests. Ann. Sept. 15.

KHOL-FM Kearney-Holdrege, Neb.—Seeks assignment of license and SCA from Bi-States Co., to Radio Kearney Inc., owned by John Payne (40%); J. R. Clodfelter (35%); A. E. Payne (10%), and Alan Oldfather (15%). Consideration \$25,618. Radio Kearney Inc. is licensee of KRNY Kearney, Neb. Ann. Sept. 15.

WZIP-AM-FM Cincinnati—Seeks assignment of license from Greater Cincinnati Radio Inc., to Zanesville Publishing Co., owned by Clay Littick (47.5%); Arthur S. Littick (47.5%), and William O. Littick (5%). Consideration \$367,500. Zanesville Publishing owns 63% of Southeastern Ohio Television System Inc., licensee of WHIZ-TV Zanesville; owns 60% of Southeastern Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville; owns 100% of Belmont Broadcasters Inc., licensee of WOMP-AM-FM Bellaire, Ohio. Firm is licensee of WTAP-AM-TV Parkersburg, W. Va., permittee of WTAP-FM Parkersburg, W. Va.; licensee of WNXT and permittee of WNXT-FM, both Portsmouth, Ohio. Ann. Sept. 16.

KOHU Hermiston, Ore.—Seeks assignment of license from Clyde W. Olsen and Helen M. Olsen, in partnership, to Helen M. Olsen, individually, and as executrix of estate of Clyde W. Olsen. No financial consideration. Ann. Sept. 16.

WADK Newport, R. I.—Seeks assignment of license from Arnold Lerney and Joseph Mufson d/b Key Stations, to Key Stations Inc., owned by Mr. Lerney (70%) and Mr. Mufson (30%). No financial consideration. Mr. Lerney holds 52 1/2% interest in WLLH-AM-FM Lowell, Mass., and Mr. Mufson holds 22 1/2% interest in WLLH-AM-FM. Ann. Sept. 14.

KEYS Corpus Christi, Tex.—Seeks assignment of license from Charles D. Rossi and James V. Rossi, individually and as executor of estate of V. L. Rossi, d/b Nueces Broadcasting Co., to Texas State Network Inc., owned by Arnold Malkan (79%); Stanley E. Wilson (10%), and Audrey Malkan (1%). Consideration \$150,000. Texas State Network is licensee of KFJZ-AM-FM Fort Worth, Tex. Ann. Sept. 17.

WENZ Highland Springs, Va.—Granted assignment of license from Robert H. Pratt, receiver, to Baron Radio Inc., owned by Ralph J. Baron (50%) and Judith M. Baron (50%). Consideration \$132,500. Mr. and Mrs. Baron together hold 50% of WILA Danville, Va., 50% of WLEL Raleigh, Va.; Mr. Baron is sales manager of WEBB Baltimore. Action Sept. 14.

WLVA-AM-TV Lynchburg, Va.—Seeks assignment of licenses from Evening Star Broadcasting Co., subsidiary of Washington Evening Star, to WLVA Inc., wholly owned subsidiary of Evening Star Broadcasting Co. No financial consideration. Evening Star Broadcasting owns WMAL-AM-FM-TV Washington; WSUA-AM-FM-TV Harrisburg, Va. Ann. Sept. 18.

WKEE-FM Huntingdon, W. Va.—Seeks assignment of license and SCA from Geyer Broadcasting Co., to WKEE Inc., owned by Reeves Broadcasting Co. (100%). Consideration \$475,000. Reeves Broadcasting is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntingdon. Reeves is sole owner of WITH Inc., licensee of WITH-AM-FM Baltimore. Ann. Sept. 21.

WXMT Merrill, Wis.—Seeks assignment of license from Thunder-Bird Broadcasting Co., to North-Central Broadcasting Corp., owned by Leonard H. Harms, William W. Reed, John A. Hoppe and Michael J. Flaherty (each 25%). Consideration \$118,000. Mr. Flaherty is manager of WRDB Reedsburg, Wis.; Messrs. Harms, Reed and Hoppe have non-broadcast interests in Wisconsin. Ann. Sept. 15.

Hearing cases

ACTIONS

■ By memorandum opinion and order, Commission (1) granted application of Abilene Radio and Television Co. to increase vis. ERP of KRBC-TV Abilene, Tex., from 145 kw to 316 kw. ant. height from 772 ft. to 850 ft., and make other equipment changes; and (2) denied opposing petition by Texas Key Broadcasters Inc., KPAR-TV Sweetwater. Commissioner Cox dissented. Action Sept. 22.

■ By memorandum opinion and order, commission denied petition by Owensboro On The Air Inc., for rulemaking to delete noncommercial educational TV channel *9

from Evansville, Ind., and reassign it to Hatfield, Ind.-Owensboro, Ky., as commercial channel. In so doing, commission stated that introduction of another VHF in area would have blighting effect on existing UHF's and future UHF developments and would be contrary not only to its efforts to implement the all-channel receiver law but to previous efforts to make UHF in area competitive and viable. Commissioners Bartley and Cox concurred and issued statements. Action Sept. 22.

■ Commission proposed amending sec. 1.503 of its practice and procedural rules to make explicit its authority to issue notices of apparent liability in cases where broadcast permittee or licensee fails to make timely response to commission requests for information or makes false statement or misrepresentation to commission. Action Sept. 22.

■ By order, commission granted request by National Broadcasting Co. to extend time to Jan. 31, 1966, to file comments and to March 31, 1966, for replies in matter of amendment of part 73 of rules with respect to competition and responsibility in network television broadcasting. Action Sept. 22.

■ Granted change to Peninsular Broadcasting Corp., Coral Gables, Fla., on 1080 kc from day-only, DA, to unlimited time operation with 500 w-N, DA-2, continued daytime operation with 10 kw; conditions include no presunrise operation with daytime facilities pending decision in Doc. 14419. Action Sept. 22.

■ Granted to KOTE Fergus Falls, Minn., increased nighttime power on 1250 kc from 500 w to 1 kw, continued daytime operation with 1 kw, DA-N; conditions and without prejudice to any action commission may take with respect to application for renewal of license of KOTE. Action Sept. 22.

■ Waived sec. 1.534(b) of rules and accepted and granted application by KERN-FM Bakersfield, Calif., to change trans. and main studio locations. Replaces expired permit. Action Sept. 22.

■ By memorandum opinion and order, commission dismissed petition by Onondaga Broadcasting Inc., for reconsideration and modification of June 17 action which reopened record in Syracuse, N. Y., channel 9 proceeding and which remanded proceeding to hearing examiner for further hearing on issues involving New York state anti-trust charges against Edward Joy Co., owned by families of two principal stockholders of W. R. G. Baker Radio and Television Corp. Chairman Henry absent; Commissioner Cox not participating. Action Sept. 22.

■ By memorandum opinion and order, commission denied petition by Lakewood Broadcasting Service Inc., Lakewood, and Evergreen Enterprises Inc., Loveland, Colo., to reconsider and set aside July 14 action which denied request by Denver Area Broadcasters, Arvada, for review of March 29 denial by review board of its application to move transmitter and increase power on 1550 kc both day and night or daytime only but which, on its own motion because of flood damage to KDAB, accepted for filing amendment to KDAB's application for CP and returned it to processing line. Commissioner Cox not participating. Action Sept. 22.

■ By memorandum opinion and order in Lebanon, Pa.-Catonsville, Md., consolidated AM proceeding, commission granted in part petition by Cedar Broadcasters, Lebanon, for review of review board's June 2 denial of its petitions to enlarge issues as to technical and financial qualifications of Lebanon Valley Radio, Lebanon; enlarged issues to determine financial qualifications of latter. Action Sept. 22.

■ Commission gives notice that the July 29 initial decision which looked toward granting application of Parish Broadcasting Co. for new daytime AM to operate on 1110 kc, 1 kw, in Franklinton, La., became effective Sept. 17 pursuant to sec. 1.276 of rules. Action Sept. 20.

■ By order, commission, on petition by WKYR Inc., terminated stay imposed by Dec. 28, 1964, order upon previous June 30 decision of review board which granted its application to change location of WKYR from Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unlimited time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw-D. Action Sept. 17.

■ Following dates will constitute composite week for use in preparation of program log analyses submitted with applications for AM, FM and TV station licenses which have termination dates in 1966. Sun. Mar. 7, Mon. Jan. 18, Tues. Oct. 20, Wed. June 16, Thurs. Apr. 29, Fri. Sept. 3, Sat. Feb. 20. Attention of licensees is also directed to sec. IV, page 3, item 10, of renewal application which permits submission of any additional program data that ap-

plicant desires to call to commission's attention, if, in applicant's opinion, statistics based on composite week do not adequately reflect program service rendered. Action Sept. 15.

■ On its own motion, commission amended its report and order of July 27, which adopted new statement of program service for its AM and FM application form, to require its use for aur. renewal applications due to be filed between Jan. 1 and Nov. 1, 1966. Such applicants will use revised section in reporting on their proposed operation, but use existing sec. IV to report on past operations. To avoid confusion as to what will be required of applicants affected, instructions will be sent to them individually. Action Sept. 15.

■ Granted special temporary authority to WSAU-TV Wausau, Wis., to operate with ERP vis. power reduced from 316 kw to 100 kw on Oct. 3 and 10, Nov. 7 and Dec. 7 to broadcast Green Bay Packers football games; conditions. Commissioner Bartley dissented. Action Sept. 16.

■ By memorandum opinion and order, commission (1) denied petition by Birmingham Television Corp., WBMG Birmingham, Ala., for rule making to delete channel 8 from Selma, and its further request that Selma Television Inc. be required to show cause why its license should not be modified to specify channel 58 instead of channel 8 at Selma; and (2) dismissed as moot motion by Montgomery Independent Telecasters Inc., WKAB-TV Montgomery, to consolidate instant petition with petition for rulemaking by WCOV Inc., WCOV-TV Montgomery, to reassign channel 8 from Selma to either Tuscaloosa-Birmingham or to Birmingham. Commissioner Cox abstained from voting. Action Sept. 15.

■ Commission has uncovered an obscure error in computer program used to prepare revised UHF table of assignments recently adopted by the commission. Although it did not cause any technically incorrect assignments to be made it did result in poor choice of channels for many cities in table, resulting often in higher channels than necessary and in some instances in reducing number of potential assignments. After discovery of error, complete new nationwide assignment plan was made. Corrected plan produced few additional assignments in those areas where plan is virtually saturated, increased number of assignments on lower numbered channels, and left substantially greater number of channels available for assignment in unsaturated areas of country. Comparison of this plan and one released by commission makes it appear desirable to issue corrected plan. However, in order not to disrupt planning that has gone into preparation of applications based on assignments adopted in fourth report and order or to force changes in construction that has gone forward on basis of permits granted or modified pursuant to assignments adopted in fourth report and order, we have retained in revised plan those assignments for which CP have been granted or for which applications were pending as of September 15. Also consideration will be given to requests by such applicants and permittees for different channel assignments if such requests are consistent with principles employed in development of overall plan. Corrected plan which is expected to be released in few weeks will also dispose of many of petitions for reconsideration filed in docket. Adopted Sept. 15.

■ By order, commission denied petition by Golden East Broadcasting Co. for reconsideration of July 14 hearing designation order and to remove its application for new AM on 1490 kc in Barboursville, Ky. from consolidated proceeding with applications of Brown Radio & Television Co. for renewal of license of WBVL on 950 kc in Barboursville and Barboursville-Community Broadcasting Co. for new station on latter frequency in that city; also denied Golden East's alternate request to delete that portion of designation order which permits parties to seek enlargement of issues. Action Sept. 15.

■ By separate orders in proceeding on application of Selma Television Inc. to move trans. site and increase ERP and ant. height of WSLA-TV Selma, Ala. commission (1) denied application by Birmingham Television Corp. Birmingham, for review of June 22 denial by review board of its petition to enlarge issues, and (2) denied motion by WCOV Inc. Montgomery, to consolidate rulemaking proposals concerning channel 8 with adjudicatory proceeding on WSLA-TV application. Action Sept. 15.

■ By order, commission, on joint petition for reconsideration, reinstated and affirmed grant of application of Missouri-Illinois Broadcasting Co. for new AM at Cape Girardeau, Mo., which was set aside by commission order of May 21; also granted

application by KGMO Radio-Television Inc., for license renewal of KGMO Cape Girardeau. Commissioner Cox dissented and issued statement. Action Sept. 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by The Prattville Broadcasting Co. to extend time to Oct. 8 to file exceptions to supplemental initial decision in proceeding on its application for new AM in Prattville, Ala. Action Sept. 20.

■ Scheduled oral argument for Oct. 19 in proceeding on applications of Middle Tennessee Enterprises Inc., and The Middle Tennessee Broadcasting Co. for new FM in Columbia, Tenn. Action Sept. 20.

■ By memorandum opinion and order in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV's to operate on channel 29 in St. Paul, Minn., denied appeal by Broadcast Bureau from examiner's July 13 interpretation of commission's new financial qualification policy as to Associated. Action Sept. 17.

■ By memorandum opinion and order in proceeding on application of Chapman Radio and Television Co. for new TV to operate on channel 21 in Homewood, Ala., denied petition by Birmingham Television Corp., channel 42, Birmingham, for review of examiner's denial of its petition for leave to intervene as right as party applicant. Action Sept. 17.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearings in proceeding on AM application of Darrell E. Yates, Lufkin, Tex.; scheduled prehearing conference for Oct. 6 and hearing for Nov. 8. Action Sept. 22.

■ Granted petition by Broadcast Bureau to change place of hearing from Washington to Holly Hill, S. C., in matter of revocation of license of Palmetto Communications Corp. for WHHI Holly Hill, and ordered that hearing will be held in Holly Hill at time and place to be specified by examiner during Sept. 30 prehearing conference in Washington. Action Sept. 17.

By Hearing Examiner Basil P. Cooper

■ Granted petition by The Outlet Co. and Clarke Broadcasting Co. to extend Sept. 27 evidentiary hearing to Oct. 1 in proceeding on AM application of WHOO Radio Inc. Orlando, Fla. Action Sept. 17.

■ In proceeding an application of Fine Music Broadcasts Inc., and Belk Broadcasting Co. of Florida Inc., for new FM's in Jacksonville, Fla., in Doc. 16039-40, granted applicants' joint petition to extend date for exchange of exhibits from Sept. 14 to Oct. 11 and date for evidentiary hearing from Oct. 11 to Nov. 8. Action Sept. 17.

■ In Washington channel 50 proceeding, in Doc. 16088 et al., granted petition by Colonial Television Corp. for leave to amend its application to specify new trans. location, to amend its engineering to reflect new or amended site, and to reflect changes in cost also growing out of new or amended site. Action Sept. 17.

■ Granted petition by WHOO Radio Inc. Orlando, Fla., for leave to amend its AM application to clarify prior commitment made by financial institution, and give additional and more exact information pertaining to its proposed programming. Action Sept. 17.

By Hearing Examiner Charles J. Frederick

■ On own motion, in proceeding on AM applications of Charlottesville Broadcasting Corp., Charlottesville, and WBXM Broadcasting Co., Springfield, Va., in Doc. 15861-2, vacated examiner's Aug. 9 memorandum opinion and order insofar as it ordered return to processing line of WBXM Broadcasting Co. application. Action Sept. 21.

■ On own motion continued Sept. 27 hearing to Sept. 28 in proceeding on AM application of Triple C Broadcasting Corp., Thomasville, Ga. Action Sept. 17.

■ Pursuant to agreements reached at Sept. 15 prehearing conference in proceeding on AM applications of Charlottesville Broadcasting Corp., Charlottesville, and WBXM Broadcasting Co., Springfield, Va., in Doc. 15861-2, rescheduled Sept. 29 hearing for Oct. 7. Action Sept. 15.

By Hearing Examiner Millard F. French

■ Denied informal request by Boca

Continued on page 89

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced sales-manager leading to manager. East metropolitan suburban 5 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

I am tired of men who try to retire on my money. Somewhere, there is an energetic young salesman who is ready for management of my radio station. He is not afraid of work and he will use my salary plus incentive plan to earn a handsome income. This single station market in the southwest will produce for the right man. If you know such a man, send complete details to Box J-201, BROADCASTING.

Manager-partner with \$15,000 to invest in new middle Atlantic station. Box J-293, BROADCASTING.

Studio manager, with proven record. Must be conscientious, hard-working, and civic-minded. Send complete resume. Robert Bodden, General Manager, WMIR, Lake Geneva, Wisconsin.

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Experienced salesman with management potential—upper midwest fulltime net affiliate—group operation—company benefits including retirement program—plenty of room to grow. Box J-256, BROADCASTING.

Needed immediately a good small market salesman. Eastern Maine. 25% commission plus air work. 3rd required. Box J-261, BROADCASTING.

We want a radio salesman with guts and know-how. He can't be a clockwatcher. He must have an endorsed 3rd class ticket and be able to write darn good copy. Salary plus commission should put \$8,000 in your pocket your first year with us. In addition we pay your car operating expenses. We are located in the North East. Write or wire Box J-308, BROADCASTING.

Wanted: Salesman for quality radio station. This is a good opportunity for capable man. Salary plus commission, auto expense, life and hospitalization insurance. If between ages of 25-35, contact R. M. McKay, Jr., WKRM, Columbia, Tennessee.

Immediate opening—Salesman-announcer or announcer. Send tape and resume to Harold Harris, WMFC, Monroeville, Alabama.

Lake Geneva, Wisconsin seeking experienced salesman. Send complete resume, references, salary requirements. Robert Bodden, WMIR.

Young salesman-announcer wanted for growing small market midwest station. Base, plus commission. WRJC, Mauston, Wisconsin. John Schaller, Manager.

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

Help Wanted—Announcers

Announcer just out of school or with limited experience interested in learning sales. Here's a top opportunity to learn business and get paid well while you do it. Send audition tape and full information. Box J-11, BROADCASTING.

Announcers—(cont'd)

Announcer with AM experience for quality eastern station. Must have pleasing air personality, good news and commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

Southeastern Negro programed station seeking experienced swinger who can motivate audience. Top salary, excellent working conditions and congenial staff. If you are looking for an excellent opportunity with a progressive station, send tape and resume to Box J-26, BROADCASTING.

Leading adult station in top Michigan market is seeking experienced announcer-dj-strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Major midwest NBC affiliate wishes to add a new air personality to its staff. Finest working conditions and fringe benefits. If experience and ability qualify you for this job, send complete resume, air-check tape and photo first letter. Box J-174, BROADCASTING.

North Jersey station requires a qualified announcer. No beginners. Send tape and salary requirements, recent photo and resume to Box J-188, BROADCASTING.

Wanted: Swinging rock-jock, preferably single. Good market. Hours: 6:00 p.m. to midnight, 6 days per week. Inquire Box J-194, BROADCASTING.

1st phone top 40 man for top rated station in evening time slot. Here is a chance to join major market station. Tape and salary to

Top 40 morning man major Ohio market. Should be squirrely. Good pay. Send tape, resume & photo to Box J-249, BROADCASTING.

Top 40 announcer—personality. Medium size New York State market. Salary open. Send tape, resume, tell all. Box J-250, BROADCASTING.

Immediate opening for announcer, sales-announcer, or announcer-newsman. 3rd class phone required. Located in capital of North Dakota, KBMR Bismarck. Good music station with CBS Network. Call 701-255-1234 or send tapes to Box 1233, Bismarck, N. Dakota.

Immediate opening for either early morning or late shift. Send tape and resume to KFBD-FM, Route 2, Waynesville, Missouri.

Alaska—Great Hunting, Fishing. Top station. All new facilities. Adult music. Mature voice only for air and production. No accents nor affectations. \$800 starting. Air mail voice tape, qualifications, references to: KHAR—Pouch 7-016. Anchorage.

Immediate opening — Young, single announcer with 3rd class license. Non personality. Good housing available. KVVW-AM-FM, Show Low, Arizona.

WAYK Valparaiso, Indiana experienced announcer with 1st phone for progressive mature daytime station. Send tape and resume to Len Ellis, WAYK, Valparaiso.

Michigan area openings for experienced announcer and newsman. Adult programing. Send photo, tape and resume to Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape & resume WDDY, Gloucester, Virginia.

Announcers—(cont'd)

Experienced announcer. Age 28-35 for 5 kw station going fulltime and adding 50kw FM. Send complete resume of experience, references, recent photograph, and taped air-check to: Donald E. Knowles, WDEA, Ellsworth, Maine.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221, N. LaSalle St., Chicago.

Good opportunity with Herald-Tribune radio for announcer with 1st class ticket (no maintenance). Starting salary \$105-110. Immediate opening. Write: WGHQ, 82 John St., Kingston, N. Y.

Combo-announcer-engineer opening available at WHGR-AM & WJGS-FM, Houghton Lake, Michigan. Ideal opportunity for single, capable and conscientious young man. First phone is a must. Send tapes and resume to Bob Dittmer, c/o WHGR & WJGS, Houghton Lake, Michigan or Telephone 366-5364.

Solid Western New York 150,000 market needs bright middle road up-tempo morning man and sales. Security and good earnings in progressive operation for right guy. Open now. WJVL Radio, Niagara Falls, N.Y., N. Talbot.

Need 3 men, 3rd phone or better, versatile, mature experienced to work new station, heart of ski & summer vacation area northern lower Michigan. We go on air Nov. 1st. Rush resume, tape, picture, service status to Manager, WJML, Perry-Davis Hotel, Petoskey, Michigan.

Two announcers wanted—See our display ad this issue. WJPG, Green Bay, Wisconsin.

WKYX, Paducah, Kentucky has immediate opening for first phone top 40 announcers. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

WNCG-WKTM-FM stereo, North Charleston, South Carolina, needs suitable staff announcer for middle of the road AM music operation. Prefer mature, experienced man capable of professional news delivery and commercial presentation. Starting salary \$100 for 40 hour week. Please include all available information in initial reply.

Staff announcer—1st phone—experience middle of road format afternoon shift, some production. Oct. 1st WNRK, Newark, Del. 302-368-2588.

First ticket announcer. Suburban Washington—Going 5-kw. Excellent conditions. Send tape, resume—WPRW, Manassas, Va.

Announcer for adult music-news station, 2 years minimum commercial experience. Send air check or audition and radio background in first letter. No phone calls. Manager, WRTA, Altoona, Pennsylvania.

Big "SAM" seeking playboy. Top contemporary needs All Around All American. Contact Dave Hollis, WSAM, Saginaw.

Leading Radio-TV operation has opening for top flight dj for radio, with some television if qualified. Send tape—WSAV Radio and Television, Savannah, Georgia.

Number one Negro oriented Pulse station needs a fast paced swinger. Top pay for top man. Send tape-resume to WTHB, P.O. Box 6277, N. Augusta, S. C.

Copywriter/announcer to write and produce commercials with aid of jingle service. Must have mature voice. Middle of the road format. WTIM, Taylorville, Illinois.

\$90 starting salary to experienced announcer. Must send 7½ audition tape. WVSC, Somerset, Pa.

Announcers—(cont'd)

Top 40 swinger needs two swingin' jocks! Send tape, resume—WWOW, Conneaut, Ohio.

Announcer-engineer with 1st phone. Emphasis on announcing. 5½ day week. Must work on Sundays. Salary open. Michigan 313-664-8555 days, evenings phone 313-664-8293.

Have an immediate opening for an announcer with first phone ticket. Applicant must have the following qualifications: Figure measurements 36-24-36—or thereabouts; must wear high heel shoes and use perfume. Send complete resume, including photo and tape to Henry Beam, P.O. Box 986, Huntsville, Alabama.

Technical

Chief engineer with DA experience. No air. East metropolitan suburban 5 kw day with FM. Box J-5, BROADCASTING.

Chief engineer—5 kw midwest AM-FM. Box J-248. BROADCASTING.

Ambitious? Want chief's position, responsibility, income? Are you competent maintenance man? Possess construction ability? Tackle work enthusiastically? Handle small period air work. Accent here engineering. Write us in detail. Experience, references, picture. We will pay up to \$150 weekly to start with incentive. Eastern Seaboard major market. Replies confidential. Box J-282, BROADCASTING.

1st class engineer wanted for small single station market North East. Announcing ability essential. 5½ day week. Need car. Will pay up to \$120 a week. Write or wire. Box J-309, BROADCASTING.

Good pay, permanent for 1st ticket-combo. Engineer-announcer; engineer-sales for full-time AM & cable TV. Send resume, photo, tape to Marcie Fitch, KGLN, Glenwood Springs, Colo. Phone (303) 945-6501.

Wanted! A rare bird, first class ticket, maintenance, announcing. Join the flock. "Livin' Radio" WET—Call Foutz, 703-353-6641.

Permanent immediate opening for experienced board operator. First or third phone. WSBC, 312-MO-6-9060. Chicago.

First class engineer for area AM. P.O. Box 8734, Philadelphia, Pa. 19101.

Engineer—School grad acceptable, with or without announcing. Maintenance of FM, construction of an AM Box 102, Franklin, N. J.

News

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an opportunity to locate in a growing community. Excellent salary and working conditions. Box J-16, BROADCASTING.

Newsman . . . Midwest 50 kw seeking experienced reporter-writer, preferably some TV background. Send tape, resume and photo to Box J-175, BROADCASTING.

Newsman, experienced in both radio and television, to assume direction of expanding news, sports and public affairs department in radio and television operation at large mid-western University. Must be able to gather, edit and write local and regional news. Degree required. Some teaching necessary. Salary open. Box J-213, BROADCASTING.

Hardworking newsman—complete charge news department. KFAM, St. Cloud.

Immediate opening for aggressive broadcaster on award winning 6 man news staff. Apply only if you are a pro. Send air check, resume, references and photograph to Gene Craft, News Director, Radio station KFJZ, 4801 W. Freeway, Fort Worth, Texas. All correspondence confidential.

Due to the draft an aggressive, news conscious small-market station needs a news director who can gather and air radio newscasts. If you like small-market operations, you'll like this one. Send tape and write, KTTN, 804 Main, Trenton, Missouri.

Technical—(Cont'd)

Experienced radio newsmen. Immediate opening. Must have brisk, professional delivery. Gather, write, air news as part of combined radio-TV news dept. Rush resume, newscast tape, news copy samples to Durham Caldwell, News Director, WHYN, Springfield, Mass.

Experienced newsmen—See our display ad this issue. WJPG, Green Bay, Wisconsin.

Help Wanted: Newsman reporter—news experience, on-the-air exposure necessary for job with top news department in Capitol city of State. Need immediately. Contact WLBT, P.O. Box 2171, Phone 601-948-3333, Jackson, Mississippi.

Wanted: Immediate opening for newsmen in largest downstate Illinois market. Must have third phone, know play-by-play sports, and be experienced in news gathering and presentation techniques. Send salary requirements, tape and resume to John Schad, WSIV radio, Pekin, Illinois.

News director wanted by Philadelphia area station. Bright, alert newsmen with a nose for local news. Must be experienced radio journalist. Excellent pay, profit sharing and fine fringe benefits. Phone 215-696-3690.

The Long Island Network has immediate need for an aggressive, experienced newsmen to join its fastpaced news department. Must be a self-starter, strong on writing and production and have a pleasant, enthusiastic delivery. Send air check and complete resume to Tom Lague, News Director, P.O. Box 449, Freeport, New York. Tapes will not be returned.

Production—Programing, Others

Wanted—program director for western Massachusetts 1,000 watt, full time station. (ABC Network). Applicants from the Northeast preferred. Unusual opportunity for right man. Personal interview required. Man chosen must be sharp production artist and good leader of people, able to work well with the public. Send resume and audition tape to Box J-215, BROADCASTING.

RADIO

Situations Wanted—Management

General manager available at once. Present station sold reason for move. References from past and present employers. Over 10 years experience all phases. Box J-142, BROADCASTING.

Experienced general manager looking for same position at right station in right town. Box J-219, BROADCASTING.

General manager midwestern metro market desires relocation in medium-small market with stable operation offering longevity. (Present station has been sold.) Experienced good music AM-FM. Quality salesman. Active civic affairs. Best references. Age. 35. Box J-276, BROADCASTING.

Will manage your radio station, 35 years experience. Box J-292, BROADCASTING.

Sales

Successful sales executive, fifteen years broadcasting and agency experience, seeks sales manager post with substantial station. Seven years with present employer. Box J-259, BROADCASTING.

Announcers

Attention Educational Radio-TV stations! Announcer with college degree in Radio Speech, 2 years commercial announcing experience, seeks career opportunity. Box J-114, BROADCASTING.

DJ—wants top 40. Two years middle of road. Prefers northeast. Box J-222, BROADCASTING.

I must be doing something right. Ten years as disc jockey; smooth commercial delivery; good news. Box J-225, BROADCASTING.

Announcers—(cont'd)

Attention stations: Top talk and phone show star available . . . well known NYC and Philadelphia personality. Interviewer of world's leading figures . . . though controversial. Interested major markets only. Call 212-KI 3-3498 or write Box J-227, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw; fifteen years experience, news, programing, production. Extra voices. Tape, resume available. Fifteen thousand per year. Box J-242, BROADCASTING.

Hello New York, New Jersey, Connecticut. Top 40-middle of the road. Box J-245, BROADCASTING.

Top 40 dj—drunk, floater, prima donna. Little or no talent. Take a chance. Box J-252, BROADCASTING.

Top forty jock; young, tight board, strong production background. Prefer nite slot in medium market. \$450. Interested? Curious? Box J-253, BROADCASTING.

C&W Stations: Announcer with years of experience. Easy delivery, sober, reliable. Tape & photo on request. Box J-254, BROADCASTING.

Beginner, tiger radio—ambitious, hard-working swinger endorsed third, available now. Box J-257, BROADCASTING.

Unforeseen circumstances forcing an old timer with first phone twenty year coupled with same experience in play-by-play, news soft sell announcing no rock to relocate. For past three years in central Florida and desire either central or Florida coasts. Box J-260, BROADCASTING.

Country western deejay. Terrific production. Solid commercial delivery. Box J-264, BROADCASTING.

I'll make you a bet without a single production gimmick, and without raising my voice once, I can build a bigger record audience than you perhaps have faith enough to believe possible in this manner. No tapes. No audition. You have nothing to lose. Let's see your courage. Box J-278, BROADCASTING.

Pulse-proven number one dj in present market. Top 40. Tight, creative production. 3rd endorse. Young, stable, married veteran. Want advancement and growth with larger organization. Photo, tape, resume and references on request to Box J-280, BROADCASTING.

Experienced young top 40 dj—1st phone now in medium-large market—presently employed with good relations, but station changing format. Bright happy sound—willing to travel, no service obligation—aircheck—resume in return mail. Box J-281, BROADCASTING.

Announcer available. Ten years experience. Box J-285, BROADCASTING.

Major market top 40 jock. Presently employed, ten years experience, top ratings, top references. Can you show me a future? Box J-286, BROADCASTING.

Hurricane victim . . . Country dj. Some sales, experienced, sober, reliable, family man. Box J-287, BROADCASTING.

Disc jockey announcer authoritative news. Sportscaster. Experience—married. Want to settle—not a floater or prima donna. Box J-288 BROADCASTING.

DJ, announcer, newscaster—bright, well-rounded, experienced dj-announcer. Married, family man; authoritative newscaster; want to settle; not a floater or prima donna. Witty, and gets along well with everyone. Box J-291, BROADCASTING.

Personality airman looking for permanent position. Midwest, first choice. Ticket. Minimum \$125. Box J-294, BROADCASTING.

Personable dj-announcer: looking for good pop music and news format with station or group. All radio or radio-TV. Your belief in sales, through individual efforts of charm, persuasion and respect important, 6 years experience. Major markets only for complete details call 212-528-6515 or write Box J-298, BROADCASTING.

Announcers—(Cont'd)

Announcer: With unusual combination—good voice—authoritative newscaster—now can also be an exciting, humorous personality—can adapt to any musical format—experienced—will work anywhere. Prefers New England area. Box J-299, BROADCASTING.

DJ-announcer, experienced, bright sound, tight board, authoritative newscaster, married want to settle. Not a prima donna or floater . . . Box J-300, BROADCASTING.

First phone morning deejay. Experienced all phases. Run smooth, relaxed, middle of the road show. tight production. Box J-302, BROADCASTING.

Not an ex-athlete or coach. Professional announcer. Basketball. Box J-303, BROADCASTING.

Top 40 dj with first phone wants to move up. Teenage, single and draft free. Will relocate. Box J-304, BROADCASTING.

Available Sept. 20; Dependable, married announcer with 6 years experience as dj, sportcaster, and P.D. Desires position in market of 100,000. Salary \$105 per week. Call John Moran at LI 3-4936 or write 140 5th Street, Phillipsburgh, Kansas 67661.

Experienced sports director—top notch Basketball announcer will combine news or sales. Will relocate—college grad. 408-245-8589.

First phone personality. Professional—8 yrs. exp. in all phases of industry. Available now! Chorman Chase, 1723 Gasfield, Helena, Montana.

Female dj/announcer immediately available . . . experienced . . . news gathering . . . woman's program . . . dependents . . . some sales . . . 3rd . . . Write P.O. Box 765, Gloucester, Mass. (Student)

Attention Mr. Station Manager: I seek permanent employment as an announcer on your staff; age 40. Prefer Texas but will locate anywhere. Call Edward H. Osborn at BRoadway 8-0911 area code 214, Garland, Texas or write 2120 Glenbrook Drive, Apartment 16.

Technical

Field engineer for well-known consultant is seeking a position as Chief or other that does not require extensive traveling. Box J-190, BROADCASTING.

First phone operator, inexperienced but eager to learn. Northeast preferred, Box J-226, BROADCASTING.

1st phone man, lots amateur experience seeking part time work. In Broadcast field radio or TV. Long Island or NYC area. Box J-272, BROADCASTING.

C. E. employed here 3 years, maintenance, wishing to relocate. No board work. Anthony Ostoppoff, P.O. Box 808, Hopewell, Va. 23860. Ph. 458-7083.

News

Newsman, mature, adept and accurate in local and all news area. Excellent references. Box J-267, BROADCASTING.

College graduate with 5 years experience desires permanent position in adult radio news. Box J-268, BROADCASTING.

Reporter-writer-broadcaster of news & sports now working major market, wishes to relocate. Hard-hitting sports analyst and interviewer of major sports figures. Box J-296, BROADCASTING.

Production—Programing, Others

I can't roller skate in a buffalo herd . . . and I'm no Kansas City star . . . but I am looking for that "Better Job." Training, 6-years experience, and a creative Tiger in my tank make this radio-biz gal a #1 money-maker for any market. Prefer promotion or copy. Interested in C&W. Send replies to Box J-241, BROADCASTING.

Good music ideas available. Production background. Limited announcing. Box J-275, BROADCASTING.

Production—Programing, Others

Continued

Copywriter/announcer. Quality copy. Deep voice best suited to news, commercials, better music. Presently employed. Box J-277, BROADCASTING.

Program director, who programed one of New York state's most successful operations, interested in challenge of programing another station whether as program director or manager. Experience also includes sales. Box J-284, BROADCASTING.

TELEVISION—Help Wanted

Management

CATV executive, age 30-38. Challenging opportunity. General manager 500,000 population city system. Top national New York Stock Exchange company. Must have solid background in sales and management. Box J-270, BROADCASTING.

Sales

Television Salesman with proven record who has managerial capabilities. Established network outlet in Northwestern Penna. Box J-285, BROADCASTING.

Progressive full color station offers immediate opening for an aggressive television time salesman. Good compensation plan with fringe benefits. Send resume and photo to Harry C. Barfield, Vice President & General Manager, WLEX-TV, Box 1457, Lexington, Ky.

Announcers

Staff announcer: Immediate opening for an experienced announcer who can do news, weather, sports. Versatility desired. Progressive fullcolor station. Send tape, and resume with photo to Bob Jones, Operations Director, WLEX-TV, Box 1457, Lexington, Ky.

Need night staff announcer with good voice and appearance to also host daytime program. Good pay. 40 hours. Call: Jack Poole, FAirfax 2-8828, WTVM-TV Columbus, Ga.

Technical

Top notch TV maintenance technician with TV & color experience, possessing 1st class license for large Northeastern metropolitan station. Box J-243, BROADCASTING.

Engineer—immediately for North Carolina ETV station. First class license, VTR and broadcasting experience required. Excellent conditions: new equipment, building. Monday - Friday operation. Box J-247, BROADCASTING.

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-271, BROADCASTING.

Progressive full color station in upper South central area needs engineers with experience and knowledge of studio and transmitter operations. First phone required. Send details to Box J-289, BROADCASTING.

Engineer wanted for Rocky Mountain AM-TV. Duty mostly TV transmitter. Must have TV transmitter microwave experience. Box J-290, BROADCASTING.

Two engineers to work with present staff engaged in color expansion program. Central Pennsylvania UHF thirteen years old, medium city, low overhead. First phone required. Reply Box J-301, BROADCASTING.

Experienced UHF-TV transmitter operator. Mountain top operation. Resume: KAAR-TV, 8330 Engineer Rd., San Diego, Calif.

New channel 9 station has immediate openings for first phone engineers. Latest GE and RCA equipment. John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Immediate opening for engineer with 1st class license. Contact M. J. Lamb, Chief Engineer, WIMA-TV, Lima, Ohio.

Technical—(cont'd)

Progressive full color station needs engineers with experience and knowledge of studio and transmitter operations. First phone required. Send details to Reid Hucaby, Chief engineer, WLEX-TV, Inc., Box 1457, Lexington Kentucky.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and benefits, superb working conditions and location. Contact Director of engineering. WTTW/WXXW, 5400 N. St. Louis Avenue, Chicago, Illinois 60625.

Transmitter engineer with experience on RCA TT50AH needed. Please furnish resume of age, education, experience and salary requirements, to Leon Webb, WTVCTV, Box 1150, Chattanooga, Tennessee.

CATV technicians and engineers. Fastest growing company in Washington. Excellent pay and benefits. Equity available. Write Telecable, Inc., 1616 Norton Building, Seattle, Washington.

NEWS

Assistant news director for midwest station. Highly competitive 3 station news area. Must be top man able to write & film news and documentaries. Prefer some air experience. Send tape, resume, etc., to: Box J-235, BROADCASTING.

Experienced news director required to build news operation to number one position in three station market. A challenging opportunity for the right man. Can expect full station cooperation and assistance. Send qualifications, personal background and salary requirements to Box J-279, BROADCASTING.

Television newscaster. Gather, write, deliver late-evening featured newscast. Immediate opening as part of combined radio-TV news dept. Rush resume, references samples of work to Durham Caldwell, News director, WHYN-TV, Springfield, Mass.

Production—Programing, Others

Large northeastern ETV station seeks a creative experienced producer-director. Excellent opportunity for the right man. Must be capable of handling major project work. Station is an equal opportunity employer. Salary \$8,000. Box J-255, BROADCASTING.

Producer-director experienced in all phases TV production. Strong on camera. Send resume, photo, salary requirements. KFRET-TV, Fresno, Calif.

Immediate opening for producer-director. Offers challenge, responsibility and reward. Wire Cecil Ruffin, Operations Mgr., WIRL-TV, Peoria, Illinois.

SITUATIONS WANTED

TELEVISION

Management

TV-General sales manager 12 years experience in top 50 markets. Operated national, local, regional sales force. Assistant to VP mgr. in all phases. Excellent record and refs. from top people. Income over \$20,000 plus fringes. Interested in new opportunity for money and future growth. Box J-263, BROADCASTING.

Sales

Available thru divorce one of the top salesmen, a specialist in ideas with a record that will stand the firmest check, available anywhere. Box J-269, BROADCASTING.

Announcers

First phone, 18 years experience, married, employed by network as vacation relief until Oct. 1. Box J-285, BROADCASTING.

Technical

Field engineer for well-known consultant is seeking a position as chief or other that does not require extensive traveling. Box J-191, BROADCASTING.

Technical—(Cont'd)

Chief engineer—18 years experience, UHF, VHF, Studio, transmitter, maintenance, construction and administration. Presently employed. Box J-262, BROADCASTING.

Twelve years TV studio maintenance experience five as a supervisor. Desire supervisory position in station, preferably on East coast. Box J-273, BROADCASTING.

News

Reporter-Sports & news. Experienced both television and radio. Prefer west coast. Box J-266, BROADCASTING.

Reporter, now employed in major market doing SIL and SOF filming and editing, reporting and writing with some on-air work. Three years newspaper experience including Chicago police reporter. Excellent references. Family man, 25-years-old, college. Want a demanding reporting job with regular airwork and an ambitious news department. Will work any and all hours for reasonable salary. Box J-283, BROADCASTING.

Reporter-writer-broadcaster of news & sports now working major market, wishes to relocate. Hard-hitting sports analyst and interviewer of major sports figures. Box J-297, BROADCASTING.

Production—Programing, Others

Assistant promotion manager at television station desires position in larger market. Will consider programing or production. Box J-232, BROADCASTING.

Cameraman-seeks opportunity to get into directing. College graduate—TV major. Presently employed, single, references. Box J-251, BROADCASTING.

Creative artist—photographer desires challenging position with progressive organization. Box J-274, BROADCASTING.

Assistant director, top ten market, desires director's position in smaller market. Experience limited, references excellent. Box J-307, BROADCASTING.

Marine officer desires TV director/announcer position. Available January 1966. Experience: TV director and announcer; director, script writer and narrator of Marine Corps films. BS Education degree. 25. Married. Write: 1st Lt. Wm C. Middlebrooks, 17 Woodland Dr., Triangle, Virginia., phone 875-0242.

WANTED TO BUY—Equipment

Wanted: 5 & 10 kw AM transmitters. Write offers: Homero Rios D., Box 1324, Mexico City, Mex.

Do you have a spare RCA 25 kw hi-band aural amplifier now surplus, following the TV aural power reduction? We need one such amplifier and associated power and control cubicles. Write stating location, price and condition. Box J-144, BROADCASTING.

Wanted immediately—channel 42 Filterplexer. Will consider adjacent channel unit. Phone 415-682-7733.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind. 440 Columbus Ave N.Y.C.

Co-axial cable. Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-632-3527

The complete source of used radio-TV broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Gates MCB-20 multiplex exciter and SCA generator . . . \$400.00. Gates RCM-12 Remote control equipment . . . \$395.00. W.E. 1126-C limiting amplifier . . . \$100.00. W.E. 110-A limiting amplifier . . . \$75.00. 210 ft. 1 1/2" Styroflex cable (less than 1 yr. old) . . . \$300.00. Reply to: WRFM, 41-30 58th St., New York, N. Y. 11377.

FOR SALE—Equipment—(Cont'd)

Ampex authorized repair center—Repair and rebuild all Ampex Professional equipment, including heads. Forty-eight hour service on most repairs. All work guaranteed. Free estimates. Accurate Sound Company, 15 North Tyler, San Angelo, Texas. AC 915-949-1904.

RCA 5 kw AM transmitter type BTA-5F. Just removed from service. In storage in Florida. Immediate availability to first cash offer of \$4500.00. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey or call area code 609-456-1716.

UHF antenna, Channel 19, General Electric five bay helical directional. Stored on ground near rail siding. Owner changed channels. Box J-246, BROADCASTING.

Complete FM station equipment: GE 3kw-BT3A transmitter 2/new-type finals, GE 4 bay antenna 130' 1 1/2" Hellax, RCA BC2B console, GE limiter, 2-16" TT with Rekot arms. Cartridges, equalizers. GE rack w/ Browning tuner, EBS receiver, spare tubes. Make offer, KTGM, 9805 East Iliff Ave., Denver, Colorado.

GE FM 3 kw transmittter, \$3200; GE FM 10kw amplifier, \$3700; both units \$5900. Good condition. Box 221, Lebanon, Tennessee.

Federal 10kw FM transmitter. Now in use. Bargain \$2000. FOB. Helen Repasky, WPIC, Sharon, Pa.

Collins cartridge equipment R/amp. 21601, P/back 642A1 one year old \$550.00. Raytheon RC11 console works good \$395.00. Gates SA-38 limiter \$135.00. Andrew type 40C phase monitor \$135.00. Magnecorder PT6 \$135.00. RCA 73B prof. disc cutter \$280.00 (No mike) tower lights \$7.50 each (6) Audiovox, 4310 SW 75th Ave., Miami, Florida. 305-666-0015.

Ampex portable recorders. PR-10-1, PR-10-2, 602, 1 brand new. Dealer cost. Southwestern, Box 17435, Dallas, Texas.

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.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

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.

INSTRUCTIONS—(Cont'd)

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 class starting October 20/January 5, March 16. 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.

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 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.

Don Martin School of Radio & Television Arts & Sciences. Serving the broadcasting industry since 1937. F.C.C. license preparation, radio announcing & production, news casting-ad lib & sportscasting, TV camera operation & directing, video tape—cinematography TV commercials, voice improvement & development. Write or call for further information and special courses. HO - 2-3281. 1653 N. Cherokee, Hollywood 28, California.

RADIO—Help Wanted

Sales

SALES—

BROADCAST TRANSMITTER

SALES REPS

In pursuing its plan of electronic product diversification, an Eastern manufacturer is seeking unassociated AM-FM transmitter reps across the country. Write to P.O. Box 507, Landsdale, Pa., detailing experience, present products handled and territory desired.

An Equal Opportunity Employer

Help Wanted

Sales—(Cont'd)

BROADCAST EQUIPMENT SALES MANAGER

Well known California broadcast equipment manufacturer, is looking for experienced sales engineer, who wants to move into top management. Must have at least two years AM and FM transmitter sales background, plus some college. Broadcast industry contacts helpful. Must be experienced with sales proposals as well as broadcast equipment. Executive knowledge together with organization ability will be helpful. Light travel. Excellent opportunity for hard worker. Furnish complete experience resume with recent photo. All applications treated confidentially.

Box J-112, BROADCASTING

Announcers

RADIO STAFF CHANGES CREATE THREE NEW JOBS

A major modernization and expansion program has created openings for two experienced announcers and one seasoned news man on our staff.

We are in a brand new radio building in suburban Green Bay with excellent technical equipment.

TWO ANNOUNCERS

We are ready to hire immediately a new morning man and an afternoon man. Prefer first phone or willingness to acquire same with our help. Tight board, bright bright voices. Modern format but not rock and roll.

ONE NEWSMAN

Must be experienced, able to do local interviews by tape or phone. Voice not as important as news gathering ability. You will be our second man working the afternoon and evening shift.

We are an NBC affiliate with strong emphasis on sports (The Green Bay Packers for example) and news. Our station is owned by the Green Bay Press-Gazette, a AAA Dun & Bradstreet rated firm. All salaries commensurate with ability, top fringe benefits and stability to bright people with imaginations.

We are on the way up and want people who can grow along with us. Send resumes, photos, tapes or anything you think will help us evaluate you.

Write: Personnel Department
WJPG
P. O. Box 520
Green Bay, Wisconsin

Situations Wanted—Announcers

GOOD MUSIC DEEJAY— SOPHISTICATED, ORIGINAL

Award winning documentarian. Currently employed, top chain. Adult humor. Provocative.

Box J-258, BROADCASTING

ANNOUNCERS

Well trained announcers with 3rd class tickets available now. For audition tapes and resumes write or phone

Midwestern

228 S. Wabash, Chicago
WA 2-0712

Situations Wanted

Technical

VOA ENGINEER

Responsible supervisor desires return to commercial broadcast: Management oriented, budget conscious. Experienced comprehensive TV, max power AM, stereo, microwave, carriers and other sophisticated systems. Seeking opportunity with quality operation.

Box J-180, BROADCASTING

News

NEWS-SOUND-EFFECTS

If your newscasts sound like your competition, you need "Twenty-Original-News-Sound-Effects." Recorded. 20 New creations in sound. EXCLUSIVE per market. Command Productions, 1943 N. W. Irving, Portland Oregon

TELEVISION—Help Wanted

Management

CATV

GENERAL MANAGER

Are you looking for an opportunity to build a business? Newspaper and broadcast group owner with 3 CATV systems in the Southeast seeks highly motivated young marketing-oriented executive ready to assume top administrative responsibilities as general manager of its CATV division.

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Continued from page 83

Broadcasters Inc., for indefinite postponement of hearing in proceeding on its application for new FM in Pompano Beach, Fla., without prejudice to applicant submitting petition in proper form at later date. Action Sept. 21.

■ Denied petition by WFTL Broadcasting Co., Fort Lauderdale, Fla., for leave to intervene in proceeding on application of Boca Broadcasters Inc., for a new FM in Pompano Beach, Fla. Action Sept. 17.

■ Formalized by order ruling made at Sept. 15 prehearing conference in matter of revocation of license of Palmetto Communications Corp. for WHHL Holly Hill, S. C., and scheduled further prehearing conference for Sept. 30 and continued Sept. 30 hearing to date to be set at prehearing conference on that date. Action Sept. 17.

By Hearing Examiner Walther W. Guenther

■ On own motion scheduled further prehearing conference for Sept. 21 in proceeding on AM applications of Emerald Broadcasting Corp., Eugene, Pendleton Broadcasting Co., Pendleton, both Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Action Sept. 20.

■ In proceeding on applications of Triad Stations Inc., and Marshall Broadcasting Co. for new FM's in Marshall, Mich., granted petition by Triad Stations Inc., for leave to amend its application to specify channel 244A in lieu of channel 285A and to return amended application to processing line. Action Sept. 16.

By Hearing Examiner Herbert Sharfman

■ On own motion, made various corrections to transcript in proceeding on application of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and matter of revocation of license of Edwin H. Estes for WPFA, Pensacola, Fla. Action Sept. 21.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by The Superior Broadcasting Corp. for leave to file, on or before Sept. 22, reply to Broadcast Bureau opposition to Superior's petition for leave to amend its application for new TV to operate on channel 61 in Cleveland. Action Sept. 17.

■ Cancelled presently scheduled dates for exchange of exhibits, for notification as to witnesses, and for evidentiary hearing, and scheduled further prehearing conference for Sept. 30, at which time, among other things to be considered, new dates for exchange of exhibits, notification as to witnesses, and hearing will be fixed in proceeding on applications of Fidelity Radio Inc., and WHAS Inc., for new FM in Louisville, Ky. Action Sept. 16.

By office of opinions and review

■ Granted petition by Broadcasting Bureau to extend time to Oct. 1 to file responsive pleadings to petition for reconsideration in proceeding on applications of United Broadcasting Co., for renewal of license of WOOK Washington, and Bowie Broadcasting Corp. for new AM in Bowie, Md. Action Sept. 15.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Sept. 21

KENI-TV Anchorage—Granted CP to change vis. ERP to 26.9 kw, and change type vis. trans.

KRSN Los Alamos, N. M.—Granted CP to change ant.-trans. and main studio location, and make changes in ant. system.

KYND Tempe, Ariz.—Granted CP to make changes in ant. system.

KASO Minden, La.—Granted CP to make changes in ant. system and ground system.

WMRR Jacksonville, Fla.—Granted CP to change ant.-trans. location.

WOR-FM New York—Granted CP to install new trans. and new ant., increase ERP to 5.3 kw, decrease ant. height to 1240 ft., and make engineering changes.

WDHA-FM Dover, N. J.—Granted CP to increase ERP to 720 w. and install new trans.; remote control permitted; condition.

WHTG-FM Eatontown, N. J.—Approved engineering technical data submitted, pursuant to commission's July 28 report and order in Doc. 15969, and modified CP of FM to specify operation on channel 292; ERP 1 kw, ant. height 210 ft.

■ Following stations were granted extensions of completion dates as shown: KCND-TV Pembina, N. D., to March 21, 1966; KTHI-TV Fargo, N. D., to March 21, 1966.

*WHTV(TV) Syracuse, N. Y.—Granted

mod. of CP to specify operation on channel *24; ERP 347 kw vis., and 69.2 kw aur., and change type ant.

KTXL-TV Sacramento, Calif.—Approved engineering technical data submitted, pursuant to July 7 supplement 4 to fourth report and order in Doc. 14229, and modified CP to specify operation on channel 29: ERP 295 kw vis., and 58.9 kw aur.; ant. height 350 ft., and studio location to be determined.

KSTP-FM St. Paul, Minn.—Granted mod. of CP to change type trans.; conditions.

Actions of Sept. 20

Charlottesville Broadcasting Corp., Charlottesville, Va.—Approved engineering technical data submitted, pursuant to commission's June 4 fourth report and order in Doc. 14229, effective July 15, to modify construction permit of TV and specify operation on channel 29: ERP 933 kw vis., and 1.86 kw aur.; ant. height 1240 ft.

■ Following stations were granted extensions of completion dates as shown: **WCAW** Charleston, W. Va., to Oct. 20; **WCAS(FM)** Knoxville, Tenn., to Feb. 1, 1966.

***WHA-FM** Madison, Wis.—Granted CP's to change trans. and increase ERP to 72 kw: conditions and change trans.

WRGA-FM Rome, Ga.—Granted mod. of CP to change ant-trans. location; change type trans. and type ant.; decrease ERP to 300 w, and increase ant. height to 790 ft.; remote control permitted.

Actions of Sept. 17

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: **KCLS** Flagstaff, Ariz.; **KHIL** Willcox, Ariz.; **KHOB** Hobbs, N. M.; **KMOR** Murray, Utah; **KSYX** Santa Rosa, N. M.; **KABQ** Albuquerque, N. M.; **KART** Jerome, Idaho; **KASL** Newcastle, Wyo.; **KBBS** Buffalo, Wyo.; **KCAC** Phoenix; **KCEE** Tucson, Ariz.; **KDCE** Escondido, N. M.; **KEOS** Flagstaff, Ariz.; **KEST** Boise, Idaho; **KGRT** Las Cruces, N. M.; **KID** Idaho Falls, Idaho; **KIME** Laramie, Wyo.; **KFXD** Nampa, Idaho; **KNOT** Prescott, Ariz.; **KOB** Albuquerque, N. M.; **KOBE** Las Cruces, N. M.; **KPIN** Casa Grande, Ariz.; **KPOW** Powell, Wyo.; **KRAL** Rawlins, Wyo.; **KRDS** Tolleson, Ariz.; **KRSN-AM-FM** and **SCA** Los Alamos, N. M.; **KRPL** Moscow, Idaho; **KRXX** Rexburg, Idaho; **KSOP-AM-FM** Salt Lake City; **KSRA** Salmon, Idaho; **KSRC** Socorro, N. M.; **KSXX** Salt Lake City; **KTRI** Twin Falls, Idaho; **KVOD** Albuquerque, N. M.; **KWHO** Salt Lake City; **KBOI-FM** and **SCA** Boise, Idaho; **KBUZ-FM** Mesa, Ariz.; **KCPX-FM** Salt Lake City;

KNEV(FM) and **SCA** Reno; **KORK-FM** Las Vegas; **KRGN(FM)** and **SCA** Las Vegas.

Actions of Sept. 16

WTOC-TV Savannah, Ga.—Granted license covering changes; and mod. of license to reduce aur. ERP to 31.6 kw, and change type aur. trans.

WHTN-TV Huntington, W. Va.—Granted mod. of license to reduce aur. ERP to 43.8 kw, and modify aur. trans.

WLDR-FM Traverse City, Mich.—Granted assignment of CP to Great Northern Broadcasting System Inc.

■ Following stations were granted extensions of completion dates as shown: **WLKY-TV** Louisville, Ky., to March 16, 1966; **WEAT-TV** West Palm Beach, Fla., to March 16 1966.

WWL-TV New Orleans—Granted license covering changes; and mod. of license to reduce aur. ERP to 10 kw, and change aur. trans.

Actions of Sept. 15

WBRT Bardstown, Ky.—Granted renewal of license, for period ending August 1, 1966.

The Hearst Corp., Pittsburgh, Pa.—Granted CP and license for new low power auxiliary station.

KNOX Grand Forks, N. D.—Granted CP to install auxiliary trans. at main trans. site.

***WMUB(FM)** Oxford, Ohio—Granted CP to make changes in ant. system, increase ERP to 820 w, and decrease ant. height to 260 ft.; condition.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: **KPOS** Post, Tex.; **WLSM** Louisville, Miss.

Fines

■ By memorandum opinion and order, commission directed Elbert H. Dean and E. L. Golden, licensee of **KOAD** Lemoore, Calif., to forfeit \$500 for rule violations including failure to have properly licensed operator on duty. This action was taken after consideration of licensee's reply to April 21 notice of apparent liability for that sum. Action Sept. 15.

■ By memorandum opinion and order, commission denied petition by The Findlay Publishing Co. for reconsideration and cancellation of \$500 forfeiture imposed Oct. 21, 1964, on **WFLM** Fort Lauderdale, Fla., for failing to maintain modulation levels within prescribed limits. Action Sept. 15.

■ By memorandum opinion and order, commission directed Snake River Radio and

Television Co., licensee of **KRXK** Rexburg, Idaho, to forfeit \$150 for rule violations including operation of station by improperly licensed operator and failure to post operator's license. This action was taken after consideration of licensee's reply to commission's May 19 notice of apparent liability for that sum. Action Sept. 15.

■ Commission notified Arthur Powell Williams, licensee of **KLAV** Las Vegas, that he has incurred apparent liability of \$1,500 for unauthorized assignment of license and violations of first-class radio operator requirements. He has 30 days to contest or pay forfeiture. Action Sept. 15.

■ Commission notified Henry and Bethyl Perozzo, d/b Radio Station **KAYE**, licensee of **KAYE** Puyallup, Wash., of apparent liability for forfeiture of \$1,500 for failure to file copies of certain contracts in nature of time brokerages, bulk sales, management agreements and options to purchase. Licensee has 30 days to contest or pay forfeiture. Notice also calls for statement from licensee within 20 days specifying degree of its participation in entire operation of station, including the steps, if any, taken to control its programming. Action Sept. 15.

■ Commission notified Paul E. Taft, d/b Taft Broadcasting Co., licensee of **KODA** Houston, of apparent liability of \$500 for repeated failure to comply with sec. 1304 of U. S. Code and commission rules by broadcasting advertisement involving lottery. Commission's notice stated that since advertised prize was new automobile at no cost, chance was drawing, and consideration was requirement that one purchase car in order to participate, all elements of lottery were present, and that adequate control of station's programming by licensee would have prevented lottery broadcasts. Licensee has 30 days to contest or pay forfeiture. Action Sept. 15.

■ Commission notified Crest Broadcasting Corp. of apparent liability for forfeiture of \$500 for operating **WEYE** Sanford, N. C., with excessive frequency deviation in violation of sec. 73.59 of rules. This is first assessment imposed for this type of violation. Licensee has 30 days to contest or pay forfeiture. Action Sept. 15.

■ By memorandum opinion and order, commission directed Fletcher-Mitchell Corp. to forfeit \$500 for violations of sec. 73.93(b) of rules by not having properly licensed operator on duty at **WTRI** Bradenton, Fla. Action was taken after consideration of licensee's reply to commission's March 31 notice of apparent liability for that sum. Action Sept. 15.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 22. 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.

Jackson, Calif.—Valley Vision Inc., 1419 K Street, Modesto, Calif., has received a favorable first reading of its franchise application. The proposed agreement would yield the city \$100 yearly plus 2% of monthly gross receipts; customer charges would be \$5.50 monthly and \$39.95 for installation. Valley Vision is also an applicant in Oakdale and Cutter Creek, both California.

■ **Soledad, Calif.**—Central California Communications Corp. (group CATV owner John C. Cohan) has been granted a franchise placing Soledad in the proposed South County CATV network which would include Salinas, King City, and Greenfield as well. Proposed rates: \$5.60 monthly and \$10 installation.

■ **Tehachapi, Calif.**—Tehachapi TV Cable Corp. has been granted a franchise for Kern county area immediately adjacent to the city limits of Tehachapi, in which it already holds cable rights.

■ **Glenwood Springs, Colo.**—Western Colorado Television Co., represented by Jerry Fitch, manager, **KLGN** Glenwood Springs, and Homer K. Peterson, of Salt Lake City, has received a 25-year franchise. Provisions include a maximum monthly charge of \$5.95 for at least five years and the main-

tenance of the existing subscription-supported booster system.

Bartow, Fla.—The right of the city to grant an exclusive franchise will be considered in a city election to be held Oct. 12. If the franchise provision is passed it is expected that the application of Jerrold Electronics, Philadelphia group CATV owner, will be accepted by the city commission. Universal Cablevision Inc., Cocoa Beach, Fla., is also an applicant.

Decatur, Ill.—Decatur Cablevision Corp., represented by Robert O. Hofland of Chelmsford, Mass., has applied for a 15-year franchise. Under the proposal the firm would pay 13% of the gross during the first five years and 15% of the gross for the next 10 years. Previous applicants include Land of Lincoln Cable Television Inc., Springfield, Ill., and Plains Television Inc., Springfield (WICS-TV) Springfield, WCHU-TV, Champaign and WICD-TV Danville, all Illinois. Land of Lincoln has also applied in Springfield (BROADCASTING, Sept. 6).

Battle Creek, Mich.—Wolverine Cablevision Inc., a recently formed subsidiary of Time-Life Broadcast Inc., N. Y., and Fetzer Broadcasting Co., Kalamazoo, Mich., has applied for a franchise. The proposed contract would be substantially the same as the one already held by Triad Stations Inc. (WALM Albion, Mich.), the winning competitor against Fetzer for a nonexclusive franchise granted by Battle Creek several weeks ago.

Columbia, Mo.—Columbia Master Video Inc., a group of Columbia businessmen, has applied for a franchise. Applications turned down last year had been submitted by Commonwealth Theaters, Kansas City, and Meredith Publishing Co., Des Moines, Iowa. The Columbia proposal offers 5% annual gross revenue, a figure higher than either of the earlier applicants, and a lower installation charge. An additional applicant

may be the University of Missouri, according to reports.

Wallington, N. J.—Tele-Mark Communications, Newark, N. J., has requested an exclusive franchise.

Manlius, N. Y.—Craftsman Electronic Products Inc., Manlius, has applied for a franchise. Previous applicants are Onondaga Video Inc., Cortland, N. Y.; Meredith Syracuse TV Corp. (WHEN-TV Syracuse, N. Y.); a subsidiary of the General Electric Co., and Newhouse Broadcasting Corp. (WSYR-TV Syracuse, N. Y.).

St. Johnsville, N. Y.—Antenna-Vision Inc., 11 Union St., Iliion, N. Y., (Harry Levin, president) has applied for a franchise. Antenna-Vision currently holds franchises in Frankfort, Herkimer, Iliion, Little Falls and Mohawk, all New York.

Salisbury, N. C.—American CATV Service Inc., Kingsport, Tenn., has applied for a 20-year exclusive franchise.

■ **Harrisburg, Pa.**—Harrisburg Cablevision Inc., 607 Radnor Street, Harrisburg, has been awarded a franchise. The firm will pay 2% of gross receipts and will provide free service to public, parochial and private schools. Maximum installation fee will be \$25 and the maximum monthly fee will be \$5. The system will carry nine TV stations plus six FM signals.

Middletown, R. I.—Full Channel TV Inc., Providence, R. I., has requested a 25-year franchise. Additional applicants are Vision Cable of Rhode Island, WJAR-TV Providence, and WPRO-TV Providence.

Amarillo, Tex.—Attorney John Fullingim and W. A. Prewitt have applied for a franchise. Proposed rates for residential users would be \$25 for initial connection and \$1 for each additional connection within the same home.

Madison, Wis.—All-Channel TV Inc., Madison, has applied for a franchise. Other applicants are WISC-TV Madison and Complete Channel TV Inc.

BOB Rich decided 30 years ago that he wanted to become part of the burgeoning broadcasting industry. So he took his first step and joined the radio club at Oberlin College in Ohio.

College radio was not the developed enterprise it is today with campus stations flourishing at many universities. While in the club, Mr. Rich and his fellow students helped to prepare and broadcast radio programs on stations in the Cleveland area.

From that modest beginning, Mr. Rich has nurtured a career that has included writing and editing for radio, station management, television programming and sales. In fact, his entire business career has been devoted to the TV-radio field, except for four years (1942-45) when he was in the U. S. Army.

Syndication Background ■ For the past 10 years Mr. Rich has played a key role in the topsy-turvy world of TV program syndication. During this time, he has been associated with Eliot Hyman, first in Associated Artists Productions, which subsequently became United Artists Associated. Then in 1960, with the formation of Seven Arts Associated by Mr. Hyman, Mr. Rich joined that organization as vice president and general sales manager.

The Seven Arts complex of companies, which operate under the umbrella of Seven Arts Production Ltd., has had a meteoric rise since its founding. In 1963, gross income rose to more than \$41 million from \$19.5 million in 1962, with the TV gross accounting for 70% of the total. The gross dipped to \$25 million in the fiscal year which ended last June (though net profit increased), because of a substantial reduction in the number of theatrical releases. However, the television business continued at a high level.

TV Branch Formed ■ Until last June Seven Arts' TV activities, handled through Seven Arts Associated, were concentrated in the distribution of post-'48 feature films. This past summer, as part of an expansion and diversification move, Seven Arts Television was organized with Mr. Rich as executive vice president and general manager.

"I'm just starting to learn this new assignment," Mr. Rich remarked, "and I'm finding it most challenging. For the first time, our company has become active in producing for the networks, and we hope we can make as meaningful a contribution in that area as we have been making in station programming."

Mr. Rich is a tall, athletically built man whose appearance and manner project an image of quiet efficiency and thoroughness. He speaks easily, directly, but sparingly.

He is highly regarded as a salesman. An associate observed: "He is the direct opposite of the fast-talking, glib sales-

World hopping for Seven Arts' new TV branch

man, but he gets excellent results."

Since starting his new assignment, Mr. Rich has been on a whirlwind schedule hiring personnel and undertaking program-procurement assignments. To accelerate the company's plans in network TV production, Thomas D. Tannenbaum recently was ap-

WEEK'S PROFILE



William Robert Rich — Exec. V.P.-gen. mgr., Seven Arts Television; b. Aug. 18, 1916, Yonkers, N.Y.; B.A. in political science, Oberlin College, Oberlin, Ohio; NBC page, 1939-40; NBC News staff, New York, 1940-41; chief news editor, General Electric International Broadcast Division, Schenectady, N.Y., 1941-1942; U.S. Army, 1942-45, tank battalion officer serving in North Africa, Italy, France, Germany and Austria, discharged as captain; director of news and special events, WGY Schenectady; station mgr., KSMA Santa Maria, Calif., 1946-48; prog. dir., WBEN-AM-TV Buffalo, N.Y., 1948-53; prog. dir., WPIX (TV) New York, 1953-55; general sales manager, Associated Artists Productions, 1955-58; VP and general sales mgr., United Artists Associated, 1958-60; VP and gen. sales mgr., Seven Arts Associated Corp., 1960-65; exec. VP and gen. mgr., Seven Arts Television, 1965; m. Jean Goodkind, 1960; children (by former marriage)—Jean, 22; Robert, 20; Joan, 19; Ronald, 16; member—International Radio & Television Society, Academy of Television Arts & Sciences.

pointed vice president of programs in Los Angeles, and Stanley Jaffe, director of programs in New York.

Mr. Rich has high hopes that Seven Arts Television will be represented on the TV networks next fall. He is reticent about discussing the company's plans in that area but said there are several projects under consideration.

This newly formed television division has jurisdiction over all of Seven Arts Production's TV programming except the feature films, which are under the control of Seven Arts Associated. The first new programs under the Seven Arts TV aegis have been the six one-hour *Man In Space* specials and the half-hour across-the-board *Gypsy Rose Lee Show*.

Plans for Color ■ Color will play an important role in these syndicated shows, according to Mr. Rich. The initial *Man In Space* special was produced in black and white, but the remaining five will be made in color. He said *Gypsy* is slated to go into color within the next few months . . . as soon as color equipment and facilities are available.

"Color is an exciting dimension and is going to prove more attractive in the months ahead," he observed. "We plan to do a considerable amount of our future programs in color."

During the past few weeks Mr. Rich has been on a transcontinental and trans-Atlantic business spree hopping between New York, Hollywood and Europe. He stressed that Seven Arts TV is seeking programming fare from all over the world, and believes that overseas, as well as domestic sources can make a contribution to television.

International ■ The first major international effort by Seven Arts Television is a co-production agreement signed recently with Bavaria Film Studios in Munich, Germany. The first program obtained was a one-hour color special, *Nutcracker*, which has been placed into distribution. The agreement calls for the production of a proposed network series and additional specials, all in color.

Mr. Rich asserts there is "a definite need" for first-run properties in syndication but "not just any first-run." He stressed that syndicators must devise a formula for first-run that would assure "saleable properties."

His latest assignment probably will play havoc with Mr. Rich's favorite pastime — attending Army football games. He is known in the broadcast industry as a number-one Army fan and has journeyed to all parts of the country on Saturday afternoons to root for his team.

"Unfortunately, Army won't be playing in the areas that I'll be visiting this fall," Mr. Rich said with a wry smile. "I'll be spending a good deal of my time during the next few months in Hollywood and Europe."

According to plan

THE 1965-66 television season is now two weeks old, and everything thus far is following predictable patterns. Some programs show promise and some don't, as is always the case. On the whole it looks to be a fairly close three-network race, which is what the forecasts called for. And of course the entire season has been quickly written off as a poor job by most of the newspaper critics who had written it off as a poor job before it started, which certainly reflects no innovative trends among newspaper writers.

It is, of course, still much too early to judge. Ratings at this point are almost meaningless; viewers need several weeks to shop around before settling into the habits that they will follow, more or less, throughout the season. Except for relatively rare shows whose ratings start high and keep zooming, or fall dead and just lie there, the sampling season is inevitably a period of week-to-week fluctuations from which broad decisive judgments are drawn only by the reckless.

There is also the fact that some shows build slowly. And others slowly fall apart. Whether attributable to changing production values or to delayed reactions of viewers, this factor is an essential part of the sampling process but emerges only slowly from the ratings. Its importance can be sworn to by a considerable band, however, even if you count only those who originally (a) said *Bonanza* would never make it, (b) called *I Love Lucy* noncommercial, or (c) dismissed *Bewitched* as too improbable.

On the whole, the season at this stage seems to us to offer more innovation and higher production values than the previous one. Color also adds an element of excitement. The regularly scheduled series are, as always, the breadwinners; the glitter and shine will come from the specials. This arrangement never satisfies the highbrows and the critics, but viewing trends over the years have indicated it is eminently satisfactory to most viewers. We suspect that this year's audiences, like this year's critics, will behave predictably and that—no matter how they react to specific programs—in acceptance of the total schedule their reactions will be as dependably positive as the critics' have been dependably negative.

No pie in the sky

THE proposal of ABC to launch its own satellite system to feed its network deserves prompt and serious consideration. It will no doubt arouse some opposition if for no other reason than its challenge to AT&T's primacy in domestic communications and Comsat's intention to act as chosen instrument for commercial traffic in space.

On the surface ABC's economic projections and technical specifications are persuasive. If a system can be created and maintained as ABC says it can, networking by satellite promises to be more flexible and more efficient than networking by current methods. Unless better arguments are made in opposition, it is hard to see how the public would get anything but benefit from the arrangement that ABC envisions.

The ABC proposal ought not to be confused with direct satellite-to-home television. What ABC wants is, for all practical purposes, a closed-circuit means of distributing its network schedules from origination points to affiliated stations. The public would still get its ABC shows from the stations it gets them from now.

Direct television from satellite to home is another matter. In that development, which must await technological advances before it can be seriously proposed, policy issues of

grave importance to the public are involved. Could space stations capable of reaching the whole nation and, for that matter, neighboring nations as well, be successfully mixed with the land-based pattern of stations that now exist? If direct-to-home space stations are to be considered, who are to be the licensees? The answers to those and other questions of equal pertinence cannot be reached without extensive study and debate—but they need not be reached until someone makes serious application for the delivery of television from a satellite to the home receiver. They would not seem to require settlement in the case that ABC has presented to the FCC.

It may be to the interest of those organizations with a stake in existing systems of communication to prolong the FCC's consideration of the ABC petition. If delaying tactics are employed, they ought to be resisted. This proposal can be decided without reference to whatever problems the future may bring in the form of space stations capable of reception by anybody.

FCC: FYI

TEN years ago the British inaugurated the "American Plan" of commercial television by establishing the Independent Television Authority to compete with the non-commercial British Broadcasting Corp. ITA consistently has outstripped BBC in audience, with U. S. network and syndicated features among its most popular shows. Even the BBC, though it still does not sell time, uses a smattering of American syndicated programs.

The British government has been learning something about television too. You can take the word of the prime minister, Harold Wilson, on that.

In addressing the ITA 10th anniversary dinner at Guildhall on Sept. 16, Mr. Wilson commented:

"But one thing I do want to make clear. since the question of program content is continuously before the public. Indeed I receive a number of letters about it from would-be reformists. It is this: I do not believe it is the function of the government to decide or influence the content of the programs produced on television for the entertainment and instruction of the nation's viewers."

Hooray for the British prime minister. His enlightened statement makes it obvious that there are some officials in the U.S. government who can still learn something from the old country.



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